Contributors

**Dr M Yunus Ali** is Associate Professor of Marketing, Monash University, Malaysia campus. He has a long experience of teaching, research and leadership in education in several Australian and Bangladeshi universities. His areas of teaching expertise are in Islamic marketing, marketing strategy, international business and international marketing. Dr Ali has published scholarly articles in internationally recognised journals, including *Journal of Business Research, Journal of World Business, International Business Review, Asia Pacific Journal of Management, Asia Pacific Journal of Marketing and Logistics, Journal of Business and Industrial Marketing* and *Management Decisions*.

**Nesma Ammar** has worked at the German University in Cairo, Egypt, since obtaining her undergraduate degree in 2008 with majors in marketing and international business. She has a Master’s in strategic management, and is working on a doctorate in food consumption and health education. She is interested in consumer research, sustainable consumption, young consumers, consumerism, ethics and education.

**Dr Maja Arslanagić-Kalajdžić** is Assistant Professor of Marketing in the marketing department, School of Economics and Business, University of Sarajevo, Bosnia and Herzegovina. She holds a PhD from the Faculty of Economics, University of Ljubljana, Slovenia. Her research interests are in the fields of business-to-business, strategic and service marketing. She participates in numerous projects funded by various national bodies and the European Union. She has published 18 scholarly journal papers, two books and several book chapters.

**Dr Marie-Laure Baron** is Assistant Professor in Management, Le Havre University, France. Her research is dedicated to the study of the structure and evolution of retail patterns in the process of globalisation. Her previous work deals with the retail strategies of multinational corporations in emerging economy contexts, which is part of a wider consideration of the role and effects of resistance in shaping marketing channels and practices.

**Dr Vesselin Blagoev** is Professor of Marketing and Management at Varna University of Management, Varna, Bulgaria. He holds a PhD from the Technical University of Sofia, Bulgaria. He has extensive experience as a professional manager – among many other posts he has served as Chief Secretary of the
Contributors

Council of Ministers of the Republic of Bulgaria and was CEO of the Bulgarian Privatization Agency – and is currently President of the Bulgarian Marketing Association, and is a member of the Board of the Bulgarian Chamber of Trade and Industry. He has published 11 books and over 60 articles.

Dr Agnieszka Chidlow is Lecturer in International Business, University of Birmingham, UK. She has worked at Manchester Metropolitan University and was associated with King’s College London, the University of Manchester, and the London School of Economics and Political Science, all in the UK. She was visiting research scholar at several US and European universities, including New York University, the University of Michigan, Wayne State University and Uppsala University. Her research interests lie in the internationalisation of firms and methodological issues in international business research. She has received several awards for scientific merit and funding from research bodies, and has published in leading academic journals such as *Journal of International Business Studies, International Business Review* and *Journal of World Business*.

Anna Daviy is Assistant Professor in the strategic marketing department of the National Research University Higher School of Economics, Moscow, Russia. She holds an MSc in marketing from the National Research University Higher School of Economics, Saint Petersburg, Russia, and a specialist degree in public relations from the Udmurt State University, Izhevsk, Russia. She is currently a PhD student in the Doctoral School of Management, National Research University Higher School of Economics, Moscow. Her research interests include marketing strategy, e-marketing and marketing in emerging economies. She has been published in Russian peer-reviewed journals.

Dr Nikhilesh Dholakia is Professor Emeritus, University of Rhode Island, USA. He has worked at the Indian Institutes of Management in Ahmedabad and Kolkata, and served as visiting faculty in Japan, Denmark, France and Finland. His research deals with globalisation, technology, innovation, market processes and consumer culture. His current research and writing projects deal with transformations in organisational and consumer lives, ideology and innovation. He is also involved in developing several critical theory perspectives on emerging global consumer and market cultures.

Dr Ruby Roy Dholakia is Professor of Marketing, College of Business Administration, University of Rhode Island, USA. She holds a BSc and MBA from the Haas School, University of California, Berkeley, and a PhD from the Kellogg School, Northwestern University, USA. She has also been a full-time faculty and visiting professor at the Indian Institute of Management in Calcutta.
and Indian Institute of Management in Ahmedabad, India. She has taught at universities in the USA, Europe, Japan, India and New Zealand. She has been engaged extensively in research projects on technologies for the home, the retail environment and the workplace, and has published widely in academic journals.

**Dr Noha El-Bassiouny** is Associate Professor and Head of the marketing department, Faculty of Management Technology of the German University in Cairo, Egypt. She acts as academic co-ordinator for the Business and Society Research Group, bridging the interface between business and society in the modern world. Her research interests are in consumer psychology, ethical marketing, social responsibility and sustainability. She has published her work in reputable academic journals, including the *Journal of Business Research, International Journal of Consumer Studies, Journal of Consumer Marketing* and *International Journal of Bank Marketing* among others.

