

## About the Contributors

**Nick Hajli** is a programme director and a Lecturer in Marketing in Newcastle University Business School. He is an Editor in *Journal of Research in Interactive Marketing*. He also serves as the guest editor for several high impact journals such as the *International Journal of Information Management* and the *Technological Forecasting and Social Change Journal*. His active research areas are consumer decision making in a social commerce context, co-creation of value with consumers, and healthcare development in current digital era. His research has appeared in the top 20 Journals used in Business School Research Rankings such as *Journal of Business Ethics*. He has also published on refereed journals such as *Technological Forecasting and Social Change*, *International Journal of Market Research*, *International Journal of Information Management*, and other quality journals as well as in several international conferences.

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**Hatem Bugshan** has received his PhD from Birkbeck, University of London. His research stream is Intellectual Property Rights and Open Innovation. He has published in refereed journals such as *Journal of Strategic Marketing*, *Journal of Enterprise Information Management*, and *Qualitative Market Research*. He has also presented his papers in international conferences.

**Ivan K. Cohen** is currently an Assistant Professor in Finance and Economics at Richmond University, the American International University in London. His research interests include areas of finance (pension fund investment, the finance of football clubs), economics (macroeconomics, including a recently published article on Okun's Law, and health economics and management). Ivan has recently published in *Cogent Economics and Finance*, *International Journal of Health Care Quality Assurance*, *Journal of Clinical Research & Governance*, and *Qualitative Market Research: an International Journal*.

**Sumesh S. Dadwal** is Senior Lecturer and Programme Leader (MBA) at Glyndwr University, London, UK. He has 15 years of experience in business and academic research, teaching, E Learning, educational quality management in wide range of business and healthcare subjects. He has also been associated with QAA for Reviewer for Educational quality Oversight. Dr. Dadwal's core areas include International Strategic Marketing, consumer behaviour and misbehavior in f2f and online environment product launches, prosumers and experience economy, service encounters and sensational experiences management. He has undertaken analysis of brands, markets and consumer behaviours using various qualitative and quantitative techniques. Dr. Dadwal has written various research papers and lead research at various levels. He has hands on industrial experience in constructions and agricultural supply chain.

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**Ali Eshraghi** is a doctoral student at the University of Edinburgh Business School with considerable working, teaching and volunteering experiences in various organizations and contexts for over ten years. He has a bachelor degree in Business Administration and an MSc. in Entrepreneurship both from the University of Tehran, Iran. His area of research interest is technology and organizational change, in particular from sociological point of view. He studies the co-evolution of everyday activities and ICTs. For the PhD project, he has conducted an interdisciplinary, multi-setting ethnographic research to find out the ways in which ICT-related practices are constituted and re-shaped within Scottish swimming context as a well-established voluntary sector.

**Vida Farzipour** is a PhD student at Birkbeck College, University of London. She has developed a broad understanding of leadership studies particularly due to her research in the area of distributed leadership in health care systems. She is very interested in extending her knowledge and skills to understand leadership and its effectiveness in health care settings. She studied HRM in Master's degree and Health Care Management in Bachelor's degree which gave her a strong foundation to proceed to PhD in Organisational Psychology at Birkbeck.

**Azmat Firdous** is a competent, reliable and motivated academic professional driven with well organised team spirit and goal oriented approach. He works as an Assistant Programme Manager of Post Graduate Business and Management department at University of Sunderland, London Campus for the last one year. He is also involved in supervision of MBA dissertations and completed his MBA in Marketing Innovation from Anglia Ruskin University UK, and from the University of Punjab Lahore Pakistan. He is a member of ICMA Professional Accounting Body, membership of PIPFA, Pakistan Institute of Public and Financial Accountant (Fellowship is due). He is entitled to the fellowship of the Association of International Accountants. He has worked for various institutions including the University of Sunderland (Associate Lecturer), ISC Kingston University London, Kaplan International London, St-Patricks College London, Oxford House College London, Williams College London and Laurel Academy Lahore Pakistan. He also has experience of working in the corporate sector for ten years. As a Finance Manager of a Company, he dealt with all the banks, external auditors, creditors, debtors, tax department and other external parties. During the past eleven years of working for various institutions, he has taught courses ranging from Accounting, Finance, Marketing, International Marketing, Strategic Marketing, Marketing Management, Strategy, Management, Taxation, Audit, Quantitative Methods, Economics and Tourism.

