About the Contributors

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Chris Chapleo is a consultant and academic at Bournemouth University, where his expertise is in marketing and branding in the non-profit sector, particularly education and charities. He has published, consulted and spoken widely on aspects of higher education branding. Prior to academia he was a partner in a marketing agency and has held senior marketing roles in the publishing and leisure sectors and higher education, where his interest in the topic first began.

Francois Duhamel is Professor in the Department of International Business in the School of Business and Economics at the Universidad de Las Americas Puebla in Mexico. He received his PhD in Business Administration with a specialization in Strategic Management in 2006 from HEC Paris. His main research interests include management of exportation, commercialization of innovations, outsourcing, and international supply chain management.

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Donald D. Hackney, J.D., is an Associate Professor of Business Law at Gonzaga University. Professor Hackney was engaged in private law practice with a bankruptcy emphasis prior to joining the Gonzaga faculty. Professor Hackney brought over 30 years of bankruptcy expertise to his teaching position, which he has been able to use in his academic research. He has received the cooperation and support of the judges and staff of the Bankruptcy Court for the Eastern District of Washington in allowing broad access to bankruptcy filing data for this economically and demographically diverse bankruptcy district. The data derived from two large, and unique, data sets has allowed Professor Hackney and his colleagues to conduct in-depth research on bankruptcy debtor attributes.
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**Elad Harison** is the Head of the Department of Industrial Engineering and Management at the Shenkar College of Engineering and Design, Israel. He specializes in the economics of innovation and technical change in the context of information technologies and evaluation of the operational and economic effects of information technologies on the performance of firms in multiple industries, including healthcare, energy, communications, and tourism. He was involved in several research projects on innovation policies and ICT for the European Commission and for several European governments. Dr. Harison has published a book on software intellectual property rights and papers in journals such as *Information and Management, Research Policy, Journal of Information Technology,* and *Economics of Innovation and New Technology,* among others.

**Rosnah Idrus** is a Senior Lecturer of the School of Computer Sciences, Universiti Sains Malaysia (USM). Her teaching focuses on information systems theory and management, systems development methodologies, database design and technopreneurship; and she has taught such courses in both the undergraduate and graduate programs. Her recent research interest includes enterprise systems for Small and Medium Enterprises (SMEs), Web accessibility for the blind, and computer and social informatics. She is also interested in factors that facilitate managing change and resolving conflicts in IT implementation and deployment, especially in in-house system developments. She has received the “Educator Award Accolade” in 2007, Excellent Service Award in 2008, and recently, The Most Active E-Learning Course with Innovative Content in 2013. Rosnah has also conducted numerous trainings, workshops, and short courses over the years to various organizations including Malaysian Armed Forces and Telekom Malaysia.

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**Wong Wai Peng** obtained her PhD from National University of Singapore, in the area of Industrial and Systems Engineering in 2009. Currently, she is working as a senior lecturer in the School of Management, Penang, Malaysia. Her research interest focuses on two areas. One is simulation optimization and the other is Business Process Management. Some of her research works are published in journals such as IEEE TAC, ESWA, IMDS, TQM &BE, IJSPM, JGIM, and PP&C. More information can be obtained from http://www.som.usm.my/index.php/about-som/academic-faculty/listing-a-z/27-som/profile-administrative/118-dr-wong-wai-peng.

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