About the Contributors

Vladlena Benson is a Course Director of the MA Management programme at Kingston Business School and a Senior Lecturer at the Department of Informatics and Operations Management, Kingston University. She teaches Information Management Strategy to MBA students in the UK and Russia, and is a visiting lecturer on the IMBA programme at IAE Lyon, France. Vladlena’s research interests are in the area of information security, information strategy and social networking. She publishes widely and her research is recognised by the British Computing Society (BCS) and the British Academy of Management (BAM). Vladlena publishes extensively in such journals as British Journal of Educational Technology, International Journal of e-Business, Computers in Human Behaviour and others.

Stephanie Morgan is Associate Dean, Education, for the Faculty of Business & Law, Kingston University, responsible for all aspects of learning & teaching, QA/QE, accreditations, and the student experience. She is a registered Occupational Psychologist. Her research interests include the use of technology in education and employee responses to technology change, particularly IT Outsourcing. She publishes widely in both Business and Educational journals.

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Andy Augousti is Professor of Applied Physics and Instrumentation and Director of the Doctoral School in the Faculty of Science, Engineering and Computing at Kingston University, UK. He is a Fellow of the Institute of Physics, the Institution of Engineering and Technology, and the Institute of Measurement and Control, and is a recipient of the latter’s Honeywell International Medal, as well as the President’s Award from Tianjin University. He is a former Chairman of the Instrument Science and Technology Group of the IOP (twice), and former Chairman of the Instrumentation and Measurement Systems Professional Group of the IET. He has published over 110 research papers in journals and conference proceedings, edited or co-edited five volumes of conference proceedings, and holds 3 patents. His research interests include the development of fibre optic sensors for measurement of temperature, respiration rate and cardiac monitoring, as well as the development of flexible electromagnetic mirrors, and the development of a range of modalities for liquid drop characterisation. He also holds an MBA, and has been a Director of four limited companies in the UK.
Laura Aymerich-Franch is a Fulbright/ME postdoctoral scholar at Virtual Human Interaction Lab, Stanford University, and member of GRISS, Image, Sound and Synthesis Research Group at Universitat Autònoma de Barcelona (UAB). She earned a Ph.D. cum laude in Audiovisual Communication and Advertising at UAB in 2010. She was a lecturer in the Department of Audiovisual Communication and Advertising at UAB between 2008 and 2012. She was also a visiting scholar at iCinema, Centre for Interactive Cinema Research at University of New South Wales at Sydney in 2009. Dr. Aymerich’s main areas of interest are Media Psychology and Interactive Media.

Chaka Chaka is a senior lecturer in the Department of Applied Languages, Faculty of Humanities, at Tshwane University of Technology (Pretoria), South Africa. He previously lectured at three South African universities. His research interests include the following areas: computer-mediated communication (CMC); electronic learning (e-learning); computer assisted language learning (CALL); mobile learning (m-learning); mobile assisted language learning (MALL); learning and teaching through text and instant messaging (especially online social network messaging); Web 2.0 learning/Mobile Web 2.0 learning; Web 3.0/Mobile Web 3.0 learning; Semantic Web learning/Mobile Semantic Web learning; online genre and discourse analysis; knowledge management (KM); and learning organization (LO). He has published book chapters related to each of these research areas. Two of his latest (2013) published book chapters are: “Virtualization and cloud computing: Business models in the virtual cloud,” in Loo, A. W. (Ed.), “Distributed Computing Innovations for Business, Engineering, and Science” (pp. 176-190), Hershey, PA.: IGI Global (ISBN: 978-1-4666-2533-4), and “Digitization and consumerization of identity, culture, and power among Gen Mobinets in South Africa,” in Luppicini, R. (Ed.), “Handbook of Research on Technoself: Identity in a Technological Society” (pp. 77-96). Hershey, PA.: IGI Global (ISBN: 978-1-4666-2211-1). He has also published articles for the Cutter IT Journal.

