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## Contributors

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**Bekir Ağırđır** is the Manager Partner at KONDA Research & Consultancy Company. He received his BA from the department of Business Administration at the Middle East Technical University.

**Rula Al-Abdulrazak** is a Senior Lecturer in International Marketing and Branding at Royal Docks Business School, University of East London. Prior to academia, Rula held consultancy and specialist positions at a European Commission Business Centre and AFPC/Shell operating company on the Mediterranean. Her research interest is in global branding, nation and destination branding, cultural diplomacy and place marketing, and ethical and Islamic branding. Her current studies are focused on the Middle East. Her PhD is on the 'Nation Brand State: a comparative review in the Middle East' (University of London).

**Abbas J. Ali** is Professor of Management and Director, School of International Management, Eberly College of Business, Indiana University of Pennsylvania. His current research interests include strategy and international management. He has published more than 160 scholarly journal articles and fifteen book chapters. He has authored six books, including *Islamic Perspectives on Management and Organization* (Edward Elgar, 2005) and *Business and Management Environment in Saudi Arabia* (Routledge, 2008). He serves as editor of the *International Journal of Commerce and Management*, *Advances in Competitiveness Research*, *Competitiveness Review*, and *Competition Forum*. Ali serves on the editorial board of more than 10 professional journals.

**Sharifah Faridah Syed Alwi** received her PhD from Manchester Business School, UK and is a Senior Lecturer of Marketing in the University of Malaya, Malaysia. She teaches MBA courses such as brand management, marketing, research methodology and statistics. Her previous research was in the area of corporate and Internet branding and her recent interests include Islamic branding and marketing in the service sector.

**Yonca Aslanbay** is a Professor of Marketing at İstanbul Bilgi University. She received her BA and MBA degrees from Boğaziçi University and her PhD degree from Marmara University in İstanbul. Her teaching expertise lies in Marketing, Consumer Behavior and Research Methodology. Her recent research focus is new types of networks over cyberspace.

**Alexandru Balasescu** holds a PhD in Anthropology at UC Irvine (2004) and an MA in Social Sciences at University Lyon II (1998). He taught at UCI, UC Critical Center in Paris, the American University in Paris, the Royal University for Women in Bahrain and the National School of Political and Administrative Studies in Bucharest. He worked for Renault Technologies with responsibility for Socio-cultural and Economic Perspective studies. His research interests include body, material culture, sexuality, development and environment. He is the author of *Paris Chic*, *Tehran Thrills*, *Aesthetic Bodies*, *Political Subjects* (Zeta Books, 2007), *Voioasa Expunere a Ordinii Mondiale* (*The Joyful Display of*

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**Russell Belk** is Kraft Foods Canada Chair in Marketing at the Schulich School of Business at York University. He is past president of the International Association of Marketing and Development, and is a fellow, past president, and Film Festival co-founder in the Association for Consumer Research. He has received the Paul D. Converse Award, the Sheth Foundation/*Journal of Consumer Research* Award for Long Term Contribution to Consumer Research, two Fulbright Fellowships, and honorary professorships on four continents. He has over 475 publications and his research involves the meanings of possessions, collecting, gift-giving, materialism, and global consumer culture. His work is often cultural, visual, and interpretive.

**Jennifer D. Chandler** is an Assistant Professor at the University of Hawai'i at Mānoa Shidler College of Business. She holds a BA from UCLA, an MBA from the University of Hawaii, and a PhD from the University of California, Irvine. Before entering academia, Dr Chandler had a successful career in international marketing and advertising. After working with media giants Clear Channel Communications and Raycom Media, she began her own marketing agency working across various sectors including retailing, tourism, nonprofit, entertainment, and manufacturing. Dr Chandler's research interests include the resource-based view of the firm, social networks analysis, strategy, service, international marketing, organizational buying, business markets, design and collaborative innovation. She takes a multi-method research approach that combines qualitative research and predictive modeling, as based on structuration theory.

**Derrick Chong** is a Senior Lecturer in Management at Royal Holloway, University of London; he also holds an adjunct position in art business at Sotheby's Institute of Art in London. He read business administration and art history at various universities in Canada before completing a PhD at the University of London. Various intersections between management and the arts are a core research interest. He is author of *Arts Management, 2nd edn* (2010) and co-editor of *The Art Business* (2008), both published by Routledge.

**Malcolm H. Cone** is Director of the Asia Institute at the University of Otago, Dunedin, New Zealand. Since gaining his PhD in a study of neo-modernism in Islam in South East Asia, Dr Cone has retained an active research interest in Islam and the issues around the understanding of Islam as an ethical tradition that rivals western accounts of what constitutes civilizational responses to a changing world.

