
Contributors

M. Yunus Ali, Associate Professor, Monash University Malaysia
Campus, Malaysia

Muslim Amin, Assistant Professor, King Saud University, Saudi Arabia

Soma Arora, Assistant Professor, Institute of Management Technology,
India

Yoel Asseraf, Lecturer, Ruppin Academic Centre, Israel

Bilge Aykol, Associate Professor, Dokuz Eylul University, Turkey

Vassiliki (Vicky) Bamiatzi, Assistant Professor, Leeds University
Business School, UK

David L. Dean, Senior Lecturer, Lincoln University, New Zealand

François Durrieu, Professor, Kedge Business School, France

Inês Ferreira, Master in International Economics and Business,
Universidade do Porto, Portugal

Jeff Heyl, Senior Lecturer, Lincoln University, New Zealand

Andreas Hinterhuber, Partner, Hinterhuber & Partners, Austria

Craig C. Julian, Senior Lecturer in Marketing, Southern Cross
University, Queensland, Australia

Eldrede T. Kahiya, Lecturer, Christchurch Polytechnic Institute of
Technology, New Zealand

Ilke Kardes, Professor, University of Applied Sciences Düsseldorf,
Germany

Ozlem Tuba Koc, Doctoral Student, Georgia State University, USA

Leonidas C. Leonidou, Professor, University of Cyprus, Cyprus

Ling-yee (Esther) Li, Associate Professor, Lingnan University, Hong
Kong

Stephan M. Liozu, Adjunct Professor and Visiting Scholar, Weatherhead
School of Management, Case Western Reserve University, USA

Jingting Liu, Doctoral Student, Georgia State University, USA

Tage Koed Madsen, Professor, University of Southern Denmark, Denmark

Gabriel O. Ogunmokun, Professor, University of the Virgin Islands, USA

José Carlos Pinho, Associate Professor, University of Minho, Portugal

Sajad Rezaei, Doctoral Student, Universiti Teknologi Malaysia, Malaysia

Md. Abu Saleh, Assistant Professor, University of Canberra, Australia

Saeed Samiee, Collins Professor of Marketing and International Business, University of Tulsa, USA

A.K. Shamsuddoha, Professor, University of Rajshahi, Bangladesh

Aviv Shoham, Professor, University of Haifa, Israel

Carl Arthur Solberg, Professor, BI Norwegian Business School, Norway

Aurora A.C. Teixeira, Associate Professor, Universidade do Porto, Portugal