

## About the Contributors

**Neeta Baporikar** is a Professor in the area of Strategic Management and Entrepreneurship. She holds a PhD in Management, an MBA (Distinction), and a Law (Hons.) degree. With more than two and a half decades of industry, consultancy, training, research, and academic experience, she is an Accredited Management Teacher, Qualified Trainer, Doctoral Guide, External Reviewer, Oman Academic Accreditation Authority, and Board Member of Academics and Selection Committee in accredited B-Schools. At the University of Pune, she supervises doctoral research students and collaborates on multidisciplinary research projects with academic/industry associates. Dr. Baporikar has traveled widely across India and abroad for professional and academic assignments. Prior to this, she was Head of Scientific Research at CAS- Salalah, Ministry of Higher Education, Sultanate of Oman. A reviewer for many international journals, she has to her credit several referred publications. An established author in the area of Entrepreneurship, Strategy, Management, and Higher Education, her books are widely read and recommended by leading universities/institutes in India and abroad. Dr. Baporikar has been honored with a DSc in Management Studies by the International University of Contemporary Studies, USA in 2009 and was listed in Marquis *Who's Who in the World 2010* and onwards.

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**Hayat Al-Khatib** graduated from the University of London in 2003. She is currently Head of the English Department at the Arab Open University - Lebanon. Al-Khatib is active in research and conferencing at regional and international levels. She participated as a speaker in a number of conferences in Britain, Australia, South Africa, Belgium, Switzerland, Greece and Spain and has several articles in journals published by multilingual matters, commonwealth of learning and Eden and indexed by EBSCO, ERIC and DOAJ. Al-Khatib was shortlisted for best paper award at the Cambridge University International Conference in 2011. Her research interests span fields of pedagogy, applied linguistics, open learning, and pragmatics.

**Deboshree Banerji** joined the Research division of CUTS International, Jaipur, India on completion of Masters in Corporate Law at National Law University, Jodhpur, India. She completed her bachelors in Law from ILS Law College, Pune one of the most esteemed and old law colleges in the country. During her period of undergraduate study, she won the First Prize in inter-collegiate Debate Competition organized by the Environment and Forest Ministry of Government of India and Environment Planning and Conservation Organization Bhopal and the Second Prize in an essay writing competition organized by South Asian Association of Economic Geologists and the Geology Department of the Government Autonomous Science College, Jabalpur. She worked extensively in the field of corporate law, finance and investment law, and contract law. She wrote several articles in [legalserviceindia.com](http://legalserviceindia.com). Her full profile can be viewed at <http://www.linkedin.com/pub/deboshree-banerji/62/540/4bb>.

**Emmanuelle Bernardin** holds a PhD in Management Science. He is an Associate Professor at the Audencia-School of Management and Head of the Teaching Innovation Unit. She studies and implements various technologies in learning programs. As an Adjunct Associate Professor at Boston University, she also teaches online courses in Project Management. Dr. Bernardin research interests focus on e-learning effectiveness, technology usage in learning, and online program development. She participates actively in online courses and MOOC development. Her current interest in research and development is on social learning and peer reviews systems, as well as MOOC business model.

**Mononita Kundu Das** is Associate Professor in Law at the National Law University Jodhpur. Her current areas of specialization are Jurisprudence, Intellectual Property Rights, and Environmental Law and Policy. She holds dual undergraduate degrees in Law and Biological Sciences. Her Masters in Environmental Law is followed by a PhD in Environmental Law. She was the second topper in her Masters from North Bengal University and the first in her PhD in Law from National Law University Jodhpur. Being an author and educator in Law, she received the Honour of being *Marquis Who's Who* biographee in 2012 because of her works on Tribal Rights, Jurisprudence, etc.

**Rituparna Das** is Associate Professor in Policy Science and Executive Director of the Centre of Risk Management and Derivatives at National Law University Jodhpur, India. His PhD in Econometrics is preceded by dual Masters in Economics and Management. His prior academic associations include Centre for Studies in Banking and Finance (established by the Reserve Bank of India) at National Law University Jodhpur, National Institute of Bank Management (established by the Reserve Bank of India) in Pune, National University of Juridical Sciences in Kolkata and Indian Institute of Social Welfare and Business Management in Kolkata. His areas of preference and international publications include Strategies, Bank Risk Management, Financial Economics and Policy Research. He is Life Member of Indian Statistical Institute, the Indian Econometric Society and Indian Economic Association. He received the Honour of being 'One of the IBC's Leading Educators of the World' from the International Biographical Centre in 2013.

