About the Contributors

**Anita Goyal** is Associate Professor (Marketing) at the Indian Institute of Management, Lucknow, India. She has 18 years of experience in academics. She is an MBA in Marketing Management from University of Poona, India, and a Ph.D. in Services Marketing and Consumer Behaviour from Jamia Millia Islamia, New Delhi, India. She has exposure of teaching and supervising projects at the international level with EDHEC Business School, France, and Thames Valley University, London. Her teaching and research interest areas include principles of marketing, services marketing, product and brand management, consumer behaviour, and strategic marketing. She has guest edited two journal issues, one with *Vision* and other with *Journal of Indian Business Research* (JIBR). She has publications in national and international journals. She has also presented her research work in various national and international conferences.

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**Eka Ardianto** holds a doctorate in Anthropology from the University of Indonesia. His research interests are in consumer behavior, postmodern marketing, consumption, and community marketing. He is a Faculty Member in the Consumer Marketing at Prasetiya Mulya Business School, Indonesia, and author of the book *Consumer Communities: Anthropological Theory*. Together with Prof. Agus W. Soehadi, Ph.D., he initiated “Consumunity Theory.” The theory was not only published in Indonesia but also has already been presented in several international conferences such as an Annual Conference, Academy of Marketing in Scotland UK, 2008; International Marketing Conference in India 2012; and the International Conference on Tourism & Hospitality Management in Athens Greece, 2013.

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**Zilla Patricia Bendit** is Ph.D., M.Sc. and B.S. from the Business Administration School of São Paulo at the Getulio Vargas Foundation (FGV-EAESP) with focus in marketing. Currently, she is Director Associate for Institutional Development office of FGV, and worked with fund raising area in the last 12 years. Dr. Zilla teaches marketing in graduate and undergraduate courses at FGV, and other institutions; viz., FAAP – Fundação Armando Álvares Penteado and FACAMP – Faculdade de Campinas, since 1984, having focus in Marketing Research and Services. From 1988 until 2001, she was the Manager of Communication for the Agency of Concession in the Department of Transportation of the State of São Paulo.

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**Sonia Bharwani** is presently working as Assistant Professor with Institute for International Management and Technology – Oxford Brookes University. She received her MBA in International Business from Manchester Business School, UK. She was an MBA Exchange Student at the Fuqua School of Business, Duke University, North Carolina, USA. A university topper in M.Com, Sonia has over twelve
years of experience teaching management in Indian premier colleges in Mumbai, Gurgaon, Ahmedabad, and Shimla, and seven years industry experience in the area of finance in a Mumbai, India-based private trading organisation. She is currently pursuing Ph.D. in Business Administration from Aligarh Muslim University. She has to her credit publications in international journals and research papers presented at international forums. Her areas of interest include general management, hospitality management, human resource management, and marketing.

Silvio Borrero obtained his Ph.D. in management in 2011 from Tulane University, USA, supplementing an extensive background in business. For his dissertation, he studied motivation and self-determination theories applied to a health marketing setting, arguing that motivational appeals are more effective if they are matched to a person’s physical activity status. His subsequent research extrapolates these findings to other contexts, aiming at enhancing healthy behaviors or preventing undesirable relapses. Dr. Borrero’s teaching interests encompass varied business management aspects, including marketing, organizational behavior, and strategy topics. Since 2005, he has been a full-time faculty member at Universidad ICESI, Colombia, where he is currently Chair of the Business Management Department. Besides teaching and performing administrative duties, he is actively involved in consulting activities, and in the university’s strategic and continuous improvement processes.

Kavita Chaddha is Assistant Librarian at the Indian Institute of Management, Lucknow, Noida Campus. She has been managing the institute’s library since its inception in 2005. She has more than 18 years of working experience in all kinds of libraries like, public, research, and management libraries. In terms of research, she has written research papers in several peer-reviewed journals: the areas include, TQM, IT applications, HRM, and marketing in the information sector. She has also presented papers in national conferences/seminars by reputed organizations, universities included. Kavita is a life member of professional bodies like Indian Library Association (ILA) Delhi, Indian Association of Special Libraries & Information Centers (IASLIC) Kolkata, U.P. Library Association (UPLA) Lucknow.

David Cranage is an Associate Professor of Hospitality Marketing in the School of Hospitality Management at Penn State University. Dr. Cranage worked in the Hospitality industry for almost twenty years before coming to Penn State University. He has earned a Ph.D. in Marketing, an MBA in Quantitative Business Analysis, a Bachelor of Science degree in Hotel, Restaurant, and Institutional Management, and an Associate degree in Culinary Arts from the Culinary Institute of America. His research interests include consumer behavior (informed customer choice, and customer satisfaction and loyalty) and analysis of consumer data and feasibility studies. Related areas include informed employee choice and employee retention, and informed grade school and high school student choice with nutrition information and participation in the school breakfast and lunch programs. His teaching assignments presently include Hospitality Marketing, Managerial Problem Solving, Quantitative Business Analysis, and Decision Modeling.