**Mohamed El-Fataty** is the founder and CEO of Muxlim Inc., an integrated media company and the world's largest Muslim lifestyle network. Coming from a computer science background, Mohamed is the youngest business leader named among *Chief Executive* magazine's 'Leaders of Tomorrow'. Originally from Egypt and the UAE, Mohamed has been named the 'Egyptian Technology Figure of the Year'. Recently he was also among 200 business leaders recognized by President Obama at his 'Presidential Summit on Entrepreneurship' and was named by Georgetown University and the Royal Islamic Strategic Studies Center among the world's '500 Most Influential Muslims' (2009 and 2010).

**Mohamed Farid ElSahn** is a Professor of Marketing at the University of Bahrain. He worked as a chairperson of the Business Administration department and Vice Dean of the Faculty of Commerce, Alexandria University, Egypt. He has been a Visiting Professor in a number of universities. His major area of research interest is services marketing. He has also published a number of research papers in fields such as market orientation, service quality, internal marketing, and relationship marketing. He has supervised many master's and doctoral theses and participated in many consultation and training services for different organizations in the Arab region.

**André M. Everett** is Associate Professor of International Management at the University of Otago, Dunedin, New Zealand, and Adjunct Professor at Huazhong University of Science and Technology in Wuhan, China. His writings on international and operations management strategy have been published or presented in over 30 countries, and he has taught MBA-level courses in Argentina, Austria, Brazil, Chile, China, France, New Zealand, and the USA. He is a member of the Academy of Management, Academy of International Business, Decision Sciences Institute, Pan-Pacific Business Association, Production and Operations Management Society, and several New Zealand societies.

**Maya F. Farah** is a full-time Assistant Professor of Marketing at the Olayan School of Business, American University of Beirut. Dr Farah teaches marketing at both the undergraduate and the MBA levels. She was recently a Visiting Professor at Toulouse Business School. Dr Farah holds a PhD degree in Marketing from Manchester Business School. Her dissertation discusses boycotting behavior from a cross-cultural/religious perspective, a research field that is still at the top of her research agenda. Dr Farah has bid for a number of research grants and was granted last year the competitive British Academy and the ESRC Visiting Fellowship scheme for South Asia and the Middle East. She actively participates in leading international conferences and her work appears in top marketing journals. She is a member of a number of academic organizations and maintains strong contacts with industry in France, England, Mexico and the Middle East.

**Güliz Ger** is Professor of Marketing at Bilkent University, Turkey. She has a PhD (1985) in Marketing from Northwestern University (USA), MBA (1977) from Middle East Technical University (Turkey), and BS (cum Laude) (1974) in Psychology from University of Illinois at Champaign-Urbana (USA). Ger has publications in journals such as the *Journal of Consumer Research*, *California Management Review*, *Journal of Economic Psychology*, *Journal of Public Policy and Marketing*, *Journal of Material Culture*, and volumes such as *Time, Consumption and Everyday Life*, *Handbook of Qualitative Research Methods in Marketing*, *Clothing as Material Culture*, *The Why of Consumption*, and *Consumption in Marketizing Economies*. She is currently working on consumption among immigrants, production and consumption of cultural products, historical foundations of consumer culture, and temporality and materiality of consumption practices.

**Ghofrane Ghariani** is a PhD candidate at the Institut Supérieur de Gestion de Tunis, Tunis University. Her main research deals with experiential consumption, consumer behaviour and management of the arts and culture, particularly the field of cinema.

**Kate Gillespie** received a BA from Harvard University, an MBA from the University of Virginia, and a PhD from London Business School. She is an Associate Professor of International Business in the Marketing Department at the University of Texas at Austin. She has also served as associate director of the university's Center for Middle Eastern Studies and program co-chair for the Middle East Studies Association (MESA) Annual Meeting. Her academic research has centered on marketing and management issues of emerging markets including Egypt, Iran, Turkey and the West Bank. She is also first author of a global marketing textbook (South-Western/Cengage Learning) currently in its third edition.

**Farooq Haq** is a Lecturer in the School of Business and Law at the Charles Darwin University, Australia. He has completed his PhD in the area of marketing spiritual tourism. He has published in journals of marketing and tourism. His major research interests are marketing spirituality related products and services, studying the behaviour of spiritual tourists and marketing strategies for specialized and Islamic products.