**Dr Anisur Rahman Faroque** is Assistant Professor and Head of the department of marketing at the American International University in Bangladesh. He received his MSc from Hiroshima University, Japan, and a PhD from the University of Canterbury, New Zealand. His research interests include, inter alia, opportunity-related activities in research fields like entrepreneurship, international entrepreneurship, entrepreneurial marketing and strategic marketing. He is particularly interested in low-tech born globals from developing economies. He has published in the *Journal of Business and Industrial Marketing, Asia Pacific Journal of Marketing and Logistics* and *International Journal of Entrepreneurship and Small Business* among several other journals.

**Dr Pervez N Ghauri** is Professor of International Business, University of Birmingham, UK. He completed his PhD at Uppsala University, Sweden, where he taught for several years. He also worked in the University of Groningen, the Netherlands, Manchester Business School and King’s College London, both in the UK. He is a fellow of the Academy of International Business and the European International Business Academy. Professor Ghauri has published more than 30 books and numerous articles in journals such as the *Journal of International Business Studies, Journal of World Business, British Journal of Management, Management International Review* and *International Marketing Review*.

**Ronia Hawash** has a bachelor degree from Cairo University, Egypt, and a Master’s from the American University in Cairo. She is currently developing her doctoral thesis in healthcare economics at the School of Liberal Arts, Indiana University, USA.
Dr G Nicolás Kfuri holds a PhD from Córdoba National University, Argentina, an MBA from Purdue University, UK, and a bachelor degree from Córdoba National University, Argentina. He works worldwide as a consultant and executive trainer. His areas of expertise are corporate global strategy, marketing and branding. He has taught for more than 15 years at executive and graduate Master’s programmes at universities in Asia, Europe and the Americas, and has worked with executives from more than 400 companies worldwide. Dr Kfuri has written numerous case studies.

Dr Zoran Krupka is Assistant Professor in the marketing department of the Faculty of Economics and Business, the University of Zagreb, Croatia. His teaching and research are in international marketing, brand management and marketing planning. He has published articles in scientific journals, book chapters, a book and papers at international scientific conference proceedings. He serves as a consultant for companies and co-ordinates international research projects.

Dr S Ramesh Kumar is Professor of Marketing, Indian Institute of Management, Bangalore, India. He has over 30 years of industrial and teaching/research experience. His interests are in exploring the application of marketing and consumer behaviour concepts to the Indian context. Professor Kumar’s research focuses on the interface between branding and consumer behaviour, cultural dimensions in marketing, and the consumer behaviour–digital marketing interface. He has published a number of articles in the Journal of Integrated Marketing Communication, Journal of Brand Management, Ivey Business Journal and Marketing Review among others. He has also published a number of cases on marketing in India.

Dr Marin A Marinov is Professor of International Business, Aalborg University, Denmark. His research interests include the internationalisation of business, multinational firms and marketing in emerging economies, and business policy and strategy. He has consulted for numerous multinational firms and national governments on country and firm-specific strategies in the process of internationalisation. He is on the editorial board of several academic journals and periodicals, including Organization Studies and Journal of Islamic Marketing. He has published 16 books, numerous book chapters and more than 90 articles in well-positioned academic journals.

Dr Svetla T Marinova has a doctorate in International Business from Copenhagen Business School, Denmark. She is Professor of International Business and Marketing, Aalborg University, Denmark. Her research interests include company internationalisation and the role of institutions, marketing
strategy, strategies of multinational firms from emerging economies and the management of firms undergoing intensive internationalisation processes. She has published more than 80 academic papers in scholarly journals, 10 books and numerous chapters in books.

**Dr Michael Minkov** is Professor of Cross-Cultural Awareness and Organizational Behaviour at Varna University of Management, Varna, Bulgaria. He got his PhD degree from Sofia University *Kliment Ohridski*, Bulgaria. In addition to his theoretical knowledge, he has gained practical cross-cultural competence during his 10 years of living, studying and working in Iceland, the Faroe Islands, Norway, Slovenia, Tunisia, the UK and the USA. He has authored four books and a number of academic articles in leading journals. He is a disciple of Professor Hofstede, the father of modern cross-cultural analysis, and has co-authored one book and several academic articles with him.

**Anzhelika Osmanova** holds an MSc in international management from BI Norwegian Business School, Oslo, Norway, and a BA degree from KIMEP University, Almaty, Kazakhstan. Her main academic interests lie in the cultural realm of international business-to-business relations, international marketing and intercultural trust in business partnerships.

