About the Contributors

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**Madhupa Bakshi** has over 18 years of experience in academics and industry in the field of media and communications both in India and abroad. Currently Associate Professor and Head of the Academic Committee at NSHM Media department, she did her Masters in Mass Communication from California State University and after that is pursuing PhD from Aligarh Muslim University. A PGDM from AIMA Ms. Bakshi’s interest area is media, branding, advertising and has presented papers on Media and Management at major International conferences. She is also a visiting faculty at Lady Brabourne College and IIM, Udaipur.

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**Patricia Crosbie** is a member of the academic staff in Dundee Business School University of Abertay Dundee. She is currently responsible for the delivery of programmes in Business Studies and Business Ethics, which includes ethics of marketing for business management and marketing programmes at the university. Past areas of research have included e-commerce and computer enabled communication. Previous collaborations with Dr. Kapareliotis include marketing communication and related marketing areas. P Crosbie has degree qualifications in Information Management and education and is a fellow of the Higher Education Academy. She has held a number of senior posts in Dundee Business School including Director of Academic Programmes and Division Leader.

**Luigi Di Caro** received a PhD in Computer Science in January 2011. In 2007, he was involved in collaboration between the University of Torino and Telecom Italia Lab (TiLab) on TV contents classification and recommendation, text-based enrichment of domain ontologies and analysis of contexts of use. In 2007, he was a visiting student at the Arizona State University (ASU), under the supervision of Prof. K. Selcuk Candan and Prof. Maria Luisa Sapino, working on text mining and latent semantic analysis. From January 2009 to August 2009 he did an internship at Telefonica Research in Madrid, Spain, under the supervision of Alejandro Jaimes and Enrique-Frias Martinez. The topics faced in this collaboration range from user modeling to data visualization. He is currently a short-term researcher at the University of Turin under the supervision of Prof. Leonardo Lesmo, working on Natural Languages Techniques, Information Extraction, and Sentiment Analysis.

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**Cathleen Jones** is an Associate Professor of Marketing at Robert Morris University. She combines practical experience and academics by conducting class projects with actual business clients. She earned her Doctor of Science in Information Systems and Communications at Robert Morris University conducting research into the impact of including health information and health icons on restaurant menus. Dr. Jones’ research interests include additional research into the impact of nutrition information and icons on restaurant patrons’ food choices, the use of social media by organizations, and interdisciplinary projects. She recently concluded a major consulting project with Lux Consulting and the FDA. Her work has appeared in the *Journal of Foodservice Business Research*, *Services Marketing Quarterly*, and *The American Journal of Business Education*. 
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**Mark Kilgour**, Ph.D. (Waikato). Over the past two decades Mark Kilgour has worked extensively throughout South-East Asia and Australasia in both private consultancy and academic positions. His main research areas include major thought processing theories and their application to learning, promotion, and creativity. He developed the Tourism and Hospitality program for the Chartered Institute of Marketing. His current research focus includes Creativity and Innovation, Social Media, and Cross Cultural Marketing. Mark has published in journals including *Journal of the Academy of Marketing Science, Journal of Advertising Research* and the *Creativity Research Journal*. His Creativity Framework has been taught in Singapore, Germany, Malaysia and New Zealand and was the basis for his Doctoral thesis. Mark is currently the Chairperson of the Department of Marketing at the University of Waikato, New Zealand.

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Miao Zhao has taught Marketing at the Mario J. Gabelli School of Business, Roger Williams University since 2003. Her research interests are in the areas of consumer behavior on the Internet, international marketing, and social media marketing. She has published in *Journal of Interactive Marketing, Managing Service Quality, International Journal of Retail & Distribution Management, International Journal of China Marketing,* and other scholarly journals. Miao Zhao has a Ph.D. from the University of Rhode Island.