Gordana Collier is an Associate Professor and Master Courses Director in the School of Mechanical and Automotive Engineering. She is Member of the IET and IEEE and Chartered Engineer. Her research interests are in industrial and automotive control systems modelling, simulation and embedded implementation and use of industry-standard software and hardware to develop novel technology-centred teaching methods. Gordana has been contributing to a range of industrial projects collaborating with MAN, National Instruments, JaguarLandRover, Chess Systems Ltd etc. She serves on the UK Embedded Systems Committee and the Instrumentation and Sensors Group for the Institute of Physics. Gordana is very passionate about teaching and learning and does research into innovative teaching methods in Science and Engineering. She has international profile and serves on the IET Degrees Accreditation Panel and National Instruments Academic Council UK.
Kindra C. Cotton is a Social Media Specialist and Serial Entrepreneur, where her flagship brand “SSS for Success (Simplified Social Media Solutions)” specializes in preparing small and medium-sized organizations to take advantage of the free and low-cost marketing avenues that exist in the online arena. A global citizen with home bases in Chicago, IL, Nashville, TN, and Atlanta, GA, she utilizes her years of expertise with the Internet and web-based technologies, and channels her passion for entrepreneurship, information technology, and social media into being an excellent resource for online marketers and people looking to promote their brand on the web. Ms. Cotton’s decades of experience on the Web, coupled with her masters-level study of participatory patterns in social networking, places her as one of the few people who has been rigorously trained in the areas of Social Networking and Online Marketing. She holds a Masters in Leisure Behavior/Recreation Management, and a Certificate in Search Engine Marketing, and lends her talents to The Institutional Diversity Blog as its Managing Editor and Webmaster ensuring that the site stays posed to become the preeminent independently-owned discussion hub for topics pertaining to diversity, inclusion, equity and its best practices.

Amy Diepenbrock serves as the Director of the Civic Engagement and Career Development Center at St. Mary’s University in San Antonio, Texas. Amy has served in this role since January 2011. Prior to joining the Division of Student Development at St. Mary’s, Dr. Diepenbrock served as the Director of Career Services at Barry University in Miami Shores, Florida for six years. In total, Amy brings 15 years’ experience within student affairs, including roles in career services, civic engagement, financial aid, and student activities. She earned her Ph.D. in Counseling and Student Personnel Services from the University of Georgia, her M.S. in Counselor Education from the University of North Carolina at Greensboro, and a B.S. in Psychology from Wake Forest University. Dr. Diepenbrock has presented nationally and published articles on topics related to career development, online student services, and staffing practices in student affairs.

Tomasz Domański is full professor at the University of Lodz in Poland and Dean of the Faculty for International and Political Studies. He is also head of the Chair for International Marketing and Retailing and for 20 years Director of the French-Polish MBA program, run in cooperation with the University Jean-Moulin Lyon 3 in France. He is a member of the Ministerial Committee for Science Policy at the Ministry of Science and High Education. His research topics concern mainly international retail strategies, territorial marketing, and marketing of universities. He is acting as visiting professor in French and Spanish universities.

Jean-Noël Ezingeard is a graduate from Ecole Centrale de Lille and received his PhD from Brunel University. He is Deputy Vice-Chancellor at Manchester Metropolitan University, the United Kingdom’s fifth largest University where he in charge of the Strategic Planning and Research agenda. He has served on the Board of a number of public sector institutions, including the Association of Business Schools. He has always maintained a keen interest in teaching on MBA programmes. As Manufacturing Systems Engineer, Jean-Noël’s research interests have been at the intersection of human behaviour, societal issues and technology. In the past 10 years, his focus has been mainly on Information Security in a corporate context, including Information Assurance and Information Security Governance and he has published extensively in the field. He is a founding member of IFIP WG 11.1 on Information Security Management.
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**Maddalena Fedele** is a postdoctoral scholar at the Department of Communication, Pompeu Fabra University (UPF), member of GRISS, Image, Sound and Synthesis Research Group at Universitat Autònoma de Barcelona (UAB), and a collaborating lecturer at the Polytechnic University of Catalonia (UPC). She earned a Ph.D. cum laude in Communication Contents in the Digital Era at UAB in 2011. She was a lecturer at UAB between 2009 and 2012. She was also a visiting scholar at the School of English, Film, Theatre and Media Studies (SEFTMS), Victoria University of Wellington (New Zealand) in 2011, and at the Institute for Arts, Science and Technology of Glyndwr University (UK) in 2012. Her research fields are young audiences and television fiction programs.

**Wanda Gibson** is the Senior Associate Director of Career Counseling and Programs at Pomona College in Claremont, CA. She came to Pomona in July 2007. Additionally, since 2010, she has also been an Adjunct Assistant Professor of Education in the Rossier School of Education at the University of Southern California where she teaches a master’s level career development course. She has 21 years of student affairs experience and, specifically, more than 14 years of career services experience. Dr. Gibson’s undergraduate degree is from Wesleyan University in Middletown, CT and her Master’s in Counselor Education is from The University of North Carolina at Greensboro. She received her Ph.D. in Counseling and Student Personnel Services from The University of Georgia in 2006. Dr. Gibson has presented at national conferences and is also a published author.

