About the Contributors


**Kristina Setzekorn** is a financial advisor with Smith Barney, Inc. in Evansville, IN. She earned her PhD at Southern Illinois University-Carbondale, where she majored in MIS and minored in operations management. Her MBA is from Southern Illinois University-Edwardsville and her BS is from Iowa State University. In her previous academic career, Dr. Setzekorn taught MIS, global IT strategy, telecommunications, microeconomics and operations. Her research dealt with performance impacts of information and coordination, at individual, organizational and supply chain levels.

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**Nisreen Bahnan** is assistant professor at Salem State College Bertolon School of Business in Salem, Massachusetts. She has earned her PhD in business studies from Temple University in Philadelphia, Pennsylvania. She is presently teaching principles of marketing, marketing management and consumer behavior. She has presented at conferences and published articles in the fields of services marketing and consumer behavior.

**Jonathan Bishop**, a chartered IT professional, is a director of Glamorgan Blended Learning Ltd and chair of its Centre for Research into Online Communities and e-Learning Systems. He has developed and researched online communities since the 1990s and is noted for inventing the Circle of Friends social networking technology and the PARLE e-learning system for which he was a finalist in the Innovation category of the New Statesman New Media Awards in 2004. He holds a BSc(Hons) in multimedia studies, specializing in online communities for the Web and TV, an MSc in e-Learning, specializing in persuasive technology and an LLM in European union law, specializing in the e-learning industry. In his spare time he enjoys taking part in debating competitions, swimming, listening to music, watching films, and playing video games.

**Linda Jane Coleman** is a former bank officer, production manager, cash control manager, and board of director’s member. She has published many articles and consults with businesses and universities in the areas of human resources, and marketing. Currently, Ms. Coleman is chairperson of the Marketing and Decision Sciences committee and a professor of marketing at Salem State College Bertolon School of Business in Salem, Massachusetts. She is presently teaching international marketing and special topics in marketing.
Nicolas Ducheneaut is a senior member of the research staff in the Computing Science Lab at the Palo Alto Research Center. Prior to joining PARC, he obtained his PhD from the University of California, Berkeley. His research focuses on understanding how people interact in online social spaces, and what technology could be built to support these interactions better. Recently, he co-founded the PlayOn project and conducted the largest study of player behavior in massively multiplayer games to date, collecting data about the social networks created by more than 300,000 characters over two years in World of Warcraft. More information about his research can be found in his publications at http://www.parc.com/nicolas.

Harsha Gangadharbatla, PhD (The University of Texas at Austin) is an assistant professor in the Department of Advertising at Texas Tech University. His research interests include, but are not limited to, interactive advertising, social and economic effects of advertising, and alternative media strategies. His work has appeared in the *Journal of Interactive Advertising*, the *International Journal of Advertising*, and the *Journal of Computer Mediated Communication* among others.

Sudhir H. Kale, PhD is professor of marketing and co-director of the Globalization and Development Center at Bond University in Australia. With over 100 publications to his credit, Dr. Kale’s research has been published in top scholarly journals including *Journal of Marketing, Journal of Marketing Research, Journal of Applied Psychology, Journal of International Business Studies, and Journal of International Marketing*. Of late, he has shifted his research focus to the study of customer relationship management (CRM), spirituality in marketing, and the marketing aspects of casino management. Dr. Kale serves on the editorial review board of several journals in gaming, management and marketing. He has conducted over 200 executive development seminars and workshops across four continents on a range of topics such as the Enneagram, applications of the Myers-Briggs type indicator in management, corporate culture, and psychological aspects of selling.

Katherine A. Karl is a professor in the graduate school of management at Marshall University. She received her MBA and PhD in business administration from Michigan State University with a major in organizational behavior and human resource management. Her research publications have focused on the topics of job values, performance feedback, the use of videotaped feedback in management education and development, social networking Web sites, and human resource policies and practices regarding employment terminations, workplace attire, workplace romance, and workplace fun.

Max Kennedy is a PhD student in decision science and information systems and teaches classes at the University of Kentucky. His research interests include trust, privacy, e-commerce, social networks, and the emerging Web 2.0. He is a member of AIS, ACM, Pinnacle Honor Society and the Project Management Institute (SWOPMI)—where he received an award for leading a project team in a sponsored contest. He also owns an online business called *Only the Best*, and has worked as a software engineer in industry. He has a B.S. in anthropology and a M.S. IS from Northern Kentucky University, and a forthcoming MBA.

Ashley King is currently undertaking a bachelor’s degree in business, specializing in finance, at Wayne State University, Michigan. She expects to graduate in May 2008. In addition to her studies, she plays Division I ice hockey at Wayne State University. Her future plans include moving back to her hometown of Winnipeg, Manitoba, where she intends to pursue a career in finance.
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Gail Livermore heads the research department at Spin Master Ltd., an international Canadian children’s entertainment company. Gail’s bachelor’s degree in marketing and human resources management is from Central Queensland University in Australia. She earned her MBA at Wilfred Laurier University, Canada.

