Contributors

Monika Bansal is working as Assistant Professor at Shri Ram College of Commerce, University of Delhi, India. She completed her postgraduate studies in Management from Guru Gobind Singh Indraprastha University, Delhi in 2008. She is currently pursuing a PhD in Green Marketing from the Department of Commerce, Delhi School of Economics (DSE), University of Delhi. Her area of interest is marketing, along with an inclination towards strategic management and human resource management.

Niti Bhasin is Associate Professor with the Department of Commerce, Delhi School of Economics (DSE), University of Delhi, India. A gold medallist and recipient of various awards at postgraduate level, she obtained her MPhil and PhD degrees from DSE. She has 15 years of teaching and research experience and her areas of specialization are international business and taxation. She has published various books on different areas in international business and finance. She has published several research papers in reputable journals and presented papers at various conferences in India and abroad.

Joseph Effiong is a Ford Foundation Fellow and Research Scholar in Strategy and International Business at Apeejay Stya University, Gurgaon, India. He received his MA in Sustainable Development from SIT Graduate Institute, Vermont, USA and MBA from the University of Calabar, Nigeria. His research interests focus on the intersection of strategic management, environmental sustainability and corporate social responsibility (CSR). He is a member of the Academy of International Business and has published many articles in revered international journals on governance and CSR. He is also the founder of Teach4Nigeria – a nationwide initiative for mentoring outstanding graduates and professionals working towards eliminating educational inequity in Nigeria.

Corinne Gendron is Professor at the Université du Québec à Montréal (UQAM) and has held the Chair of Social Responsibility and Sustainable Development since 2002. She was awarded a PhD in Sociology at UQAM after an MBA in Marketing and Finance. Her research interests include sustainable development, corporate social responsibility, new regulation dynamic in post-ecological societies, and new social economic movements.
Bernard Girard obtained his doctorate from Paris X University and was working for several international companies as a consultant before becoming Associate Researcher affiliated to the Chair of Social Responsibility and Sustainable Development (CRSDD) at the Université du Québec à Montréal (UQAM). He published extensively on management theory (its history, its innovative practices), on human resources and corporate social responsibility. He was one of the editors of the book *L’école de Montréal*, which describes the concepts and works of the Montréal School of Corporate Social Responsibility. Professor Bernard Girard passed away in June 2014.

Parul Goel is currently working as Assistant Professor of Commerce at Aditi Mahavidyalaya, University of Delhi, India, and is actively involved with teaching and research in the area of marketing and business management. She has presented papers at national and international conferences.

David Griffith is currently Dean of Social Science, Professor of Business Administration and Jack B. Morris Chair of Entrepreneurial Studies at Austin College in Sherman, Texas, USA. He earned his PhD from the University of Texas at Austin. He has served on the faculty at the Ouachita University and the University of Oklahoma in the USA, and the University of Auckland in New Zealand. His research examines the nexus of marketing, international business and entrepreneurial studies. He is particularly interested in the effect of economic growth on the environment. His publications have appeared in the *Journal of Comparative International Management*, *Journal of the Academy of Marketing Science* and *Marketing Letters*. He serves on the Board of Directors for Grayson County (Texas) Habitat for Humanity.

Renato Guimaraes received his PhD in Industrial Systems Engineering from the Institut National Polytechnique de Lorraine, located in Nancy, France, an MSc from the Federal University of Santa Catarina (Brazil) and an Engineering Diploma in Systems in Production Engineering from the University of São Paulo (Brazil). Dr Guimaraes is an Associate Professor at ICN Business School, Nancy-Metz. His research interests embrace lean production systems, logistics and facilities planning, simulation optimization and multiple criteria decision-making. He is also a member of LGIPM, the Laboratory of Industrial Engineering and Mechanical Production at the Université de Lorraine in France.