Gözem Güçeri-Uçar is an established researcher and consultant specialized in the fields of technology and innovation management, entrepreneurship, and marketing. She received her B.Sc. in Electrical and Electronics Engineering from Bilkent University (Ankara) and her M.B.A. from Koc University (Istanbul). She established her professional career in the Information and Communication Technolo-
gies (ICT) industry, working for industry leaders including Turkcell and Microsoft for nearly 8 years, mainly specializing in marketing and business strategy. She is currently an Academic Coordinator at Bogazici University Department of Management, where she is also pursuing a Ph.D. in the Operations and Information Management track. She also maintains strong ties with the ICT industry, working as a freelance consultant and corporate trainer.

**Shruti Gupta** is a Ph.D. scholar in the Department of Commerce, University of Jammu (Jammu & Kashmir, India). A Post-graduate in Commerce, she also holds M. Phil degree in Commerce from University of Jammu. She has qualified NET-JRF. She has one paper published, titled “Business Orientation of Indian Consumer Banking” in *Global Business Review* (Sage Publication) in 2012.

**John Hall** is a Professor in Marketing at Deakin Graduate School of Business, Faculty of Business and Law, Deakin University, Australia. He has published in *International Journal of Hospitality Management, Journal of Sustainable Tourism, Tourism Analysis*, among others. He is the co-author of the books *Marketing Research: An Applied Orientation*, and *Essentials of Marketing Research: An Applied Orientation*. His main research interests are tourism marketing and marketing research.

**Renata Bendit Katarivas** is a Client Services Manager of the QualiBest Institute and has worked in marketing research for more than 13 years, leading qualitative and quantitative projects for national and international clients of several market segments. Over her career, she has worked at Ipsos in client servicing and project managing areas. Furthermore, she worked at Danone as Marketing Research & Consumer Insights Manager. She is graduated in Business Administration at FAAP – Fundação Armando Álvares Penteado, has Master Degree in Business Communication (MBC) at FGV-SP, and has several courses at GVPec.

**Gurjeet Kaur** is Associate Professor with Department of Commerce, University of Jammu. She has more than 12 years of teaching and research experience. Her area of specialization is Services Marketing. Dr. Gurjeet has publication in national as well as international journals, such as *Managing Service Quality, International Journal of Bank Marketing, Marketing Intelligence and Planning, Global Business Review* (Sage), *The Marketing Review, TQM and Business Excellence, Metamorphosis* (IIML), *Prajnan* (NIBM). Her papers have also been accepted for publication in *Vikalpa* (IIMA), *Journal of Services Marketing* (Emerald). She has received Highly Commended Paper Award form Marketing Intelligence and Planning (Emerald) for the year 2010. She has guided five Ph.D. and ten M. Phil scholars.

**Stefan Koch** is Professor and Chair at Bogazici University, Department of Management. His research interests include user innovation, cost estimation for software projects, the open source development model, the evaluation of benefits from information systems, and ERP systems. He has published over 20 papers in peer-reviewed journals, including *Information Systems Journal, Information Economics and Policy, Decision Support Systems, Empirical Software Engineering, Electronic Markets, Information Systems Management, Journal of Database Management, Journal of Software Maintenance and Evolution, Enterprise Information Systems*, and *Wirtschaftsinformatik*, and over 30 in international conference proceedings and book collections. He has also edited a book titled *Free/Open Source Software Development* for an international publisher in 2004, and serves as Editor-in-Chief of the *International Journal on Open Source Software & Processes*. 
Smirthi Kutaula is currently a doctoral student at Cardiff Business School, United Kingdom. She was working as an HR generalist in India. She is a gold-medallist in Masters (HRM) from Jamia Millia Islamia, India. She has presented her work in many prestigious conferences like AOM, BAM, and Dutch HRM Network. Her research interests include psychological contract, HRM, services marketing, and cross-cultural research.

Chyi-Lyi (Kathleen) Liang, born and raised in Taiwan, is Professor of Entrepreneurship and Applied Economics at the University of Vermont, and is an award-winning educator who has committed her research, teaching, and outreach to Community Entrepreneurship. Dr. Liang received her M.S. and Ph.D. degrees in Agricultural Economics from Purdue University. Prior to joining the University of Vermont, Dr. Liang had taught at Krannert School of Management at Purdue University and had worked as an Extension Economist in the Panhandle Research and Extension Center at the University of Nebraska. She has worked with a variety of individuals and organizations, focusing on enterprise planning and development, leadership and strategic management, innovative practices, network sciences and marketing strategies, and rural viability. Her most recent project funded by the USDA focuses on studying multifunctional agricultural activities in the United States. She also enjoys cooking and singing when she has any spare time.