**María Ángeles García-Haro**, Ph. D. student, is Research Intern of Marketing at Marketing Department, University of Castilla-La Mancha (Spain). She has Master in Strategy and Marketing and Degree in Business Management. Her research interests fall in the areas of innovation, social media and ICT. She has published book chapters and attended conferences and seminars.

**Yusmadi Yah Jusoh** was born in Kelantan, Malaysia in 1972. She graduated with a B.A. (Hons) in Economics from National University of Malaysia (UKM) in 1996 and obtained a Master in Information Technology from the same university in 1998. In 2008, she was awarded a Ph.D. in Systems Science and Management from UKM. She joined UPM in May 2008 and currently works as a Senior Lecturer at the Department of Software Engineering and Information Systems, Faculty of Computer Science and Information Technology, Universiti Putra Malaysia (UPM). She teaches software project management,

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**Aysegul Eda Kop** holds a bachelor degree in Business Administration from Yildiz Technical University in Turkey and a master degree in Marketing from University of Nottingham in the UK. Now, she is a PhD student at the Department of Management Studies in University of Aberdeen. She is working on how companies identify customers' hidden needs for new product development by using social media in her PhD. Her research areas of interest mainly include new product development, social media and consumer behaviour.

**Yibai Li** is an assistant professor in the Operation & Information Management Department, Kania School of Management, The University of Scranton. Li obtained his Ph.D. in Information Systems in Washington State University. Li has a B.S. degree in Computer Science and a B.A. degree in Business Administration. He also has a Master of Science degree in Management Information Systems and a data mining certificate from Oklahoma State University. His research interests include Social Computing, Discrete-event Simulation and Business Intelligence. His teaching areas include Management Information Systems, Business Intelligence Systems, SAP/ERP and Data Mining.

**Xiaolin Lin** is currently a Ph.D. student in the Department of Management, Information Systems and Entrepreneurship at Washington State University. His research focuses on Gender Differences in IS Usage, Social Media Usage, Social Commerce, Information Security, and the impacts of IT on business values. His research has appeared in such journals as the Journal of Business Ethics, International Journal of Market Research, and European Journal of Training and Development as well as in the leading conference proceedings such as Americas Conference on Information Systems (AMCIS) and Hawaii International Conference on System Sciences (HICSS). His teaching interests include Management Information Systems, E-commerce, Database, Business Intelligence Systems, and SAP/ERP.

**Rebecca Liu**, Lecturer of Lancaster University Management School. She has an MBA from the University of Missouri (USA) and a PhD from the University of Strathclyde (UK). Her research is across the fields of network management learning, global value chain and innovation management. Her research project was awarded by the Product Development Management Association (PDMA) and the Institute for the Study of Business Markets (ISBM). Rebecca has 15 years commercial experience with leading global organisations (e.g. FedEx, GM and Philips Electronics) and has held various managerial positions in international markets. She was awarded 'the Best Employee of the Year' by Federal Express Corporation (FedEx). Rebecca's publications appeared in several prestigious journals, such as Industrial Marketing Management and Management Learning.

**Ricardo Martínez-Cañas** is an Associate Professor of Management at Business Management Department, University of Castilla-La Mancha (Spain). His research interests fall in the areas of Social Capital, Science Parks, Innovation, Tourism Management, Crowdsourcing and ICT. Professor Martínez-Cañas has published in Journal of Knowledge Management, Journal of Business Ethics, International Journal of Human Resources Management and other journals.

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**María Pilar Martínez-Ruiz** has a Ph. D. in Economics and Business Administration, and is currently Associate Professor in the Department of Marketing at the University of Castilla-La Mancha, Albacete (Spain). She has participated in different Conferences and Seminars worldwide, has written different book chapters and numerous research articles in prestigious journals such as European Journal of Marketing, International Journal of Market Research, Journal of the Operational Research Society and Decision Support Systems. Her main research lines are marketing communications, retailing, and product and service innovation.

**Reza Mohammadkazemi** is an Associate Professor at the Faculty of Entrepreneurship, University of Tehran, IRAN. His Ph.D. in Sport Management, Iran, 2007 is about Marketing-Mix Elements in Football industry of IRAN and comparing it with Asian countries. He started to teach marketing and entrepreneurship in Faculty of entrepreneurship in 2008. More than 30 of his papers on marketing and 7 different tools in this matter which includes social media is one of the most important one that he has mentioned. Moreover to teaching media and marketing, he has worked in IRIBB as a producer in sport programs. He is also a formal FIFA match agent in the Middle East.

