

## About the Contributors

**Bikramjit Rishi** holds Post Doctorate (Funded by European Commission) Ph.D and MBA. He has over 11 years of professional experience to his credit with several top organizations such as IMT Ghaziabad, University of Liechtenstein (Europe), and American University in the Emirates (Dubai). He is currently Associate Professor (Marketing) at IMT Ghaziabad. He has also worked with University of Liechtenstein (Europe) and Indian Institute of Foreign Trade (IIFT), New Delhi, as Visiting Professor. He has also taught in NIIT Imperia programmes. Apart from teaching, research, and training, he has also served in editorial advisory positions, conference advisory committees, and made a significant contribution to the success and growth of marketing discipline. He has 24 referred research papers, 9 book chapters, and 26 conference papers. He has presented research papers in several reputed national/international conferences in India and abroad and has also chaired sessions in the national and international conferences. He has also given keynote addresses in many national conferences in India. He has delivered guest talks/invited presentations in several top business schools in India and abroad.

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**Mohammed Al Banna** is Banking and Finance specialist working as a Senior Branch Manager in Emirates Islamic Bank. He completed a Bachelor of Business Administration (BBA) degree from University of Houston Clear Lake, Texas, USA. The Current contributed work is his dissertation for his Graduation at the Heriot Watt University, Dubai Campus, for a Master's degree (MSC) in International Business, with a Marketing Focus. During His Post Graduation course had a couple of Contributions like the Rise of China, and Grey Marketing which had been remarkable. Mohammed has around Fourteen years of industry experience in Banking and finance, prior to his post in current Financial Institution he had a five years' experience in, HSBC Bank in Dubai, he had a wide-ranging experience in customer services, Treasury, and bank Operations, and had held a Managerial position in the Call Center services, Mohammed among other team members had

been instrumental in the conversion of a conventional banking institution to a fully compliant Sharia Financial Institution. Mohammed is also among the top performers in sales and services in his current position, and had received a number of awards for his remarkable achievements. He will also be pursuing the Doctorate degree soon.

**Peter J. Batt** is Principal of Peter J. Batt and Associates, an international rural development consultancy that focuses on linking smallholder farmers to institutional markets. His research interests include consumer marketing, export marketing, cooperative marketing, quality management and value chain management. Clients include the World Bank Group, the Food and Agriculture Organisation of the United Nations, CTA, ACIAR and the Australian Export Grain Innovation Centre, where he is AEGIC Adjunct Professor of Export Market Grain Innovation. Professor Batt is internationally recognised for his work primarily in Asia, the Pacific Islands and more recently in Africa.

**Burhanudin** is a lecturer at STIE Perbanas (Perbanas College of Business). His research interest is in consumer decision-making. He has also presented papers in international conferences in the area of consumer behaviour. He has received several grants for research and community services from the Ministry of Education and Culture of the Republic of Indonesia, such as research on consumer decision-making in the selection of higher education institutions and consumer decision-making in traditional village markets. He also received a grant to attend a short course at the Marketing Institute of Singapore to advance his knowledge. In the evaluation of general elections in his country, he was appointed as an in-depth Interviewer for the UNDP Program in Assessment on International Assistance in Elections 2009 of the Republic of Indonesia.

**Norshamliza Chamhuri** is a Senior Lecturer at the School of Economics, Faculty of Economics and Management, National University of Malaysia (UKM). She received her undergraduate degree in Economics from UKM and Master of Agribusiness from the University of Queensland, Australia. She completed her Doctor of Philosophy in Agribusiness at Curtin University, Australia in 2011. Her research interests focus on consumer studies of fresh food buying decisions from different retail stores and the impact of retail modernisation on traditional retailers. She has presented her research at international conference meetings and published her research findings in high quality academic journals such as Journal of International Food and Agribusiness Marketing and International Food and Agribusiness Management Review.