**Adam Gismondi** is a current PhD student in the Higher Education program at Boston College and former student affairs administrator. His research interests include civic engagement, social media, mobile technology, college environments, and student engagement. Adam has been published in various journals and magazines, including Forbes and the Journal of College and Character. He currently serves on the SXSWedu Advisory Board as well as the William and Mary Greater Boston Alumni Board of Directors.

**Denise O’Neil Green** is the inaugural Assistant Vice President/Vice Provost of Equity, Diversity and Inclusion (AVP/VP - EDI) at Ryerson University in Toronto, Ontario. She began her appointment in September of 2012 and her mandate is to provide leadership, advocacy, and coordination needed to address equity, diversity, and inclusion throughout the institution. For over twenty years, she has worked in the area of education, starting with the Chicago Panel on Public School Policy and Finance. Throughout her career, she has focused on K through 12 education, examining issues of teenage pregnancy, school dropouts, and decentralization of the Chicago Public Schools. After the Chicago Panel, Dr. Green moved to postsecondary and higher education, focusing her attention on academic success, college preparation, and diversity. She has developed successful academic success program models and presented them at professional conferences for NASPA, AIR, and ACE. For five years, as the Associate Vice President for Institutional Diversity at Central Michigan University, she was responsible for the pre-college programs GEARUP and Upward Bound, along with Native American Programs, Multicultural Academic Student Services, the Office of Diversity Education, and the Office of LGBTQ Services.
Antti Kauppinen (D.Sc. in Economics and Business Administration) works as an assistant professor in the Department of Management and International Business at the Oulu Business School. His Ph.D. thesis considered organizational entrepreneurship from the perspective of organizational creativity. His major argument is that entrepreneurship is a space for play and innovation. According to him, those social spaces are driven by passion and human desires – as a piece of tactical art in the human everyday life. This is an idea of doing things on their own sake in order to foster change – like sportsmen and artists do. His current research considers entrepreneurial becoming, creative economy, and entrepreneurial failures. He applies social constructivism/constructionism in his work.

Anna Keck has been with the College of Continuing Education at Sacramento State since 2007 and currently works in the Academic Programs Unit as a Program Manager. She works with undergraduate degree completion programs for working adults returning to school to earn their degree. In addition, she currently serves as the Chair of the Social Media Team. She earned her Bachelor of Arts in Sociology with a minor in Gender and Women’s Studies from the University of California, Berkeley, and her Master of Arts in Sociology from Sacramento State after writing her thesis on culture within a virtual environment.

Karen Abney Korn is the Director of Education at the School of Advertising Art, a small, private, vocational business of advertising art school in Kettering, Ohio. Her educational background includes a bachelor’s degree in Art History, a master’s degree in Anthropology, and a Doctorate in Educational Leadership. Her research focus includes Facebook and social media; social movements and activism; pedagogy and curriculum; teaching sustainability; and collecting as a human practice. Karen has conducted research in the United States and Madagascar. She teaches Anthropology, Art History, History of Advertising, Sustainability, and African Cultures at a number of colleges and universities in Dayton, Ohio.

Thomas Lancaster is a Senior Lecturer in Computing at Birmingham City University, UK, where he leads the BSc Computer Science course. Thomas teaches across a variety of fields, including traditional Computer Science and Mathematics, but is currently most active in teaching students skills related to online professionalism and employability. This is an area within which he also provides workshops aimed at academics looking to introduce best practice in social media use into their own disciplines. Thomas is an active researcher, within both the employability and social media fields, as well as in the areas of student cheating and plagiarism. The latter interests relate back to his PhD thesis on “Effective and Efficient Plagiarism Detection”, looking at how the human-led aspects of detecting when students were cheating could be made less onerous.

Danielle Lawson (PhD) is an Assistant Professor of Communication and Media Studies at Edinboro University of Pennsylvania. Her research interests lie solidly in Internet studies, including such topics as social and moral order in Internet chat rooms, ethical considerations of Internet-based social research, social media use and the performance of identity in online groups, fandoms and social media, and social media use in the communication/journalism classroom (building student engagement and prepared employees through strategic social media use). In addition to her teaching and research, Dr. Lawson is a ‘geek-girl’ and video gamer, who regularly writes for geek/nerd oriented blogs and is the Columns/Editorials/New Editor for ‘The Word of the Nerd’. In her spare time, she participates in medieval reenactment activities, combining her love of social media communication with the promotion of ‘lost arts and crafts.’
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Lewis Luartz is a doctoral student in the Political Science department at the University of California, Riverside. His research interests are interdisciplinary, but nonetheless focused on pressing issues within the social sciences. They include political institutions, higher education institutions and policy, applications of game theory and formal logic, social network analysis, political communication and mass behavior, social capital building, welfare regimes, public policy, and social justice. Lewis is the Secretary Finance Officer for the University of California Student Association, and the Campus Organizing Director for the Graduate Student Association at the University of California, Riverside. He currently holds degrees in the fields of Higher Education, Political Science with an emphasis in Law and Society, and Philosophy.