**Mukund V Deshpande** is currently a professor in an accredited management institute and an advisor to SMEs in Pune (India). He graduated in engineering from L.I.T. the premier institute from Nagpur in 1972 and joined the corporate sector to gain business, operational, and research experience and worked there for more than two decades. Based on the products researched, he developed projects for them commercially and executed consultancy assignments. His first time articles on CPM and PERT techniques useful in managing maintenance of continuous process plants, published in international journals gained appreciation from many parts of world. Later, he switched over to the management field owing to its significant requirement in projects and completed post graduate programs in operations management and later attained a PhD in Management from the University of Pune. He has written articles in technology and management, published refereed research papers and articles in prestigious publications, and also presented papers in national and international conferences.

**Jan Fermelis** is a Senior Lecturer within the Faculty of Business and Law at Deakin University in Australia, where she has taught Business Communication, Academic Communication, Management and Human Resource Management for seventeen years. During that time, she received numerous faculty and

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university awards, including the Deakin University Award for Teaching Excellence, Vice-Chancellor's Award for Distinguished Teaching, Vice-Chancellor's Award for Outstanding Achievement for Student Support Services, Faculty of Business and Law Award for Outstanding Contributions to the Faculty's Operational Plan in Student Support and Faculty of Business, and Law Award for Outstanding Contribution to the Faculty's Strategic Priorities in Teaching. In 2007, her teaching achievements were recognised nationally by the Australian Carrick Institute, which awarded her one of their prized citations for the collaborative development of generic skills in business communication and the associated support of international student learning in commerce. Jan has published and presented papers on a wide range of pedagogical topics including teamwork, self and peer assessment, electronic portfolios, the internationalisation of business communication, and use of second language teaching techniques within business communication courses. She is currently undertaking qualitative research, which focuses on intercultural business communication within China for her doctoral degree.

**Shadi Hijazi** is an academic and consultant in business administration with multinational experience. He is a consultant and a senior analyst in QSIU, the Intelligence Unit in Quacquarelli Symonds, the leading global provider of specialist higher education and careers information and solutions. His work is focused on management, research, and marketing strategies in higher education institutions. He has been delivering analysis pieces and managing and delivering consulting engagements in universities around the world. He holds a PhD in Business Administration from Kobe University in Japan. His study there addressed the interaction between business performance and knowledge management tools. He investigated the quality of information systems from the point of view of the sales department, and his PhD dissertation focused on the training methods used by Japanese companies to creating a "Knowledgeable Sales Force".

**Sheikh Md. Monzurul Huq** graduated in Geography and Geographical Information Systems (GIS) from University of Windsor, Ontario, Canada and University of Durham, England respectively. His areas of research interest include medical geography, tourism, health and education services, GIS, and Remote Sensing (RS) applications. Professor Huq was the Dean of the Faculty of Social Sciences of Jahangirnagar University, Bangladesh. He is currently the Dean of the Faculty of Law of the same university. He has published more than 40 papers in various national and international journals and edited books. He participated and presented papers in more than 50 national and international seminars and conferences. He is a Life Member of Bangladesh National Geographical Association (BNGA), Bangladesh Geographical Society (BGS), Indian Association of Social Science and Health (IASSH) and Member of Research Advisory Council (RAC), and Guru Arjan Dev Institute of Development Studies, India.

**Sheikh Mohammed Rafiul Huque** obtained a PhD in Business Administration and MBA in Accounting and Management System from Yokohama National University, Japan, with a specialization in strategic management accounting and supply chain management. Currently, he is an Associate Professor of the Institute of Business Administration (IBA), at Jahangirnagar University, Bangladesh. He was as an Assistant Professor of the School of Accountancy of the University Utara Malaysia. His fields of research interest include strategic cost management, supply chain management, waste management, renewable energy, etc. He was involved in quite a few international projects funded by international agencies and universities namely, Toyota Foundation, Ministry of Education of Malaysia, Yokohama

National University, Japan, and Universiti Utara Malaysia. Dr. Huque published more than 20 papers in various national and international peer reviewed journals. He is an editorial member of some nationally and internationally reputed journals.

**Kijpokin Kasemsap** received his BEng degree in Mechanical Engineering from King Mongkut's University of Technology Thonburi, his MBA degree from Ramkhamhaeng University, and his DBA degree in Human Resource Management from Suan Sunandha Rajabhat University. Now, he is a special lecturer at Faculty of Management Sciences, Suan Sunandha Rajabhat University based in Bangkok, Thailand. He has 18 years of engineering and management experiences in multinational corporations. He has numerous original research articles in top international journals, conference proceedings, and book chapters on business management, human resource management, and knowledge management published internationally.

