

# Contributors

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**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

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**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

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**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.

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**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

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**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

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**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.

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**G.A. Raikar** is a presently working as a manager at Dakshina Kannada Co-operative Milk Union (DKCMUL), Karnataka, India. He received

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**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 *Investing 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.