Ikbal Maulana has been a researcher at the Center for Science and Technology Studies (PAPPITEK), Indonesian Institute of Sciences (LIPI), since 2010. His research interests are in the area of diffusion and strategy of innovation, knowledge management, and philosophy of technology. He has obtained master degree in Electrical Engineering from Delft University of Technology, the Netherlands, and philosophy from ICAS/Paramadina University, Indonesia. Prior to work at Indonesian Institute of Sciences, he had worked in Agency for the Assessment of Technology (BPPT) for more than a decade as a software developer, analyst and researcher in the area of information system and e-government.

Jenni Murphy, Ed.D., M.B.A, SPHR, has over 22 years of experience in training and higher education and has been a leader in CCE for the past 12 years. As Interim Associate Dean, Dr. Murphy is primarily responsible for leading organizational change and systems implementation for the centralized support areas of Marketing, Technology, Finance, Enrollment, and Human Resources. Her undergraduate studies were in rhetoric and communication, her master’s studies were in business and organizational systems, and her doctoral work focused on state-level policy in higher education, workforce development, and economic development. Her recent articles on policy are pending publication in continuing education journals and this will be her first written publication in this field; however, she has been teaching organizational change for ten years and presenting research and case studies on social media at conferences and in classes for the past three years.

Monika Musial (MSocSc in Management of Creative Business Processes) works as a doctoral candidate in the Department of Management and International Business at the Oulu Business School. She is interested in creative companies from the perspective of motivation. Her Ph.D. project looks at game developing and film industries. That is encapsulated with the artistic needs of creative actors. Her study provides a novel viewpoint of what art could show in the context of business life. According to her, there is a need for being creative that drives the enthusiastic action and processes, which might look irrational from the traditional business perspective. Her research follows the lines of motivation theories that she stretches forward and updates them to fit into the nature of current business life.
Andrew Ordys is Professor of Automotive Engineering, Head of School of Mechanical and Automotive Engineering and Director of Industrial Control Research Group. His research interests are in industrial process control, automotive control systems, control of fast and high-accuracy mechanical systems, embedded systems, theory and algorithms for benchmarking performance of controllers and for the assessment of system’s condition, non-linear predictive control, modelling and simulation of industrial plants, e.g. power generation (including nuclear power), image processing and pattern recognition. He has contributed to a range of industrial application projects including those for the defence, automotive, power, oil and gas, chemical, and metal processing industries. Examples of industrial collaborators include BAE Systems, General Motors, MAN, British Energy, National Instruments, Jaguar-Land Rover, Chess Systems Ltd. Prof. Ordys is actively involved in development of postgraduate taught and research programmes at Kingston in the areas of mechatronics and embedded systems, automotive engineering, and control systems. He is Member of IEE and Chartered Engineer, and Senior Member of IEEE. He is a past Chairman of EC&I Section of IEE Scotland.

Vesa Puhakka (D.Sc. in Economics and Business Administration) is professor of management at the Department of Management and International Business and Vice Dean for Education at Oulu Business School. His research considers entrepreneurial opportunity creation, international entrepreneurship, and strategy as practice. Empirically, he is interested in change processes that the firms face when boosting novelty and movement as parts of society. The Academy of Management and the NFIB Education Foundation awarded his doctoral dissertation for outstanding research in the fields of entrepreneurship and independent business in 2003. As the head of his research group of new emerging economic activity, Puhakka is building up a strategic initiative of entrepreneurship in society and business at Oulu Business School.

Joni Salminen is a PhD. candidate at Turku School of Economics. He teaches digital marketing and has consulted several companies on digital marketing and platform business model. His main interests include search engine marketing, strategic use of social media, platforms (two-sided markets), and business models of Internet startups. He is also interested in the future of education, and is currently exploring the opportunities and challenges of MOOC (massive open online courses).

Michal Sedkowski is a PhD student at the University of Lodz in Poland, in the Department of International Relations and Political Science. He is a member of the Polish Forum of Young Diplomats. He was also a scholarship holder of the Linne University in Vaxjo, and a scholarship of the European Parliament. His research topics mostly concern the use of Internet and new media in marketing communication and its impact on consumer behavior. His PhD thesis tackles the issue of computer piracy in Poland and ways to counteract the phenomenon using different methods of communication with the society.