**Jashim Khan** holds a doctorate degree in business-marketing from AUT University. His current research interest is experimental consumer behaviour in new digital environment with particular interest in how mobile payment influences consumption and informs marketing education. Dr. Khan's area of research interest is in the use of contactless smart cards, mobile Internet, location based advertising, and social media that are transcending payment landscape and redefining how we shop for goods and services. *His work appears in Journal of Business Research, Journal of Economic Psychology, Journal of Business and Economics, and International Business and Economic Review.*

**Hillol Nag** advised leading universities in areas such as Strategic Planning, Research Strategy, Internationalisation, Faculty and Student Recruitment, and Branding and Employers Relations. He has over 8 years of experience in advising global organisations on Performance/Process Improvement, Customer Centricity and Strategy. He is also a green belt Six-Sigma, and a qualified Project Manager. He has delivered transformation programs to a broad range of clientele, providing a range of proposed benefits. Hillol did his MBA in the UK at Cranfield School of Management and focussed on Strategy, Marketing, and Operational Transformation during the course. He was the elected student body representative for the cohort. He also has an undergraduate degree in engineering from India. Hillol has lived and worked in 3 continents and visited over 15 countries.

**Suja R. Nair** holds a B.A. (Hons.) and a Masters Degree (MBA) in Business Management. She is a Strategic Marketing Consultant to 'Educe Micro Research, Bangalore. Prior to this, she had been working as a practicing manager (with the corporate sector) and as a Management faculty at various academic institutions in Bangalore. She has also been an author with the Himalaya Publishing House, Mumbai, India, since 1999 and has written text books on Marketing Research, Consumer Behavior and Retail Management. Presently, as a Research Scholar, she is pursuing the PhD program in Management at the Jain University, Bangalore, India.

**Jukka Ojasalo** is Head of the Masters Degree Programme at Laurea University of Applied Sciences in Espoo, Finland. He is an Adjunct Professor of Professional Services Management at Aalto University, Helsinki. He had earlier been a Professor of Marketing at Lappeenranta University of Technology and the Chair of International Marketing Program. He has also been Professor of Marketing at Turku

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School of Economics and Business Administration and the head of the Marketing Program in the Pori Unit. His research relates to service management, innovation, marketing, knowledge intensive business, business networks, customer relationships, professional services, entrepreneurship, and pedagogy of higher education. He has published over 60 refereed articles in various scientific publications, such as *European Journal of Innovation Management*, *Journal of Business & Industrial Marketing*, *Industrial Marketing Management*, *Service Industries Journal*, *Journal of Product and Brand Management*, and the *Journal of Retailing and Consumer Services*. Before his academic career, he worked for several years in the ICT-industry.

**Panagiota Papadopoulou** holds a BSc (Hons) in Informatics from the University of Athens, an MSc (Distinction) in Distributed and Multimedia Information Systems from Heriot-Watt University, and a PhD in Information Systems and E-commerce from the University of Athens. She has extensive teaching experience in undergraduate and postgraduate courses as an adjunct faculty member at the University of Athens, the University of Pireaus, the University of Peloponnese, the University of Central Greece, Harokopio University and other tertiary education institutions. Dr. Papadopoulou has participated in a number of European Community and National research projects and serves as an external evaluator of research and development projects and proposals. Her work has been published in international journals and conferences such as the *European Journal of Information Systems* and she has authored a book for the Hellenic Open University. Her current research interests focus on online trust, e-commerce, e-learning, interface design, and social computing.

**Jean-Eric Pelet** holds a PhD in Marketing and an MBA in Information Systems. As an assistant professor in management, he works on consumer behavior variables when using a website and how the interface can change that behavior. Dr. Pelet has actively participated in a number of National research projects. His current research interests focus on social networks, m-commerce and graphic user interface design. His work has been published in journals such as the *European Journal in Information Systems*, *Systèmes d'Information et Management*, *International Journal of Virtual and Personal Learning Environments*, *International Journal of E-Business Research*, *International Journal of E-Services and Mobile Applications*, etc.

**Marina Pogrebnaya** has been working in the private sector in the health and other service areas since completing her Honours in Management and Human Resources. It was her passion and interest in the communication's area along with management interests that motivated her to pursue Honours in the wellbeing area.

**José Manuel Saiz-Alvarez** holds a PhD in Economics and Business Administration from Autonomous University of Madrid, Spain, and a PhD in Sociology from Pontifical University of Salamanca, Spain. He has also studied at the Royal Complutense College at Harvard, University of South Florida, USA, University Lumière-Lyon II, France, and Tallinn University, Estonia. He is an Academic Director for Business Administration Doctoral Studies, Nebrija University, Spain and a Visiting Professor at TEC de Monterrey, Mexico, and the Catholic University of Santiago de Guayaquil, Ecuador. He is President of FIEC Institute, a member of the Latin-American Net of Family Business, and co-founder of the International Center of Research on Solidarity Economy based at the Metropolitan University of



Puerto Rico. He has also been professor at several Spanish universities. He is a Member of the Editorial Board and referee of numerous journals and author of more than a hundred publications in his specialty. To date he has supervised 30 doctoral theses.