Thierry Houé holds a PhD in Management Sciences from Université Nancy 2, France. He received MS and BS degrees in Management from the Université Paul Verlaine-Metz. He is an Associate Professor at ICN Business School, Nancy-Metz and the Head of the Academic Department
Contributors

of Supply Chain Management and Information Systems. Dr Houé is leader of the postgraduate common core course in Supply Chain Management. His research interests include the analysis of logistics operations and strategies within the supply chain, particularly the geographical and informational aspects (decision-making process, etc.). He is also a member of CEREFIGE, the Centre for Research in Financial Economics and Business Management at the Université de Lorraine in France.

Silvester Ivanaj is Associate Professor of Information Systems and the Head of the New Educational Technologies at ICN Business School, Nancy-Metz, France. He is the Chairman of ICN Business School's working group on Sustainable Development and related issues, as well as being a member of CEREFIGE. He received his graduate education at the Polytechnic University of Tirana, Albania. From 1985 to 1990 he served as a research engineer at the Metallurgical Research Institute, Albania. He obtained his PhD in Applied Electrochemistry from the Institut National Polytechnique de Lorraine, France. Prior to joining ICN Business School in January 2000, he was an environmental consultant for five years. In 2001, he was awarded by The Minerals, Metals and Materials Society’s Extraction and Processing Division for his co-authored paper, which was considered a notable contribution to the scientific understanding of the extraction and processing of non-ferrous metals. His publications are in journals such as Metallurgical and Materials Transactions A, Education Permanente and Revue Internationale de la Psychosociologie among others. He is co-author of the book chapter: ‘Is Albania Ready for a Business School Model: Diagnosis and Prospects’, in Business and Management Education in Transitioning and Developing Countries, edited by John R. McIntyre and Ilan Alon (M.E. Sharpe, 2004). His latest research work related to sustainable development is the ‘Assessing the Sustainable Development Commitment of Multinational Companies’ Joint Conference paper presented at Atlanta College, Georgia, USA, in September 2006. In addition, he worked on a major international research project on ‘Multinationals and Sustainable Development’, leading to two major publications: Multinational Enterprises and the Challenge of Sustainable Development (Edward Elgar Publishing, 2009); ‘Sustainable Development and the Multinational Corporation as a Tool of Competitiveness’ (special issue of the Multinational Business Review, 2007). Current interests focus on computer-based new teaching methods, management information systems, and sustainable development.

Vera Ivanaj is an Associate Professor of Management Science in the Chemical Engineering School (ENSIC) of the Université de Lorraine, France. She is also a member of CEREFIGE. She received her MS in
Emerging dynamics of sustainability in multinational enterprises

Vera Ivanaj is an Assistant Professor of Management at the University of Tirana in Albania and her PhD in Management Science from the Université Nancy 2. Prior to joining ENSIC, she was a faculty member of the Business Administration Institute at the Université Paul Verlaine-Metz, where she was in charge of the MBA programme. She teaches courses in strategic decision-making, change management, human resource management, project management, conflict resolution, corporate culture and leadership for managers and engineers. She is also actively involved in executive education courses, conducting sessions on topics such as strategy formation, individual and team performance, empowerment, compensation and benefits and other organizational performance issues. Her current research interests include strategic decision-making, sustainable development, management education and diversity. She has published several articles and chapters on enhancing capabilities of organizations to take decisions and to perform more effectively. Her work has appeared in various academic journals. Recently, she worked on a major international research project on ‘Multinationals and Sustainable Development’, leading to two major publications: Multinational Enterprises and the Challenge of Sustainable Development (Edward Elgar Publishing, 2009) and ‘Sustainable Development and the Multinational Corporation as a Tool of Competitiveness’ (special issue in the Multinational Business Review, 2007). Vera Ivanaj is Visiting Professor at the College of Management of the Georgia Institute of Technology, Atlanta, USA. She works as an advisor to several for-profit and not-for-profit organizations on issues such as strategic development and structural and managerial changes.

Sanjay K. Jain is a Professor of Marketing and International Business in the Department of Commerce, Delhi School of Economics, University of Delhi, India, and specializes in the areas of marketing, services marketing, marketing research, international business and corporate social responsibility and business ethics. Dr Jain has one book and more than 80 research papers to his credit. His publications appeared in various refereed journals including Journal of Global Marketing (USA), Asian Journal of Business Research, Malaysian Journal of Small and Medium Enterprises, Journal of International Consumer Marketing (USA), Vikalpa (IIM-Ahmedabad), Foreign Trade Review, Economic and Political Weekly, India Quarterly, Business Analyst and Business Perspectives. He is recipient of Distinguished Alumni Award from Shri Ram College of Commerce, University of Delhi.