**Dr Durdana Ozretic-Dosen** is Professor and Programme Director for postgraduate specialist study in marketing management in the marketing department, Faculty of Economics and Business, University of Zagreb, Croatia. She has published books, book chapters and numerous scientific articles in international and national journals, including *Journal of Business Research, Baltic Journal of Management* and *Journal of Euromarketing* among others. She is Editor-in-Chief of the Croatian scientific journal *Market-Tržiste* and serves as a member of the editorial boards of four international scholarly journals.

**Dr Dan A Petrovici** is Senior Lecturer in Marketing, Kent Business School, University of Kent, UK. He received his doctorate in marketing and a Master’s in international marketing from Newcastle University, UK. His research expertise includes consumer behaviour, cross-cultural marketing and marketing communications. His research is published in academic journals such as *International Marketing Review, European Journal of Marketing, International Journal of Advertising, Journal of Consumer Policy* and *Journal of Euromarketing* among others.

**Dr Vera Rebiazina** is Associate Professor in the strategic marketing department of the National Research University Higher School of Economics,
Moscow, Russia. She holds a PhD from the Graduate School of Management, Saint Petersburg State University, Russia. Her research interests include marketing, marketing strategies in emerging markets, innovation marketing, e-commerce and relationship marketing. She is the national representative of Russia at the EMAC and has managerial experience via consulting for numerous renowned companies.

**Dr Vatroslav Skare** is Assistant Professor in the marketing department of the Faculty of Economics and Business, University of Zagreb, Croatia. His teaching and research interests are digital marketing, product management and services marketing. He has been a visiting professor and guest lecturer at various universities across Europe. He has published articles in academic journals, is a technical editor of the scientific marketing journal *Market-Tržiste* and a member of the editorial board of the journal *Forum on Economics and Business (Közgazdász Fórum)*. He consults for firms from different industries.

**Dr Maria Smirnova** is Associate Professor of Marketing and Head of the marketing department, Graduate School of Management of Saint Petersburg State University, Russia. Her research interests include industrial marketing, inter-firm relationships and networks, marketing capabilities, international marketing and quantitative research methods in marketing. She has published extensively in scholarly journals, including the *Journal of Purchasing and Supply Management, Industrial Marketing Management, Journal of Innovation Management, Journal of Marketing Theory and Practice* and *Marketing Intelligence and Planning*.

**Dr Carl Arthur Solberg** is Professor Emeritus, BI Norwegian Business School, Oslo, Norway. He earned his PhD at the University of Strathclyde, Scotland, and has published in a large number of journals, including *Journal of International Marketing, International Business Review, Advances in International Marketing, International Journal of Information Management, Baltic Journal of Management and Management International Review*. His main scholarly contributions are on exporter–middleman relationships and marketing strategy in global expansion. Before joining academia, he worked as a market researcher in the petrochemical industry and export advisor in the Norwegian Export Council. He has experience from being on the board of directors of internationalising small- and medium-sized enterprises, and is currently chairing one.

**Dr Sergei F Sutyrin** is Head of the World Economy Department, Saint Petersburg State University, Russia, and World Trade Organisation chair holder since 2010. He has delivered lectures at universities in Finland,
Germany and Japan. His research interests include Russian foreign economic relations, international trading systems, international business and global governance. He has published more than 200 books, pamphlets and articles. Professor Sutyrin has been involved in numerous research and educational projects funded by various international funding bodies.

**Dr Irina V Vorobieva** is Associate Professor, World Economy Department of Saint Petersburg State University, Russia. She has a wide experience of research and teaching in international marketing. Her research interests are in international marketing, marketing research and cross-cultural business communication, with a particular focus on Russia. She has authored and co-authored more than 50 articles in scholarly journals and numerous chapters in books.

**Dr Van R Wood** is Professor of International Marketing and Philip Morris Endowed Chair in International Business, Virginia Commonwealth University, Richmond, Virginia, USA. He is an outstanding specialist in international business, having spent more than 30 years in global marketing and trade. His teaching, research and consulting are focused on globalisation issues, and on the selection and development of international markets. He is the recipient of numerous awards for: outstanding research, teaching and service; innovative and exceptional pedagogical achievement; and exemplary service to the Virginia international business community. He has published over 100 articles in scholarly and practitioner journals, including the *Journal of Marketing, Journal of Marketing Research, Journal of International Business Studies, International Marketing Review* and *Journal of Business Research* among others.

**Dr Vesna Žabkar** is Professor of Marketing and Vice-Dean, Faculty of Economics, University of Ljubljana, Slovenia. She was a Fulbright visiting scholar, Northwestern University, USA, and a visiting chair in International Marketing, University of Vienna, Austria. Her research interests are in marketing relationships, marketing communication and environmental strategies. She has published more than 60 academic journal papers and several book chapters.