

About the Contributors

Gordon Bowen has a Doctorate in Business. He is an Associate Lecturer at various universities and higher education institutions, including University of Gloucestershire, Regent's University London, and Greenwich School of Management London. His research interests are strategy, marketing, digital marketing, and SMEs, and he supervises PhD and DBA students in these areas. Gordon has held senior positions in the telecommunications industry, including strategy development, business development, and training. He has also advised SMEs on business matters.

Wilson Ozuem is Associate Professor of Digital Marketing at Regent's University London (UK). His research interests include the implications of information technology for decision making by marketers and consumers. The results of his research have been published in scholarly journals and international conference papers, including *European Journal of Marketing*, *Social Responsibility Journal*, *International Journal of Applied Behavioural Economics and Business Law*. Dr. Ozuem teaches in a number of UK universities, including University of Gloucestershire, the University of Hertfordshire, the University of West London, GSM, CAPA Education (London). Dr. Wilson holds a visiting professorial fellowship at the faculty of Economy and Agribusiness, Agricultural University of Tirana (Albania). 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 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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Madina Ansarin is a Doctoral candidate at the University of Gloucestershire (UK). She holds an MSc degree in Marketing from University of Wales (UK), a BSc in Economics from the University of Economics, Tashkent, Uzbekistan, and a BSc in Teaching from Pedagogical University, Tashkent, Uzbekistan. She has over 10 years of working experience in non-governmental organisations, including Doctors Without Borders and World Vision. Her research interests include the influences of online brand communities in the luxury fashion sector, as well as their effects on the development of marketing communication programme.

Barry Ardley, PhD, is Senior Lecturer in Marketing at Lincoln University, UK. He mainly teaches courses on entrepreneurial marketing and relationship marketing. Barry has a Doctoral degree in marketing strategy from De Montfort University, where his research focused on phenomenology and marketing management. Barry has published on a wide range of marketing issues (i.e. marketing education, heritage marketing, health markets, and entrepreneurship). A central research interest revolves around examining marketing management from a critically informed interpretive perspective. Besides teaching and research experience, Barry spent a number of years working in the retail and services sector.

Yllka Azemi is a PhD candidate at Cardiff Metropolitan University, Wales (UK). Her research interests include online service failure and recovery strategies, social media marketing, and brand relationships. She received her bachelor degree from Rochester Institute of Technology, USA, and Master's degree in Marketing from University of Wales. She is an Assistant Professor in College of International Management Globus, Kosovo, where she teaches a wide range of marketing courses, including strategic management and human resource management.

Michael Borrelli is a Master's student at London Metropolitan University. His research focuses on consumer attitudes and motivations towards online video game purchases, in light of the recent massification and development of the technology industry. Michael holds a Bachelor of Arts (BA) degree in Business Studies & Planning at the University of Liverpool. Post MBA qualification, Michael currently works as a Compliance & AML Business Analyst for a securities and commodities brokerage firm in the City of London.

Richard Bowen has worked at some of the biggest technology companies in the world, including Amazon and Microsoft, and now plies his trade working at Facebook, while also serving as a guest lecturer at a few universities across the UK. Rich has over a decade of industry experience within online advertising, marketing, and technology with a balance of business and technical experience and academia. Rich holds a first class, with honours BA in Business Management and is a Doctoral candidate, with his research focused on computational advertising.

Lauriane Delarue is Sales Account Manager at Flashbay Ltd., a Computer Hardware company based in London, UK. She graduated in 2011 with a BA in Business Administration (Hons 2.1) and in 2013 with a MBA (1st). She has experiences of the advertising industry from a previous placement in an advertising agency and from her current position.

Chedia Dhaoui is founder of Insight Social Networks, developing insightful analytics about brand management and consumer engagement on social media platforms. She holds a PhD and a Master's degree in Information and Communication Sciences from the University of Lorraine (Nancy, France). Her research interests include the measurement and analysis of consumer engagement on social media platforms, as well as the effectiveness of social media marketing communications strategies. Chedia is an Associate Member of the Australian Market & Social Research Society (AMSRS). She also undertook a number of high quality trainings on survey and market research methods, innovation, and business intelligence.

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Tobias Endress works as project and service manager for Metzler Bank in Frankfurt. Earlier, he worked as a business analyst and project manager with Allianz Global Investors and as IT coordinator with Deutsche Bank AG. He has completed a professional training for banking with Deutsche Bank AG, graduated in Computer Science and Business Administration at Hessische Verwaltungs- und Wirtschafts-Akademie, Frankfurt am Main, in Business Economics (BBA) at Avans+, Bereda (NL), and gotten a Master's Degree in Leadership in Digital Communication at Berlin University of the Arts (UdK Berlin) in cooperation with the MCM Institute of the University of St. Gallen (HSG). At the moment, he is a Doctoral candidate at the University of Gloucestershire, Cheltenham (UK). His research interests include digital economy, financial markets, social networks, and decision-making.

Jialin Hardwick, PhD, Senior lecturer in Marketing at Lincoln Business School, University of Lincoln, UK. She teaches marketing modules, in particular on themes with new products/services development and interorganisational collaboration. Jialin has a Doctoral degree in Business Administration from the Robert Gordon University, UK, 2010. Prior to joining in University of Lincoln, she taught at Aberdeen Business School, the Robert Gordon University. Her research interests lie in entrepreneurship, product and service innovation, customer relationships, behavioural studies, healthcare and biotechnology sectors, industrial marketing, virtual networks, and a phenomenological approach to social science research. Jialin has published in entrepreneurship and business strategies journals on topics with networking, customer relationships, trust, virtual networks, and innovation.