Sergio Ricardo Mazini obtained his bachelor degree in Information Systems (FATEB, 1996), post graduate in analysis, development, and project management systems (UNILINS, 2000), and he is also master in Production Engineering (São Paulo State University – UNESP, 2011). He is Professor of Business Administration and Information Systems courses. He acts, also, as a consultant and systems analyst at Orion Management Solutions. He has experience in business consulting, business management, production engineering, development of information systems, innovation management, knowledge management, and enterprise portals.

Anita Medhekar has been teaching at CQ University, Australia, and researching in applied economics for many years. She has taught economics of the Asia-Pacific, economics for business, microeconomics, macroeconomics, public policy, public finance, and economics of electronic commerce. Her research interests are applied economics, tourism economics, health economics, economics of the Asia and Pacific, and development economics.

Ritu Narang is Assistant Professor at the Department of Business Administration, University of Lucknow, and Director MBA (Retail Management) at Institute of Management Sciences. Her current areas of interest include services marketing, consumer behaviour, and retail business. Twice she has been Senior Distinguished Fellow at Hanken School of Economics, Helsinki, and she is currently working on her second major research project sponsored by University Grants Commission, New Delhi. She has presented papers at various national and international conferences and has publications in journals such as International Review of Retail, Distribution and Consumer Research, International Journal of Case Studies in Management, International Journal of Health Care Quality Assurance, Clinical Governance: An International Journal, Young Consumer, International Journal of Management in Education, Quality Assurance in Education, Vikalpa, etc. Two of her research papers have been awarded The Best Research Paper in International Conferences. Dr. Ritu has been involved in delivering invited talks to managers of public and private sector organizations.
About the Contributors

Edimilson Ricardo Azevedo Novaes is an expert (1999) and master (2002) in Computer Science from the Federal University of São Carlos. He is manager in Orion Management Solutions Ltd. – an EPP, information technology company that is performing in the market for 25 years and has three business units related to software: Information Systems (Productivity), SaaS – Software as a Service (Intelligence) and software on Demand (Innovation). He has recently researched the use of tablets as a corporate tool. Ricardo works in Computer Science with an emphasis on Software Reengineering.

Ajith Paninchukunnath is a practitioner turned academic with more than thirteen years of experience. He started his professional career in 1995 with Lupin Ltd. and was also associated with Sanofi India Ltd., Cadila Healthcare Ltd (CHL) and BPL Medical. He was rewarded for Excellent Performance as Management Trainee in 2002 by CHL. During his industry tenure, he worked in B2B, B2C, Urban, and Rural contexts and was posted in several states of India. His fields of special interest include; Services Marketing, SDM, Rural Marketing, Consumer Behaviour, Retail Management, CRM, and Healthcare Marketing. His past academic association includes MG University (2002), ICFAI University (2005), Lancaster University (2009), Bharatiya Vidya Bhavan (2011), and IIM Rohtak (2011-12). He is a Fellow of the MDI, Gurgaon, and Life Member of All India Management Association. He has done a certificate course in Value Education and has great interest is the areas of business ethics, entrepreneurship, and leadership. Dr. Ajith is a firm believer in value-based management, holistic management education, experiential learning, mixed method research, and empowerment of BOP.

Lova Mirella Rakotomalala Ramandimbiarison has done her master in Auditing from Paris IX Dauphine University, in 1990. She has worked at many administrative tasks like accountant, back-office employee in Paris, France. Back to her country, Madagascar, in 1994, she worked as senior manager in Telecom MALAGASY, a society specialized in telecommunication. Then, in 2004, she decided to prepare a diploma of doctorate in Management Science. She got her doctorate in 2011 from IAE NICE, Sophia Antipolis University. She is currently a professor of marketing in INSCAE, at Antananarivo since 2009. Her research fields in INSCAE’s laboratory named BRAIN (Laboratoire Bureau des Recherches sur les Activités innovatrices) are strategy and marketing. Until now, her works are related to area of consumer behavior.

Benjamin Rosenthal is a Ph.D. candidate in Marketing at EAESP-FGV. He is Master of Science in Experimental Psychology from PUC-SP, and B.Sc. in Business Administration from EAESP-FGV. He teaches marketing research, and social media marketing for undergraduates at FGV. He has worked for 15 years in marketing function for multinational companies in Brazil.