**Siti Hasnah Hassan** is a Senior Lecturer in the School of Management, Universiti Sains Malaysia. She received her PhD from the Australian National University. Her thesis topic examined functional food consumption in multicultural society. Her research has been published in the *British Food Journal*, *Journal of Agribusiness Marketing and Journal of Asia Pacific Marketing*. She has also published book chapters and her work has been presented at the Australian and New Zealand Marketing Academy Conference. Her research interests include consumer behaviour, Islamic marketing and branding, cross-cultural marketing and health food marketing.

**Özlem Hesapçı Sanaktekin** is an Assistant Professor of Marketing at İstanbul Bilgi University. She received her BA in Business Administration from Marmara University, MA in Social Psychology from Boğaziçi University and her PhD degree in Marketing from Bocconi University. She teaches Marketing, Consumer Behavior and Research Methodology courses. Her main research focus is on the psychological processes that underlie consumption behaviour.

**Hayiel Hino** is a Lecturer in the Department of Economics and Business Management, Ariel University Center, Israel. He received his PhD in Business Administration from the Hebrew University, Israel. Primary research interests include international retailing, food retailing, and the influence of religious and cultural factors on the diffusion, adoption and use of modern food retail formats. His particular areas of teaching include Retailing, Marketing and International Marketing.

**Elizabeth C. Hirschman** is Professor II of Marketing, School of Business, Rutgers University, New Brunswick, USA. She is a Past President and Fellow of the Association for Consumer Research. Her research interests include ethnicity, race and religion as influences on consumption processes, semiotics, product symbolism, gender issues and self-identity. She was named in 2009 as one of the most highly cited scholars in Business and Economics by the Institute for Scientific Information.

**Tariq Khan** is the President of Muxlim Inc. Tariq is also the founder of Global Diversity Marketing, Inc., a New York based management-planning firm helping Fortune com-

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**Mazen Kurdy** has an MA degree in Political Science from the University of Central Florida, Orlando, with an emphasis on international affairs. His research interests include the fundamentalist Islamic resurgence and the Russian foreign policy goals in relation to the Caspian region, Syrian politics in Southwest Asia, and Islamic marketing and branding issues. Mazen also has an Executive MBA degree from the ESSEC & Mannheim Executive MBA Programme.

**Chae Ho Lee** is an Assistant Professor of Design at the University of Hawai'i at Mānoa. His work spans advertising, exhibition, identity, publication, and web design. He has worked for a number of prestigious advertising agencies and design studios in the Pacific Rim, New York, and Dubai. He has exhibited his design work nationally and internationally and has presented his research at international conferences in England, Japan, and Egypt. His current research has been published by the journals *Creative Quarterly* and *Visible Language*, among others. He received his MFA with honors from the Rhode Island School of Design in 1999.

**Stephen Lee** is the first Chief Operating Officer of Muxlim Inc. and currently acts as an advisor to the company. In the last ten years Stephen has founded and been an executive in several global Finnish startup companies in industries ranging from filmmaking to mobile software. Since 1986, his career has focused on managing people, technology and processes for companies like Bosch, Advanced Digital Information Corp. and General Motors. Stephen has a BS in Mechanical Engineering from the General Motors Institute and an MBA from the Helsinki School of Economics. He is a frequent lecturer on business strategy and social media marketing.

**Vili Lehdonvirta** is a Visiting Scholar at the Interfaculty Initiative in Information Studies, University of Tokyo, and a Researcher at the Helsinki Institute for Information Technology, Finland. His research interests are virtual goods, currencies and economies, digital consumption, online sociability and persuasive technology. Vili is a co-founder of the Virtual Economy Research Network and a member of the Advisory Board at Live Gamer, Inc. Vili has a PhD in Economic Sociology from Turku School of Economics and a MSc (Tech) from Helsinki University of Technology.

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**Rusnah Muhamad** received her PhD in Islamic Accounting from the University of Malaya, Malaysia and is a Senior Lecturer of Accounting in the University of Malaya, Malaysia. Her PhD research was related to financial reporting for the Islamic banking industry. Rusnah teaches Financial Accounting and Reporting, Accounting for Business Decision Making and Islamic Banking and Finance on a range of undergraduate, MBA, and executive courses at the University of Malaya. Her research interests among others are Islamic banking and finance, financial reporting from an Islamic perspective and Islamic business ethics.