Wang Hui is an Assistant Program Manager for three years undergraduate Business Programs, at the University of Sunderland London campus. He is also lecturing some undergraduate modules. He is one of MBA dissertation supervisors to direct and guide students to conduct their research from the London campus. He earned a PhD in Marketing Management from Portsmouth Business School, University of Portsmouth. His research interests include: Social media and social networks, interactivity and its effects on social media innovative trends in social media, particularly looking into China and Germany mobile marketing, user-generated content, and Customer Relationship Management (CRM) in the tourism industry.

Margee Hume is the Campus Academic Coordinator for Research Development at the University of Southern Queensland, Springfield Campus, and is a leader on the Collaborative Research Network: Digital futures. Her research focus is on sustainable work communities' research with her speciality being in service experience mapping and innovation and IT service management. Margee holds a bachelor degree in Business, a MBA and a PhD (Management) from the University of Queensland. As an academic researcher, her recent projects include the use of digital technology in the management of aged care and chronic and mental health.

Vipin Nadda is working as Assistant Programme Manager (MBA) with University of Sunderland, London Campus. Some of his previous responsibilities involved being Sr. Lecturer in Business and Tourism Management at Park Royal College London and Kurukshetra University, Kurukshetra, India. He also freelanced as Education Development Consultant for Global Examination Board, University of East London, Member of Exam Board, Chief Examiner for Graduate courses, Assessor, Marker and Moderator for Confederation of Tourism and Hospitality (CTH), apart from being PhD supervisor for Cardiff Metropolitan University. He is a science graduate with MBA (Marketing), MTA, PhD, and MA (Marketing and Innovation) and has more than 15 years of experience in education, industry, and research. Besides his PhD, he has also written research papers, published two books, and attended and presented papers in various international seminars.

Uzoechi Nwagbara's interests include Corporate Social Responsibility (CSR), new media, management, leadership, and social/environmental accounting, as well as African literature. He is author of three books as well as over 70 articles published in international journals such as *Thunderbird International Business Review* (ABS 2* journal), *Leadership* (ABS 1* journal), *Journal of Sustainable Development in Africa* (JSDA), and *Georgetown Journal of International Affairs*, among others. He is on the editorial boards of *JSDA* and *Africana*. He also reviews papers for *Thunderbird International Business Review*, *JSDA*, and *Africana*. He has a BA and MA in English, MSc in Human Resource Management, and PhD in Management (social/environmental accounting and CSR).

Jason Prasad is a uniquely recognized marketing and affiliate professional with over a decade of experience in the online gambling industry. Jason's primary knowledge focuses on developing strategic marketing plans and establishing affiliate programs for large global online gaming companies in the North American and European markets. As the current Head of the Affiliate Department at NetPlay TV, UK's largest interactive TV gaming company and the parent company of SuperCasino.com and Jackpot247.com, Jason successfully utilises his digital marketing skill set to acquire 28,500+ new gambling players each year which significantly contributes to the company's £30 million a year net gaming revenue. Jason holds an MBA degree with distinction honours in Marketing and Digital Marketing from The University of Wales and a BCOM degree in Marketing and Logistics from The Sauder School of Business.

Ellen Stokinger holds a Master of Science in Strategic Marketing (with distinction) from London Metropolitan University, a Bachelor of Arts in Business Administration from Lancaster University (UK), and a Bachelor of Science Degree in International Management from European School of Business in Germany. Her research interests lie primarily in social media and online brand communities, particularly the influence of social media on the luxury beauty brands. Ellen has worked for a number of cosmetics companies, including L'Oréal and Estée Lauder. Ellen is now continuing her career within Burberry and works on the British, French and Italian cosmetic markets.

Nick Taylor is Head of International Recruitment & Partnerships, Lincoln Business School, University of Lincoln, UK. Nick has an MBA from Sheffield Hallam University. He has been the Subject Leader for Marketing at Lincoln and is currently Associate Professor at Grenoble Graduate School of Business, France. Research interests include SME Marketing and Environmental Sustainability.

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Geoffrey Webster is a Doctoral student at the University of Southern Queensland (Australia). His research pursuits include the comparative study of social media as well as other community and local area marketing techniques, contemporary versus traditional as used by small to medium enterprises, particularly amongst franchise businesses. Geoffrey holds an Education Master's degree in Training and Development from Griffith University, a bachelor degree in Business, majoring in Marketing, as well as a bachelor of Applied Science, Built Environment, from the Queensland University of Technology. Prior to his PhD programme, Geoff was the marketing director of a plastics manufacturing and fabrication company.

Irina Yankova is a Doctoral student at the University of Gloucestershire (UK). Her research interests include the influences of social media and online brand communities on marketing communications strategies, as well as their effects on luxury fashion brands. Irina holds a Master's degree in Economics and a BSc in Business Economics from the University of Economics, Varna, Bulgaria, and an MBA from London Metropolitan University (UK). Prior to her MBA programme, she was a marketing manager in a multinational retail company.