### **About the Contributors**

**Omar H. Eldahan** is a Teaching Assistant in the Faculty of Business & Economics, Heliopolis University for Sustainable Development. He received his BSc. in Business Administration from the University of New Brunswick, Canada, and is currently pursuing an MSc. in Business Administration from Cairo University, Egypt with a specialization in Marketing. Mr. Eldahan is active in researching topics in the areas of Branding, Islamic Marketing, Green Marketing, Sustainable Enterprise, and Ethical Marketing and Business Practices and has a paper currently being reviewed by the *Global Business Review*. He is also the Primary Research Assistant for Prof. Noel Capon's "Marketing for Middle Eastern Managers: Current and Future".

**Burcu Genç** had her bachelor degree of Business Administration from Ege University in 2007 and she had her master degree in marketing at Ege University with the master thesis entitled "The Impact of Experiential Marketing on Consumer Purchase Decisions" in 2009. She started her PhD in Business Administration at Dokuz Eylul University at the same year. In 2010, Genç started to work in Gediz University as a research assistant in International Trade and Marketing Department. She was a visiting doctoral student in University of Southern Denmark, Consumption Studies Research Unit for three months in 2012. Her field of study is consumer behavior and she particularly focuses on understanding and assessing what the country of origin phenomena means to consumers and its influence on their decisions in her PhD dissertation. As a lecturer, she gives consumer behavior, behavioral sciences and brand management courses.

**Subhankar Halder** has earned his bachelor degrees in Mathematics and Physics from the University of Kansas. As a summer intern, he had the opportunity to work at the CERN laboratory in Switzerland. In college, he was the president of the Kansas Spicmacay Chapter – an organization that arranged for Indian classical music performances. He is currently pursuing a management degree (PGDM) from the Institute of Management Technology, Ghaziabad. His interests include literature, music and business knowledge.

**Mohammad Ziaul Hoq** is a Faculty Member in the Department of MIT at Jubail Industrial College (JIC), Royal Commission of Jubail, Kingdom of Saudi Arabia. Dr. Hoq completed his Doctorate at European University, Geneva, Switzerland. He has 12 years of teaching experiences both in undergraduate and graduate level. He also has extensive expertise in the area of curriculum developments, academic accreditation (i.e. ACBSP, ABET) and Co-op program. His research interests include the area of marketing strategy, e-commerce, Internet marketing and Small

and Medium Enterprises (SMEs) business strategies etc. Dr. Hoq is the author of the book titled *Contemporary Strategies for Small and Medium Enterprise (SME): A Resource Base View (RBV) Approach*. He is also author and co-author of about 17 original scientific articles and reviews. Dr. Hoq is the member of the Editorial Board of the *Journal of Commerce and Accounting Research*.

**Gulnara Z. Karimova** is an assistant professor of communication studies at the KIMEP University (Almaty, Kazakhstan). She received her Ph.D. in Communication and Media Studies at Eastern Mediterranean University (North Cyprus). She is the author of books *Creativity in Marketing Communications* and *Bakhtin & Interactivity: A Conceptual Investigation of Advertising Communication*, and various articles. She provides marketing consulting for various businesses.

**Norizan Kassim** is a Professor of Marketing in King Abdulaziz University, Saudi Arabia. Her areas of specialization and research interests are service quality management, electronic commerce, consumer behavior, cross-cultural studies, service innovation and competitiveness of firms. Her publications have appeared in many refereed and scholarly journals including *Journal of Business Research*, *European Journal of Marketing*, *Asian Pacific Business Review*, *Electronic Markets -The Journal*, *Asia Pacific Journal of Marketing and Logistics*, and *Journal of Marketing for Higher Education*.

**AbdulHadi M. Al Khasawneh** is an Associate Professor in Marketing. He teaches undergraduate and graduate courses in Marketing, Management and Leadership. Over the past years he had taught at different universities in Jordan, Sultanate of Oman, United Arab Emirates/Dubai. He had hold positions of Director of Quality Assurance Unit, Head of Business and Accounting Department, and Coordinator of Faculty and Administrative Affairs. His research has focused on: Family Purchase Decisions, Consumer Behavior, Customer satisfaction, and Leadership. He is presently teaching at American University in the Emirates (AUE).