**A.M. Sakthivel** is a Full Professor of Marketing and Assistant Dean for Academic Research at Sur University College, Sur, Sultanate of Oman. His research interests are consumer behaviour, internet consumer behaviour, marketing information, mobile promotion response behaviour, marketing environments, leisure behaviour styles, advertising tools, retailing trends, modeling customer lifetime life, promotion, mathematical modeling (Metrics). His papers appeared in the *International Journal of Mobile Communications (SSCI)*, *Journal of Promotion Management*, *Journal of Services Research*, *International Journal of Entrepreneurship and Small Business*, *International Journal of Electronic Finance*, *Journal of Internet Banking and Commerce*, and the *IIMB Management Review* to name a few.

**Ahmad Sharieh** holds bachelor degrees in Mathematics and in Computer Science, a masters degree in Computer Science, a High Diploma in Teaching in Higher Education, and a PhD in Computer and Information Sciences from Florida State University (1991). He held several academic and administration positions: Assistant Professor in Fort Valley College / USA, Chairman of Computer Science Department at the University of Jordan (UJ), Assistant Dean of Research Deanship at UJ, Chairman of Central Tender Committee at UJ, Dean of King Abdullah II School for Information Technology at UJ, Director of University Development Affairs, and Dean of Sur University College. He has published more than 60 articles in scientific journals and conferences, and prepared 15 books. He is on the editorial board of several journals and a referee of several others. He is a member of ACM. His research areas are in: Distributing Systems, Parallel Processing, Pattern Recognition, Software Engineering, and Modeling.

**Krishna Prasad Shetty** is a Mechanical Engineer with an MBA in Marketing Management. Having worked as Chief Production Manager for more than 20 years in the Public Sector Undertaking making telecommunication equipment, he has now changed over to the educational sector and taken up teaching MBA students. He is also pursuing doctoral studies in management at Jain University, Bangalore, India. A keen researcher on 'ethical compromises,' his PhD topic focuses on the ethical issues in advertising communication affecting the rights, insights, and preferences of consumers.

**Ben Sowter** is from Nottingham, England. After moving around a lot, he returned to the University of Nottingham where he undertook a BSc in Computer Science. Upon graduation, Ben spent two years working for the UK national office of international student charity, AIESEC, for which he was ultimately elected National President. Ben leads the QS Intelligence Unit who is fully responsible for the operational management of all major QS research projects including the QS Top MBA Applicant and Recruiter Research, the QS World University Rankings® and the QS Asian University Rankings. Ben has travelled to over 40 countries and spoken on his research in over 20. He has personally visited over 35 of the world's top 100 universities amongst countless others and is also a regular speaker on the conference circuit.

**Aniruddha Thuse** is working as an Assistant Professor with Anekant Institute of Management Studies, Baramati (Pune). He has a total of 10 years work experience in academics and 3 years in corporate. He has been awarded a PhD by the University of Pune and his area of research is Organizational Manage-

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ment. Dr. Thuse has been working as a core Finance faculty in renowned management institutions in Pune and his areas of interest are Finance, Management Control, Strategic Finance, Entrepreneurship, and Investments. He also has significantly contributed in the field of research and has around 8 published research papers to his credit.

**José G. Vargas-Hernández** is a Member of the National System of Researchers of Mexico and a research professor at University Center for Economic and Managerial Sciences, University of Guadalajara. Professor Vargas-Hernández has a PhD in Public Administration and a PhD in Organizational Economics. He has undertaken studies in Organisational Behaviour and has a Masters of Business Administration. He has published four books and more than 200 papers in international journals and reviews (some translated to English, French, German, Portuguese, Farsi, Chinese, etc.) and more than 300 essays in national journals and reviews. He has obtained several international Awards and recognition.

**Alan S. Weber** teaches the humanities in the Premedical Program at the Weill Cornell Medical College in Qatar. He has taught literature, writing, and the history of science and medicine at The Pennsylvania State University, Elmira College, and Cornell University. His research interests related to the Arabian Gulf include the sociology and history of medicine, education, e-learning, and Bedouin culture.

**Ambika Zutshi** is currently a senior lecturer at Deakin University, Australia. Dr. Ambika Zutshi's qualifications include a Bachelors degree in Environmental Sciences, a Masters degree in Environmental Management, and a PhD. Her current research is focused in the area of corporate social responsibility, business ethics, role of stakeholders in the Environmental Management Systems (EMS), and supply chain management. She has articles accepted for publication in journals such as *Technovation*, *Journal for Cleaner production*, *European Business review*, *Business Process Management Journal*, *Managerial Auditing Journal*, *Management of Environmental Quality: An International Journal*, *Australian Accounting Review*, *Alternative Law Journal*, and the *International Journal of Environmental and Sustainable Development*.