Maryann Mori is currently teen specialist librarian for the Evansville Vanderburgh Public Library in Evansville, Indiana, where she also supervises the Popular Materials Center at EVPL’s Central Library. She has also worked in children’s services and adult reference. Mori received her MLIS from the University of Illinois with a special focus on youth services. She completed her undergraduate work in liberal studies from the University of Evansville. She has created a successful teen program at EVPL with an emphasis on current teen trends, including gaming, and anime/manga. She has presented at the Internet Librarian conference in Monterey, California and is scheduled to present at the American Library Association conference in Anaheim. She resides in Evansville, Indiana with her husband Akira.


Joy Van Eck Peluchette is a professor of management in the College of Business at the University of Southern Indiana. She received her DBA from Southern Illinois University at Carbondale with a major in organizational behavior and her MSIR and BBA from West Virginia University. She teaches primarily in the areas of organizational behavior and leadership. Her research publications are in the areas of workplace fun, impression management, workplace attire, social networking, and leadership behavior.

Toru Sakaguchi is an associate professor of business informatics at Northern Kentucky University. He completed his PhD in management information systems at the University of Memphis. His research interests are in global information technology management and online privacy issues. His publications appear in Information Resource Management Journal, Journal of Global Information Technology Management, Information Systems Management, and other journals.

Nainika Seth is an assistant professor of information systems in the Department of Economics and Information Systems at the University of Alabama in Huntsville. She received her PhD from Southern Illinois University at Carbondale in 2002. Her research interests include IT infrastructure, IT value and the role of IT in supply chains. Her research has been published in MIS Quarterly, Journal of Management Information Systems, Communications of the ACM, Omega, Information Resources Management Journal and presented at the ICIS conference.

Toni M. Somers is professor of information systems management in the School of Business Administration at Wayne State University. She received her PhD from the University of Toledo and an MBA
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degree from Bowling Green State University. Her research interests focus on information technology adoption and implementation. She has published in Information Systems Research, Decision Sciences, Journal of Management Information Systems, Information and Management, and Production and Operations Management Journal, among other journals. She is on the editorial board of Journal of Information Technology Case and Application Research.

Mark T. Spence, PhD, joined Bond University, Australia, in 2002, where he is associate professor of marketing. He has taught a variety of marketing courses to undergraduates, postgraduates and executives, including consumer behavior, marketing strategy, market research and entrepreneurship. He has presented executive development workshops in the United States, Macau and in Europe. He has published in top academic journals including the Journal of Marketing Research, Journal of Consumer Research, the European Journal of Marketing, Organizational Behavior and Human Decision Processes, Business Horizons, and Psychology and Marketing.

Tamara L. Wandel is an assistant professor of communication at the University of Evansville. She teaches media writing, strategic public relations, and integrated communication campaigns. She is a former director of public relations in the State University of New York education system. Dr. Wandel’s current research interests include studies on communication practices and global connectivity via social media. In 2007, she presented original data regarding online social networks at the World Communication Association conference in Brisbane, Australia.

Monica Whitty is lecturer in the Division of Psychology at Nottingham Trent University in the UK. She is the first author of Cyberspace Romance: The Psychology of Online Relationships (2006, Palgrave), and Trust, Lies and Truth on the Internet (2008, Routledge). In recent years, her work has focused on online dating, cyber-relationships, Internet infidelity, misrepresentation of self online, cyberstalking, cyberethics, and Internet and e-mail surveillance in the workplace.

Nick Yee is a research scientist in the Computing Science Laboratory at the Palo Alto Research Center. He obtained his PhD in 2007 from Stanford University where he studied social interaction and self-representation in virtual environments using a wide variety of methods, including experimental designs, surveys, field studies, and data-mining.

Nina D. Ziv is a professor in the Department of Management at Polytechnic University in New York City and serves as co-director of the Executive Master’s Management Degree Programs at Polytechnic. Professor Ziv is also the academic director of the Institute for Technology and Enterprise [ITE], based at 55 Broad Street, where she is leading the strategic initiative on content innovation. Professor Ziv’s major research interests are in the areas of content innovation and wireless innovation where she has focused on the challenges managers face when integrating digital-based and wireless innovations into their firms and sectors. Most recently, she has been conducting research on the social networking arena as a platform for innovation and on the increasing importance of users as a source of innovation in the Web 2.0 business environment. Professor Ziv is also interested in the restructuring of industries as a result of digital-based innovations and the impact of this restructuring on the development of urban centers of creativity and innovation such as New York City. Before joining Polytechnic University, Professor Ziv spent 15 years in the technology industry. She was a vice president of technology strategy.
and planning at Merrill Lynch in New York City where she spearheaded many innovative leading-edge technology projects including the development of Merrill’s corporate intranet. Dr. Ziv received her PhD from New York University in applied linguistics.