Vandana Jain is an Assistant Professor at the Department of Commerce, Shri Ram College of Commerce, University of Delhi, India. A postgraduate in Commerce, she was awarded a PhD for her work on foreign direct
investment from India. She has authored and presented several research papers on FDI from India at international conferences.

**Rabi N. Kar**, Principal of Shyam Lal College, University of Delhi, India, is a postgraduate and Master of Philosophy from the Department of Commerce, Delhi School of Economics, University of Delhi. He holds a PhD from the Department of Business Economics, University of Delhi. Dr Kar is also a Senior Fellow of the Institute of Company Secretaries of India (ICSI) and a recipient of many academic scholarships including University Grants Commission Junior Research Fellowship. He has three books, several book chapters and research papers to his credit in journals and publications including *Revue de l’Organisation Responsable* (ROR), *Transnational Corporations Review*, *Global Business Review* (Sage) and *Macmillan Advanced Research Series*. Dr Kar has completed two major research projects from the Indian Council of Social Sciences Research (ICSSR) and one innovation project from the University of Delhi. Some of his research papers were also accepted and invited for presentation at IIM, IGIDR (RBI), MESD, World Finance Conference, Academy of International Business (AIB), APU, UNCTAD, UNESCAP and Reading-UNCTAD. Dr Kar's collaboration with the Competition Commission of India resulted in a national symposium on Competition Policy and Competitiveness in 2008. In 2012, he worked on a major international research project on Multinational Enterprise and Sustainable Development (MESD) leading to the organization of the third international conference (MESD'12) in Delhi. Previously, he was working as Associate Professor in the Department of Commerce, Shaheed Bhagat Singh Evening College, University of Delhi, India. His research interests are corporate strategy and M&As, sustainable development, innovation in enterprises and international management.

**Amrita Kaur** completed her Master’s in Commerce at University of Delhi, India. She was awarded a PhD from the Department of Commerce and Business Studies, Jamia Millia Islamia University, India. She has authored and co-authored several papers related to her area of interest. She is currently working as an Assistant Professor in the Department of Commerce, Shaheed Bhagat Singh Evening College, University of Delhi. Her research interests are international business, strategy, taxation, sustainable development and microenterprises.

**Yosef Kebede** is a consultant with a focus on human capital development and responsible business engagement on the African continent. His primary focus has been in the East African countries of Tanzania, Rwanda, Ethiopia and Mauritius, but his passion is Pan-Africanism. Yosef
has provided advisory services to small and medium-sized enterprises in East Africa and also offered his expertise to individuals and businesses in the USA interested in doing business in Africa. He currently works in business development in the Washington, DC Metropolitan area and is adjunct faculty at the Scheller College of Business (Georgia Institute of Technology).

