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## About the editors

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**Pervez N. Ghauri** completed his PhD at Uppsala University in Sweden where he also taught for several years. After Uppsala, he has worked at the Norwegian School of Management, Oslo, University of Groningen, Netherlands and Manchester Business School, UK. He was Professor of International Business at King's College London before joining Birmingham Business School, University of Birmingham, UK. He is also Visiting Professor at University of Vaasa, Finland and British Hispanic Foundation Chair for Postgraduate studies at Complutense University in Madrid, Spain for 2014–15. He served as Vice President for the Academy of International Business (AIB-Worldwide) from 2008 to 2010 and is a Fellow of the European International Business Academy (EIBA). Recently he was awarded an honorary doctorate by Turku School of Economics and Management, Finland.

Pervez has published more than 25 books and numerous articles in journals such as the *Journal of International Business Studies*, *Journal of World Business*, *Management International Review*, *British Journal of Management*, *Journal of Business Research*, *Industrial Marketing Management*, *European Journal of Marketing* and *International Marketing Review*. He consults and offers training programmes to a number of organizations such as BP, Airbus Industries and Ericsson. He is the founding editor in chief for *International Business Review* and series editor for the Emerald book series *International Business and Management*.

**V.H. Manek Kirpalani**, DSc HEC University of Montreal, MA and BA Honours Oxford University, is a widely recognized authority in the field of international business and marketing. He is Distinguished Professor Emeritus of Marketing and International Business at John Molson School of Business, Concordia University, Montreal where he also was a member of the Board of Governors. Further, he is Honorary Professor at the University of the West Indies, and was Director, CIBER, at Bloomsburg University, Pennsylvania. Furthermore, he is Visiting Distinguished Professor at the Aalto University School of Economics, Finland, the Faculty of Management, Warsaw University, Poland, has been Visiting Fellow Templeton College, Oxford, and Visiting Professor at other well-known universities in the USA, Europe, Hong Kong and India.

He is a Distinguished Fellow of the Academy of Marketing Science (one of 40), where he was also a governor and Vice-President. He was a

member of the Board of Directors of the American Marketing Association for four years, and head of their Global Marketing Division. He is the author of over 220 publications. These include 21 books and a number of articles in renowned journals such as *Industrial Marketing Management*, *International Business Review*, *Journal of International Business Studies*, *Journal of Marketing*, and *Journal of the Academy of Marketing Science*, *Journal of International Marketing* and *Journal of Business Research*. Prior to joining academe, he was managing director of an Electrolux AB subsidiary and manager of a trading company subsidiary of the Swedish Match Company.