**Yeni Kusumawaty** is a lecturer at School of Agribusiness, Faculty of Agriculture, University of Riau, Indonesia. She received her undergraduate degree in food science and master of agribusiness management, both from Bogor Agricultural University (Institute Pertanian Bogor). She is now doing her PhD in agribusiness at Curtin University. Her research interests focus on agribusiness and food marketing and Muslim consumer behaviour. She has published her research in the *Journal of Agribusiness Marketing* and *Acta Horticulturae*.

### **About the Contributors**

**Charilaos Mertzanis** is currently an Associate Professor of finance and the Abraaj Group Chair of Private Equity at the American University in Cairo. He was educated at the Aristotle University of Thessaloniki (BA) and the New School for Social Research (Ph.D) where he studied as a Fulbright and NATO fellow. In the past, he served as the Director of Research at the Hellenic Capital Market Commission and an adjunct professor in the University of Athens and the Open University of Greece. He has been a member of the OECD Committee on Corporate Governance and the ESMA Committee on Economic Analysis, as well as the Coordinator of the Committee of Corporate Governance in Greece (1999); a member of the Committee of CG in Cyprus; and member of the Greek Public Pension Funds Investment Committee. He has published many scholarly articles on finance, regulation and corporate governance. He has advised foreign governments on capital market and corporate governance policy.

**Ian Michael** is Professor of Marketing at Zayed University. He completed a Doctor of Business Administration (DBA) degree from Victoria University, Melbourne, Australia. His thesis investigated the area of Electronic/Internet Marketing, and was titled “Consumer Behavior in a Computer Mediated Environment – Implications for Marketers”. Ian also has an MBA; the research thesis was in tourism marketing and was titled “The Economic Impact of Overseas Students on Tourism in Victoria - Australia”. Ian has around eighteen years of industry experience in India and Australia where he held senior positions in the Travel & Tourism, Banking & Finance, Hospitality, Advertising & Marketing, Pharmaceutical, and Transportation & Logistics industries. He is a Fellow of the Australian Marketing Institute (FAMI), and a Certified Practicing Marketer (CPM). He has a number of refereed articles published in journals. He has presented at leading conferences around the world in Tourism and Marketing. His research was instrumental in one Tourism Victoria’s strategic marketing plan.

**Omar Ramzy** is an Associate Professor of Marketing and the Head of the Marketing Department in the Faculty of Business & Economics, Heliopolis University for Sustainable Development. Dr. Ramzy specializes in new and emerging fields of Marketing such as Islamic Marketing, Green Marketing, Social Media Marketing, Retailing, and E-Commerce. Dr. Ramzy has also published over half a dozen papers in international journals such as the European Business Review and Sustainability Accounting, Management and Policy Journal and has contributed many cases for the Middle Eastern version of Kotler and Keller’s Marketing Management. Furthermore,

Dr. Ramzy has extensive practical experience in the field of Marketing from his work in multi-national corporations such as Procter & Gamble. Dr. Ramzy takes particular interest in gathering between the western and eastern cultures, which is reflected in his work on co-authoring the text-book “Marketing for Middle Eastern Managers: Current and Future” with Prof. Noel Capon.

**Azad Omrani Sabbaghi** has started with the commercialization of high-tech products in 2005 BESIDES his academic back ground in the fields of Biochemistry and Nanotechnology. He was honoured as manager of the “Nanotechnology Company of the year 2010” in Iran and has also won the “Excellent prize of Asian Science Park Association” in 2012. He has been appointed as supervisor for Master and PhD students in the fields of Nanotechnology and Fruit postharvest Physiology. From 2011 onwards, he has contributed in selected research projects in the field of B2B Marketing and Technology Management.

**Samer Sarofim** is a Marketing Ph.D. Candidate at The University of Kansas. He earned a Master in Business Administration (MBA) from The American University in Cairo and a Bachelor Degree in Pharmaceutical Sciences from Ain Shams University. His research interests are in the areas of brand relationships, global marketing, consumers’ financial decision making, and the role of emotions in consumer behavior. Sarofim teaches courses in Brand Management, Sales Management, Consumer Behavior, Marketing Research, and Retail Management. He has been an invited speaker at The George Washington University. He also organizes training programs for multinational corporations. Before entering academia, he worked at Bupa Global. Sarofim has won several awards including the Positive Code of Conduct (The University of Kansas), Outstanding Academic Achievement (The American University in Cairo), Certificate of Appreciation (The George Washington University), and Certificate of Achievement (Boeing Defense).