**Vipin Nadda** is a competent, conscientious, reliable and motivated academic professional driven with well organized team spirit and goal oriented approach; Dr Nadda is currently serving as Lecturer and Assistant Programme Manager (PG- Dissertations) with University of Sunderland, London Campus. A science graduate with MBA (Marketing), MTA (Tourism) and PhD, he has more than fifteen years of Experience in academics and Industry. Besides this, he has also published two books and presented papers in various international seminars and Global conferences. Dr Nadda also freelance as 'Education development consultant' for Global Examination Board, University of East London, and 'Associate lecturer' with the Glyndwr University/BPP University/Anglia Ruskin University, Director of studies for PhD with Cardiff Metropolitan University UK, as 'Member of Academic Council' and Chief Examiner for Confederation of Tourism and Hospitality (CTH), London. As an experienced academician, he has been lecturing a variety of courses ranging from Marketing, HR in 'Business and Management' to 'International Tourism and Hospitality Management' in the UK as well as overseas. With a wide range of industry experience, he has served as 'Product development Manager in the 'Tourism Industry' and 'Marketing Manager' in the 'Pharmaceutical industry' developing tour packages for domestic as well as International customers along with the formulation and implementation of business development and marketing strategies overseas. As a consultant to the industry, Dr Nadda was actively involved in the employee's recruitment, development and delivery of training programmes for many companies.

**Geoffrey Nield**, Neuro-Insight chief operations officer, specializes in research and development in biomedical engineering and played a central role in developing the Steady State Topography (SST) methodology for observing human brain activity, for application in the field of advertising and market research. Nield has applied SST-based technologies in his advisory roles with major global advertisers. His papers have appeared in the International Journal of Psychophysiology, Journal of Advertising Research, International Journal of Advertising and IEEE Pulse.

**Tugba Orten Tugrul** is an Assistant Professor of Marketing at Izmir University of Economics, Department of Business Administration, Turkey. She has a BS and a PhD in Business Administration from Yeditepe University (2005) and Izmir University of Economics (2011), respectively. Her research

interest concentrates on social media marketing, sustainability, branding, sequential consumer choices and emotions. She is involved in many national and international projects, and has given seminars in different institutions.

**Peter Pynta** (B.Bus, Marketing) worked in the media, advertising & research business for the past 25 years and is currently Director – Sales & Marketing at Neuro-Insight Pty Ltd. In a career that has spanned media, sales & research roles, Peter has specialised in the development of business units that provide accountable innovation via consumer-centric research and media insights within companies like News Corporation, Nielsen, the Ten Network & the Nine Network.

**Julie Salaber** received a PhD in Management from the University of Paris-Dauphine (France). She is now an Assistant Professor in Finance at Richmond University, the American International University in London. Her research interests spread across finance (empirical asset pricing, behavioural finance), economics (macroeconomics, religion) and international business (cross-border mergers and acquisitions). She has recently published in European Journal of Finance, International Business Review and European Journal of Political Economy.

**Shaun Seixas** (BSc (Hons), Ph.D., (SUT) is a senior analyst at Neuro-Insight. Drawing from his experience in functional brain imaging methodologies, he works closely with clients to improve the effectiveness of their media communications using Neuro-Insight's innovative technology.

**Mohana Shanmugam** is a certified PSMB trainer and a lecturer at the Information Systems Dept, with the College of Information Technology (CoIT), UNITEN. She has more than 7 years of experience handling a diverse academic process caseload and over 5 years of experience as an active researcher. Her previous research projects cover areas such as Knowledge Management, Data Mining, Mobile Technology and the area close to her heart is Social Commerce. She is currently pursuing her PhD studies in the area of Information Systems particularly looking at social media and social commerce. Her research has appeared in the Informatics for Health & Social Care Journal, Journal of Enterprise Information Management as well as IEEE proceedings.

**Richard Silberstein** (Ph.D., neuroscience, University of Melbourne) is an emeritus professor of cognitive neuroscience at Swinburne University of Technology and founder and chairman of Neuro-Insight Pty. Ltd. With more than 30 years of neuroscience research experience, Silberstein created the SST brain imaging technology exclusively available to Neuro-Insight. He has published over 200 papers in various areas of cognitive, clinical, and consumer neuroscience including conferences presentations and articles in Brain Topography, Neuroimage, Journal of Advertising Research and IEEE Pulse.

