About the editors

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*.

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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
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