About the Contributors

Ali Ghorbani is an assistant professor of business administration in Payame Noor University (PNU), IRI. He holds PhD, M.Sc, and B.Sc degrees in business administration from PNU. Ghorbani has published more than 30 manuscripts and presented several papers in international and national journals and conferences about e-commerce, e-business, e-banking, e-entrepreneurship, IT application in organizations, and marketing strategies. In addition, he has attained the first rank at MCs Examination of Islamic Azad University, won third rank award in sixth Scientific Congress of Payame Noor University Students. He is a member of editorial board of several international journals. He has contributed to several special issues of journals and books as a member of the editorial board.

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Sujana Adapa is a Lecturer in Management (Strategy and Marketing) in the UNE Business School at the University of New England (UNE), Armidale, Australia. Sujana teaches Introduction to Marketing, Marketing Strategy and Management, Services Marketing, and International Marketing units at UNE for undergraduate and postgraduate students. Her research interests relate to the adoption of technological innovations, corporate social responsibility, sales management, destination visitations, and branding. She has published research papers in reputed journals and presented her research in national and international conferences.

Shirin Alavi is a Assistant Professor (Grade II) at the Jaypee Institute of Information Technology, Noida, India. She has earlier worked with the Standard Chartered Bank and has work experience in the domain of CRM operations and International Business and Marketing. She has research interests in the domain of Customer Relationship Management, Virtual Communities, Internet Marketing, and Customer Experience Management.

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Gisela Demo is an Electrical Engineer with a Master's Degree in Marketing (Federal University of Santa Catarina, Brazil) and a PhD in Organizational Psychology (University of Brasilia, Brazil). She was a Visiting Scholar in Management and Organizations (Human Resource Management and Marketing) at Anderson School of Management, University of California, Los Angeles (UCLA), USA, where she got her post-doctoral. She is a professor at the Graduate and Undergraduate Divisions of the Management Department, University of Brasilia (UnB), Brazil. She is the leader of the “Human Resource and Customer Management Research Group” of University of Brasilia and member/ad hoc reviewer of the Academy of Management (USA). Interests: Customer Relationship Management, Human Resource Management Policies and Practices and Organizational Behavior.

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Ziska Fields is an Academic Leader and Lecturer at the University of KwaZulu-Natal, South Africa. Her research interests focuses on human creativity specifically in tertiary education, business environments, and entrepreneurship. She also developed two theoretical models to measure creativity in South Africa focusing on the youth and tertiary education specifically. She has published in international recognised journals such as the *Journal of Social Sciences*. Recent publications have looked at measuring creativity in various contexts. Dr. Fields is also a member of the South African Institute of Management (SAIM).

Michelle Fong is a senior lecturer in the College of Business, Victoria University. She has taught in Australia, China, Malaysia, and Singapore. Prior to her academic and research career, she worked in marketing management roles for global products leaders. She has been in charge of developing and managing fast moving consumer goods in different countries for these leaders. Her research interest includes information technology applications, e-business, and e-marketing.

Ezlika M. Ghazali is a Senior Lecturer with the Faculty of Business and Accountancy, University of Malaya, Malaysia. She obtained her PhD from the University of Warwick and her research interests include online consumer behaviour, e-retailing, and switching barriers in the online context. She has published in several journals and presented at various national and international conferences.

Fatemeh Jafarzadeh is PhD Candidate of climatology at Tabriz Universty. She has attained M.Sc of climatology from Mohaghagh Ardabili and B.Sc of Natural Geography from Tabriz University, Iran. Jafarzadeh has published some papers in national journals. The research interest area of Jafarzadeh are climate information systems, GIS, tele-connection, synoptic, climate shift, and climate change.
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**Emel Kursunluoglu Yarimoglu** is an Assistant Professor of Marketing in Yasar University, Turkey. She received Bachelor’s degree in Economics in 2004 and completed M.A. degree in Marketing in 2006 at Dokuz Eylul University. She received Ph.D. degree in Business Administration from Dokuz Eylul University in 2011. She began to work as a Research Assistant in Marketing in 2004 in Yasar University. She was appointed as a Lecturer in Marketing in 2007 and promoted to Assistant Professor in Business Administration in 2012. Her main research areas are Marketing, Retailing, Customer Satisfaction and Loyalty, Customer Services, Services Marketing, Internet Marketing, and Integrated Marketing Communication.

**Geoff Lancaster** is Dean at the London School of Commerce (LSC). He obtained his Professorship for publication and research in 1985 and has published approximately 100 papers and 40 textbooks on marketing and research methods. He obtained his PhD through published work. He was part-time Chairman of the Durham Associates Group of Companies, Castle Eden, County Durham, a corporate communications company, for 22 years, since he jointly founded it in 1989. The group was awarded the Queen’s Award for Exporting in 1999. He worked in 4 universities before joining LSC as founding Dean in 1990. He holds a Fellowship from the London Chamber of Commerce and Industry for services to business education and is a Fellow of the Chartered Institute of Marketing where he was a Senior Examiner for 18 years. He was a Chief Examiner to the Association of Business Executives before becoming a member of their Governing Council two years ago.