John R. McIntyre is the founding director of the Georgia Tech Center for International Business Education and Research (CIBER), a US national centre of excellence. He is a Professor of International Management and International Affairs with joint appointments in the College of Management and the Sam Nunn School of International Affairs of the Georgia Institute of Technology, Atlanta, Georgia. He received his graduate education at McGill, Strasbourg and Northeastern Universities, obtaining his PhD at the University of Georgia. Prior to joining Georgia Tech in September 1981, he was Research Associate for International Management at the Dean Rusk Center, University of Georgia School of Law. He has had work experience with multinational firms in the UK and Italy. He has published in journals such as Osteuropa-Wirtschaft (Munich), Technology and Society, Public Administration Quarterly, International Management Review, Defence Analysis (London), Studies in Comparative and International Development, Crossroads (Oxford), The Journal of European Marketing, Jeune Afrique, Le Moci (Paris), CCE International (Paris), Politique Internationale (Paris), International Trade Journal, International Executive, Fordham International Law Journal, Journal of Global Business, as well as many book chapters. He is author and co-editor of the following books: Uncertainty in Business–Government Relations: The Dynamics of International Trade Policy, The Political Economy of International Technology Transfer, National Security and Technology Transfer: The Strategic Dimensions of East–West Trade, International Space Policy: Legal, Economic, and Strategic Options for the Twentieth Century and Beyond and Japan's Technical Standards: Implications for Global Trade and Competitiveness. He has completed a major research project on business education and development leading to the publication of a three-volume series: Business Education and Emerging Market Economies: Perspectives and Best Practices (Kluwer Academic Publishers, 2004), Business and Management Education in Transitioning and Developing Countries: A Handbook (M.E. Sharpe, 2005), Business and Management Education in China: Transition, Pedagogy and Training (World Scientific Publishing, 2005). Dr McIntyre has had extensive experience in designing and implementing international business education programmes at the graduate, executive and undergraduate levels. He has been the recipient of
numerous government, foundation and private corporate grants to further the internationalization of business education. In this capacity, he has raised over $9 million for international business education and research enhancement. His non-academic activities include international business strategy consulting with several US, Japanese, and European firms. He was appointed a Trade Advisor (Conseiller du Commerce Extérieur de la France) on issues of trade and investment in the USA in 1988. He has served as a member of the Washington, DC Delegation of the European Communities Commission ‘European Union Task Force of Experts’ in the USA since 1988 and was editor of the annual Japanese investment yearbook in the south-eastern region of the United States for The Japan-America Society Inc. from 1990 to 1997. He is a regular radio and TV commentator for Canadian Broadcasting Company and a correspondent for the Paris quarterly Politique Internationale. He is an elected member of the Board of Advisors, World Trade Center Atlanta, Georgia. He is a consultant to international companies focusing on trade and investment strategies.

Minakshi was the recipient of a gold medal for excelling in the Master’s programme in Commerce from Shri Ram College of Commerce (SRCC), University of Delhi, India. She completed her MPhil programme in Marketing at the University of Delhi. Her doctoral work on the agri-commodities market at Utkal University, Bhubaneswar, Odisha is nearly completed. She has been a meritorious student throughout and presented several research papers at national and international conferences. She is currently working as Associate Professor in the Department of Commerce, Dyal Singh College, University of Delhi. Her research interests include, agri-commodities markets and strategies, cross-cultural marketing and sustainable development.

K.V. Bhanu Murthy is former Dean, Faculty of Commerce and Head, Department of Commerce, Delhi School of Economics (DSE), University of Delhi, India. Professor Murthy has a PhD in Economics from DSE. His recent contributions are in the areas of banking and finance, environmental economics, corporate governance in banks, international business, social responsibility and business ethics. He has published three books, 18 book chapters, more than 100 publications in refereed journals and presented 100 papers in international and national conferences. He has undertaken two international and five national projects, including a UK-India Education and Research Initiative (UKIERI) project with Open University UK.

G.A. Raikar is a presently working as a manager at Dakshina Kannada Co-operative Milk Union (DKCMUL), Karnataka, India. He received
Emerging dynamics of sustainability in multinational enterprises

a Bachelor’s degree in Engineering and has been working in the cooperative for the past 22 years. He is the prime mover towards adoption of sustainable development practices at DKCMUL.

Klaus N. Schmidt is a Professor at Illinois State University. He teaches courses in computer systems and project and quality management. His research includes the impact of social media on business. He also studies the impact of social media on learning and learning outcomes. One of his specific interests is the internationalization of business and education; he has therefore developed workshops in North and South America, Europe and Asia in order to gain a better understanding of these topics. Dr Schmidt has published over 50 articles and has presented at many international conferences around the globe.

Kavita Sharma is Associate Professor at the Department of Commerce, Delhi School of Economics, University of Delhi, India. She has teaching and research experience of more than two decades in the field of marketing. She has published two books and several research papers in recognized journals. She has presented her work at several international conferences. Her research interests include international marketing, corporate social responsibility and sustainable development.