Anjan J. Sarma is a principal information system architect based in Minneapolis, MN, USA. He possesses sixteen years of project implementation experience working with many global corporations in the areas of IT System Integration, Change Management, Quality Assurance, and Testing. His consulting experience includes projects in diverse types of Industry sectors, viz., Services, Manufacturing, Banking, Insurance, Communication, and Utility sectors. He received an M. Tech degree from the University of Delhi, India, and Master of Engineering Management (MEM) from St. Cloud State University, MN, USA. He also holds the AEM Professional Certification from American Society of Engineering Manager. His areas of interest include system integration, process innovation, and technology mobilization in social space.
Smita Singh, a Ph.D. in Business Administration, has specialized in Human Resource Management, Marketing, and Physical Anthropology. She is an NTSE (NCERT) and HRD Ministry scholarship holder. With over 8 years of rich industry experience in various HR functional areas, she has been serving as Assistant Professor at the Institute of Management Sciences, University of Lucknow for the past 6 years. Her association with reputed business schools/Universities ranges from visiting faculty assignments to special lectures, paper setting, and expert inputs. She has co-authored a book on human resource development and has a number of national and international publications and paper presentations to her credit. Her case study titled “Sanatkada – Giving Wings to Dreams” features on 6th position across the top 10 cases in the ISB-IVEY League case study competition 2011. Dr. Smita areas of interest include Business Ethics, Strategic Management, Corporate Anthropology, and issues related to Work/Life Balance.

Harish Sujan obtained his Ph.D. from UCLA in 1983, writing his thesis on what motivates salespeople to “work smarter.” His research is on sales management and consumer behavior. In Sales Management, his focus is on the interplay between motivation and ability, and in consumer behavior on the determinants of consumer wellbeing. The theoretical underpinnings of this research are largely motivational psychology. His research has been published in the Journal of Marketing, the Journal of Marketing Research, and the Journal of Personal Selling and Sales Management. He is currently a Professor of Marketing at Tulane University, New Orleans, LA, USA. Earlier, he worked at Penn State University, USA. With his wife, Mita, and his thesis advisor, Barton A. Weitz, he published a paper in the Journal of Marketing in 1986 that was later recognized as one of the ten best papers in sales management in the 20th century. His 1999 paper in the Journal of Personal Selling and Sales Management was awarded the best paper of the year.

Vishal Talwar is a Lecturer in Marketing at Henley Business School and teaches on the executive MBA, full-time MBA, M.Sc., and B.Sc. programmes. Previously, Dr. Talwar was working as LSE Fellow in the Department of Management at the London School of Economics (LSE). With a research interest in customer and service management as well as ethical consumer decision making, he has presented his research in leading conferences in the US, UK, India, Italy, Finland, Canada, and Germany, and has published in journals such as Journal of Business Ethics and Journal of Customer Behaviour.

Fuxiang Wei is a Marketing professor of Tianjin Normal University. Dr. Wei is also the Dean of School of Management, and the Director of Service Marketing and Management Research Centre of Tianjin Normal University. He got his Ph.D. from Nankai University in 2002, and his research domains are Service Marketing and Consumer Behavior, especially in Internet environment and based on cross-culture. He published many books and articles about Service Quality and Consumer Behavior focusing on cross culture and Internet environment. He is also the project leader of NSFC (National Science Foundation of China). He went to Hanken School of Economics (Finland), Leeds University (UK), Budapest University of Economics (Hungary), and other famous universities as a Visiting Professor, and gave lectures to managers of SIEMENS in Kuala Lumpur, Malaysia. He is now running a national-fund natural-science project (the project number, 70972095), Conceptual Model and Empirical Study on Measurement of Business Website Service Quality.


**About the Contributors**

**Ho Yin Wong** is a Senior Lecturer at the Deakin Graduate School of Business, Faculty of Business and Law, Deakin University, Australia. He has published in *International Marketing Review, Journal of Strategic Marketing, Journal of Product and Brand Management,* and *Journal of Global Marketing,* among others. He has co-authored an article for the *Asia Pacific Journal of Marketing and Logistics,* which was chosen as an Outstanding Paper Award Winner at the Emerald Literati Network Awards for Excellence 2013. He is also the co-author of the book *Building a Marketing Plan: A Complete Guide.* His main research interests are international marketing, branding, and SMEs.

**Shuqin Zhang** is professor and masters’ conductor of Foreign Languages College of Tianjin Normal University in China. She graduated from foreign Languages College of Tianjin Normal University. She majors in English language and researches in teaching methodology. She is now one of the executive directors of the Research Committee of English Language Teaching and Learning in Middle Schools in the City of Tianjin, China. She was a first-prize winner in the 2nd city-wide college teaching competition in Tianjin, China. She is now the oral training-examiner of the National Public English Test in Tianjin, China. She used to be a vise director of Foreign Languages College of Tianjin Normal University. Her main works are: *Techniques in English Language Teaching* (published by Hangzhou University Publishing House in Hangzhou, China); *Pictures in a Language Class* (a translation version of one of the Cambridge books on teaching methodology, published by Nankai University Publishing House in Tianjin, China); *A Guide Book of English Language Teaching for Middle School Teachers* (published by Jindun Publishing House in Beijing, China).