**Julian Sims** joined the Department of Management in the School of Business Economics and Informatics at Birkbeck in 2010. Prior to that he was senior lecturer at Bath Spa University and part-time lecturer at the University of Bath, where he taught both accounting and information systems. He is author of a number of publications, and his work has appeared in a number of journals and conferences. He is a reviewer and associate editor for a number of journals and conferences

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**Malcolm Stewart** is working as a full time Lecturer in Global Marketing at the University of Sussex Business School and is course leader for the university's flagship course MSc. in International Marketing and the BSc. in Marketing and Management. Before attaining his PhD in Marketing from Strathclyde University, he worked in industry with BT for five years in Global and Digital Marketing. He is also a Fellow of the Higher Education Academy (FHEA), Member of the Chartered Institute of Marketing (MCIM) and External Examiner for Royal Holloway, University of London. His research interests focuses on Global Digital Marketing.

**Valerio Veglio** is Research Fellow of Management Science at the University of Southampton from January 2014. He is also Lecturer of Management at the University of Milan-Bicocca (Italy). In addition, he has given lectures of marketing analytics at the University of Pavia (Italy) from 2010 to 2014. His main research interests are in the areas of marketing analytics and data mining, innovation, entrepreneurship and business models with a particular focus on analysis of the efficiency to compare different data mining models to problem solving in managerial realities. Previously he was a Post-doc Researcher of Marketing at the Department of Computer Science, Systems and Communication at University of Milan-Bicocca. He received a Master of Science in Economics and Business Management from the University of Pavia (Italy) and a PhD in Marketing and Corporate Governance from Milan-Bicocca University. Prior to joining the University of Milan-Bicocca as PhD Student, he was Marketing Consultant in PriceWaterhouseCoopers S.p.A. in Milan and he also worked as a Marketing Consultant for Feltrinelli Srl and International Diagonal Marketing Company Srl in Milan (Italy).

**Yen-Yao Wang** is a Doctoral Candidate in Information Technology Management. Prior to joining to Michigan State University in 2011, he received his master degree in Information Systems at Iowa State University. His research interests include social media analytics, economic value of IT, strategic management of IT, and the impacts of IT on supply chain management.

**Yichuan Wang** is a PhD student in Management Information Systems and Research Fellow for Business Analytic Laboratory at the Raymond J. Harbert College of Business, Auburn University. He received his M.S. degree in Technology Management from National University of Tainan (Taiwan) and B.B.A. from National Chung Cheng University (Taiwan). His research interests center around health-care information technology, social commerce, and strategic use of big data. His articles have appeared in International Journal of Production Economics, International Journal of Information Management, Informatics for Health & Social Care, Robotics and Computer-Integrated Manufacturing, International Journal of Market Research, as well as the proceedings of ICIS, AMCIS, and HICSS. His recent paper was among the finalists from the nominations for an outstanding paper award in the 20th Americas Conference on Information Systems (AMCIS 2014).

**Maxim Wolf** joined the Department of Management in the School of Business Economics and Informatics at Birkbeck to work on his PhD in 2013. Maxim read Computer Science and Business Studies at the Nordakademie Elmshorn (Germany) and in Karlstad University (Sweden). He spent twenty years building software systems and delivering HR solutions across Europe, and for over five years has been implementing social media solutions for employee engagement. Maxim's papers on Information Systems, Employee Engagement, and Social Media have been published in a number of peer reviewed national and international conferences.

**Ying Wu** is a final year PhD student in Management and an Associate Tutor in International Marketing at the University of Sussex. Prior to this Ying attained an MSc. in International Marketing from the University of Sussex and an Honours Degree in Computing Science and Mathematics from the Sun Yat Sen University in Guangzhou, China. Ying's research focuses on the modeling of viral marketing.

**Huadong Yang** is currently a senior lecturer at the University of Liverpool Management School (ULMS) in UK. He received his PhD in organizational psychology from the University of Groningen in the Netherlands. Before joining the ULMS, he has held academic positions at Birkbeck, University of London (UK) and at the University of Twente (in the Netherlands). He is interested in Human Resource Management, especially in how to use social media as a tool to enhance High Commitment HRM.

**Dawei (David) Zhang**, assistant professor in the Operations and Information Management Department at the University of Scranton and also an assistant professor in the department of Management at Lehigh University, holds a PhD in Management Information Systems from the University of Calgary, Canada. David has background in both computer science and economics. His general research interest is economics of information systems (IS). His current research focuses on: IT productivity, IT substitutability with other production inputs, IT and firm value in the financial markets, and healthcare informatics.