**Grzegorz Mazurek** is an Associate Professor of Marketing at Kozminski University, Warsaw, Poland, specialization the new technologies impact on marketing management and marketing strategy. He teaches classes at doctoral, graduate, and undergraduate level, and works closely with enterprises from e-business sector. He is author of three books - *Virtualization of Marketing and its Impact on Network Value Creation* (Poltext, 2012), *Blogs and Virtual Communities in Marketing*” (WoltersKluwer, 2008), and *Promotion on the Internet* (ODDK, 2008). The author’s scientific articles can be found, among others, in *Contemporary Management Research, Journal of Systematic Organizational Research, International Journal of Cyber Society and Education*, and the results of his research have been presented at many international conferences such as Taiwan (ATISR 2012), Malaysia (IMCS 2011), and Greece (MTC2009, 2011).

**Dilip S. Mutum** is a Lecturer at Coventry Business School in Coventry, UK. He is an avid blogger and his research interests include social networking, digital marketing, customer relationship management, and online consumer behaviour. He obtained his PhD from the University of Warwick. His primary expertise lies in search engine optimisation and social media marketing.
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Gulay Ozturk was born in 1981 in Istanbul. She received her bachelor’s degree from Marmara University, at the Department of Public Relations and Publicity in 2004 and her master’s degree and PhD from the same university at the Department of Advertising and Publicity. After her PhD, she went to Georgetown University CCT Faculty in Washington DC as a short-term scholar with Postdoctoral Research Scholarship of TUBITAK for her post-doc research. She is working as an Assistant Prof. in Istanbul Commerce University, Faculty of Communication at the Department of Public Relations. The research areas that she is interested in include advertising, digital advertising, emotions, product placements, tourism advertising, brand, and strategic planning.

Wilson Ozuem teaches and researches communications issues in Computer-Mediated Marketing Environments (CMMEs). The results of his research have been published in scholarly journals and conference papers, including European Journal of Marketing, Interdisciplinary Journal of Economics, Business and Law. Dr Ozuem is a Senior Lecturer at the University of Gloucestershire (UK), and a Visiting Senior Lecturer at the University of Hertsfordshire (UK). He currently teaches MSc and MBA courses in marketing communications, Internet marketing, research methodology, and marketing management. He is a Fellow of the Chartered Institute of Marketing (FCIM) and has worked as a marketing consultant for several companies and organizations. He received his BA in Business from the University of Portsmouth, MA Marketing Communications from University of West London, MBA from London Metropolitan University, MEd (Educational Leadership and Management) from Open University (UK), Doctorate from Anglia Ruskin University, and Postgraduate Degree in Educational Research from University of Cambridge.

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Manuel Alonso Dos Santos holds a PhD in Marketing and Consumer Behavior from the University of Jaén, Spain. He holds a degree in Business and a degree in market research and techniques from the University of Granada, Spain. His areas of interest are sports marketing and social marketing. He currently works at the Universidad Católica de la Santísima Concepción in Chile. There develops academic and research work. Neuromarketing currently develops projects applied to consumer behavior in health. Manuel is the director of sports marketing magazine has estimated its launch in 2014. He has published articles in international journals on the subject of satisfaction and intention to attend sporting events.
About the Contributors

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Amandeep Takhar is a senior lecturer in marketing at the University of Bedfordshire in the UK. Her research interests focus on aspects of contemporary consumption, ethnicity, and identity construction. Her work focuses largely on adopting an interpretive approach to explore social, cultural, and familial factors that influence everyday consumption experiences. She has published in internationally recognized journals such as the Journal of Marketing Management, Advances in Consumer Research, and Journal of Macromarketing. Recent publications have looked at the role of computer culture within the Indian Diaspora and social comparisons to the globalised Bollywood film medium, and how evoking informant reflexivity within the interpretive research process can result in the accumulation of richer data. Dr. Takhar is also a Fellow of the Higher Education Academy (UK), Academy of Marketing and Association of Consumer Research (ACR).

Arthur Tatnall is an Associate Professor in the College Business at Victoria University in Melbourne, Australia. His research interests include technological innovation, history of technology, project management, information systems curriculum, information technology in educational management and electronic business. Much of his research is based on the use of actor-network theory. Arthur is a Fellow of the Australian Computer Society and active in the International Federation for Information Processing (IFIP) as Chair of IFIP WG9.7 – History of Computing, Chair of IFIP WG3.4 – ICT in Professional and Vocational Education and a member of IFIP WG3.7 – Information Technology in Educational Management. He has published widely in journals, books, book chapters, and conference proceedings. Arthur is also Editor-in-Chief of the International Journal of Actor-Network Theory and Technological Innovation and Editor-in-Chief of the Journal of Education and Information Technologies.