**Farhan Shaikh** works as a Strategic Research Consultant in Mumbai office of an international consulting firm, headquartered in France. He has completed his Executive Program in Management (Marketing) from SJM School of Management at IIT Bombay. His areas of interest in research are marketing strategy, Islamic marketing, and digital marketing.

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**Khurram Sharif** is an Associate Professor of Marketing in the College of Business & Economics at Qatar University. He is also a Marketing Research Consultant and has worked with a number of educational and pharmaceutical organizations on a variety of applied projects. His current research interests include trust within networked organizations, ethics and quality of life within fast changing markets, category management practices in the Middle East and luxury products consumption behaviors.

**Dinesh Sharma** is faculty with SJM School of Management at IIT Bombay. He is a Fellow from MDI Gurgaon. He comes with diverse experience in marketing – as practitioner, researcher, and teacher. His areas of interest in teaching are marketing strategy and consumer behavior. His areas of interest in research are marketing strategy, consumer value, and brands. He has published papers in many peer reviewed international journals and also has written case studies.

**Abdulwahb Bin Shmailan** is Assistant Professor in the Department of MIT at Jubail Industrial College (JIC), Royal Commission of Jubail, Kingdom of Saudi Arabia. He completed PhD from University of Portsmouth, U.K. in 2011 and Master of Business Administration (MBA) degree in 2003 from University of Colorado, U.S.A. He is teaching and training private and government companies in gulf countries. His research interests include the area of marketing, e-commerce, Internet marketing, sales, time management and entrepreneurship. Dr. Shmailan published books and scientific articles as well as reviewed academic books and articles.

**Ahmed Tolba** is Chair and Associate Professor of Marketing, School of Business at the American University in Cairo. He is also the founder of El-Khazindar Business Research & Case Center (KCC), the first center in the Middle East and North Africa region that focuses on developing world-class refereed case studies. He was awarded his Ph.D. from the George Washington University in 2006; his MBA & B.Sc. from AUC in 1997 & 2001 respectively. He taught a variety of courses at the undergraduate and graduate levels. He received the American University in Cairo's Teaching Excellence Award (June 2010) and the School of Business Teaching Award (May 2009). His research focuses on Brand Equity, Innovation Marketing, Online Marketing, Nation Branding, Social Marketing and Entrepreneurship. He published in leading academic journals and conferences, and co-authored the leading textbook *Principles of Marketing: Arab World Edition* with marketing gurus Philip Kotler and Gary Armstrong.

**Christine Vallaster** combines management and marketing-related topics in an interdisciplinary way through her interest in Corporate Brand Management: Strategy formation, Brand Building and Corporate Social Responsibility are the threads of her research projects. Her scientific contributions were published in journals such as *Journal of World Business*, *Journal of Business Research*, *Industrial Marketing Management*, *California Management Review*, *European Journal of Management*, *Journal of Marketing Management* or *Qualitative Research: An International Journal*. She also writes articles for practitioner journals. Besides being a university lecturer, she also works as a consultant in the field of strategic branding and marketing projects, for national and international companies.

**Begüm Yetişer** had her bachelor degree of Business Administration from Izmir University of Economics in 2007 and she had her master degree in marketing at Ege University with the master thesis entitled “The Effect of Brand Equity on Consumers’ Green Purchasing Behavior” in 2009. She started her PhD in Department of Marketing at Gent University, Belgium in 2011. After residing in Belgium for 3 years, while continuing her PhD, she moved back to Turkey and started to work in a part-time lecturing position at Yaşar University during the academic year of 2013-2014. Her field of study is consumer behavior, consumer psychology and marketing communication. She particularly focuses on the effect of psychological dimensions on consumption behavior.