**Sonja Prokopec** is an Assistant Professor of Marketing at ESSEC Business School, Paris. She has a PhD in Business from the University of Houston, Texas. She has an MBA in Finance and a BA degree in Marketing from the University of Central Florida, Orlando. Her primary research interests focus on self-regulation, mental accounting, and luxury branding issues. As a secondary area of research interest Sonja focuses on consumers' perceptions of brands in virtual worlds. Her research has appeared in the *Journal of Consumer Research*, the *Electronic Commerce Research Journal* and numerous conference proceedings (for example, ACR, AMA, EMAC, SCP). Sonja has been named the ESSEC LVMH Chaired Professor of Luxury Brand Management in 2010.

**Gillian Rice** is Professor Emerita at Thunderbird School of Global Management. Prior to joining Thunderbird, she held positions at the State University of New York in Buffalo, Concordia University (Montreal), West Virginia University and the University of Michigan-Flint. She holds a PhD from the University of Bradford. She has published widely in international business, specifically in the areas of Islamic business ethics, the environmentally responsible behavior of consumers, political risk, creativity, forecasting and trade shows. During the 1996–97 academic year, Dr Rice was a Senior Fulbright Scholar at the University of Bahrain, which enabled her to focus on her special interest of marketing in the Middle East. She serves on the editorial boards of several academic journals and is a columnist for *Global Business and Organizational Excellence: A Review of Research & Best Practices*.

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**Rana Sobh** earned her PhD in marketing from the University of Auckland in New Zealand in 2006. She is currently Assistant Professor in Marketing at the College of Business and Economics in Qatar University. Her research interests are in the area of consumer culture.

**Paul Temporal** is a leading global expert on brand creation, strategy development, and management, with over thirty years of experience in consulting and training. He has worked with many leading companies and governments, and is well known for his practical and results-oriented approach. He is director of a major research and education project focused on Islamic branding and marketing at the Saïd Business School, University of Oxford, UK, where he is an Associate Fellow. He has lectured at many of Asia's top business schools, is a Visiting Professor at Shanghai Jiao Tong University, China, an Associate Fellow at Green Templeton College, University of Oxford, and a member of the editorial boards of the *Asia Pacific Journal of Marketing and Logistics*, and the *Journal of Islamic Marketing*. Dr Temporal has published widely in many journals and global media, and is the author of 15 best-selling books on branding.

**Sultan Tepe** is Associate Professor of Political Science at the University of Illinois at Chicago. She received her PhD from the University of Texas at Austin in government and her BA from Boğaziçi University in Istanbul, Turkey in international relations and political science. She is the author of *Beyond Sacred and Secular: Politics of Religion in Israel and Turkey* (Stanford University Press, 2008), which received the 2009 Choice: Current Review for Academic Libraries Outstanding National Title Award. She has also published numerous articles and book chapters on the role of religion in politics, international affairs and economics.

**Cameron Thibos** received his bachelor's degree from Indiana University, Bloomington in journalism, economics, and Near Eastern studies, and his MA degree from the Center for Middle Eastern studies at the University of Texas at Austin. He is currently a doctoral student at the Department of International Development at the University of Oxford, UK. His research interests include transnational politics, international migration, and development in emerging markets. His current research focuses on these issues in the context of Turkey.

**Mourad Touzani** is an Associate Professor of Marketing at Rouen Business School, France. He also gives courses at the University of Tunis. He previously taught at the University of Aix-Marseille and at the State University of New York. He has a master's

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**Ho Yin Wong** is a Senior Lecturer at the School of Management and Marketing, Central Queensland University, Australia. He has published in *International Marketing Review*, *Journal of Strategic Marketing*, *Journal of Product and Brand Management*, and *Journal of Global Marketing*, among others. His main research interest is international marketing, branding and marketing strategy.

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**Kenneth Beng Yap** is an Assistant Professor at the University of Western Australia. Having both worked in the financial services industry and consulted for retail banking and insurance firms, he is particularly interested in the marketing of financial services. Currently, he is researching the influence of religion on consumer financial decision making, which includes a study on Islamic banking. His other research interests include macromarketing, social capital, and societal welfare issues. His work has been published in the *Journal of Services Marketing*, *International Journal of Bank Marketing*, and *Journal of Macromarketing*.

**Raja Nerina Raja Yusof** is a Senior Lecturer in the Faculty of Economics and Management, Universiti Putra Malaysia. She received her PhD from the University of Otago, Dunedin, New Zealand in 2010. She serves as an editorial board member for her faculty's *Asian Journal of Case Research* and is also a member of the Academy of International Business. Her research interest is in the area of international business management focusing on multinational corporations, cross-cultural management and Islamic business practices.