Kaisa Sorsa is Principal Lecturer at the Turku University of Applied Sciences, Adjunct Professor at the University of Joensuu, Department of Law, and Adjunct Professor of Regulatory Research at the University of Turku, Finland. Her perspective on research is to combine business and legal knowledge and to study contracting in a real-life context. Her areas of specialization are proactive law and proactive contracting, empirical research regarding contracting, value chain management, corporate social responsibility and legislative and regulatory research. As a Principal Lecturer she is responsible for developing the business law studies in her department towards a more proactive direction. She has published three textbooks and several articles in her field of specialization.

Gabriele Suder is Principal Fellow at Melbourne Business School and she is also working as its Director of International Relations. She is also part of the Australia Week in China (Aus Trade) 2014, the Universities Australia: PVC and DVC(I) Meeting, the APRU Senior Executive Meetings, APAIE, EAIEE, IAEE, amongst other activities. She is also President of the Women of the Academy of International Business. Previously, Gabriele was Jean Monnet Chair (full tenured) Professor of International Business at SKEMA Business School and the Academic Director for SKEMA US, in Raleigh, NC, USA. She holds a German BA in Political Science and Chinese and Economics and Japanese, an MPhil in Governmental Studies from the
University of Strathclyde, UK, and a 1994 PhD in Management from the University of Bath, UK. She is also a 2008 graduate of the International Teacher’s Programme at IMD Lausanne. Gabriele is also research fellow for the Japan External Trade Organization (JETRO), ERASMUS, expert at the European Union and EACEA, on investment flows for UNCTAD, and was visiting fellow at the Australian National University’s Centre for European Studies. She has been teaching regularly in leading business schools worldwide, is particularly well travelled and has worked in senior executive positions in HE worldwide, and specifically for SKEMA France, USA and China (including multi-campus e-driven teaching), as well as Aalto University, Finland and at GGS, Germany. She is author of nine international business and strategy books, numerous scholarly peer-reviewed journal articles, many case studies, media and research articles, and is interviewed regularly on national and international radio and TV.

Anil K. Swain was awarded a PhD in Banking and Finance from Utkal University, Bhubaneswar, Odisha, India. He worked for a short period at the National Dairy Development Board and then taught at R.A. Podar College of Commerce and Economics and DTSS College of the University of Mumbai. He is currently working as a Senior Reader in the P.G. Department of Commerce, Utkal University. He has been working as a consultant for the conduct of programmes of BSE and SEBI. He takes an interest in popularizing agricultural commodity derivatives among farmers and also is a consultant for FMC, NIAM and NABARD among others. He has also served in different capacities in the administration of Utkal University as Controller of Examinations and Comptroller of Finance. His research interests include international finance, accounting, agri-commodities derivatives markets and sustainable development.

Sumati Varma is Associate Professor in the Department of Commerce at Delhi University, India. She was awarded the prestigious International Visitor Leadership Program (IVLP) fellowship in 2011 by the US Department of State for her contribution to the first ever programme on American studies for Indian universities. As a consultant to the World Bank she has contributed to the latest edition of its flagship publication Investigating Across Borders (2012). She has authored/co-authored eight books, several book chapters and journal publications in reputed journals such as Asia Pacific Business Review, International Journal of Technological Learning, Innovation and Development, International Journal of Emerging Markets and Decision. Her research interests include born-global firms, where she has done pioneering work in the Indian context, international entrepreneurship, strategic alliances, cross-border M&As and globalization and inclusion.
Nancy H. Vaz is an Associate Professor, Department of Secretarial Practice, at St. Agnes College (Autonomous), Mangalore, Karnataka, India. Her area of study is commerce with customer relationship management as her specialized field of research. She has presented papers at 15 national and international conferences, published eight research articles in national and international journals, an edited book, and reviewed a number of articles for the *African Journal of Business Management* and *Journal of Economics and International Finance*. She has conducted a national-level conference, one national-level workshop, two state-level workshops, programmes for women leaders of Panchayati Raj Institutions of Dakshina Kannada District and a number of other local programmes and workshops. She has completed a University Grants Commission-sponsored Minor Research Project. In addition, she is a trained National Service Scheme Programme Officer and has conducted two annual special camps for social upliftment.