

About the editors

Shumaila Yousafzai is an Associate Professor (Reader) in Entrepreneurship at the Cardiff Business School, Cardiff University, UK, where she teaches entrepreneurship, marketing and consumer behaviour. After her undergraduate studies in Physics and Mathematics (University of Balochistan, Pakistan) and an MSc in Electronic Commerce (Coventry University, UK), she finished her PG Diploma in Research Methods from Cardiff University. Shumaila received her doctoral degree in 2005 from Cardiff University. In her research, Shumaila focuses mainly on topics linked to contextual embeddedness of entrepreneurship, firm performance, institutional theory and entrepreneurial orientation. She has published several articles in various international journals, such as *Entrepreneurship: Theory and Practice*, *Journal of Small Business Management*, *Industrial Marketing Management*, *Technovation*, *Journal of Business Ethics*, *Psychology & Marketing*, *Journal of Applied Social Psychology* and *Computers in Human Behavior*. She has also co-edited a special issue on women's entrepreneurship for *Entrepreneurship & Regional Development*.

Alain Fayolle is a Professor of Entrepreneurship and the founder and Director of the Entrepreneurship Research Centre at EMLYON Business School, a leading European institution based in Ecully, France. He has also been a Visiting Professor at the Ecole Hôtelière de Lausanne, Switzerland, and at the Solvay Brussels School of Economics and Management, Belgium, and is regularly invited by international universities and institutions. Alain has several interests and topics in research: entrepreneurial processes, entrepreneurship education, corporate entrepreneurship, social entrepreneurship, necessity entrepreneurship, critical studies in entrepreneurship, and family entrepreneurship. He has published over 30 books and over 100 articles in leading international and French-speaking scientific journals. Among his editorial positions, he is an Associate Editor of *Journal of Small Business Management* and the Editor of *Revue de l'Entrepreneuriat and Entreprendre & Innover*, a leading French-speaking journal in entrepreneurship. Alain is also a board member of eight entrepreneurship and small business journals. He served on the ICSB's (International Council for Small Business and Entrepreneurship) Board of Directors as Director-At-Large for the year 2013–2014. He has also been elected as a member of

the Executive Board of the Entrepreneurship Division of the Academy of Management and was Chair of the Entrepreneurship Division during the academic year 2016–2017.

Adam Lindgreen completed an MSc in food science and technology at the Technical University of Denmark following studies in chemistry at Copenhagen University, engineering at the Engineering Academy of Denmark and physics at Copenhagen University. He also finished an MBA at the University of Leicester, UK. Adam received his PhD in marketing from Cranfield University, UK. His first appointments were with the Catholic University of Louvain, Belgium (2000–2001) and Eindhoven University of Technology, the Netherlands (2002–2007). Subsequently, he served as Professor of Marketing at Hull University's Business School, UK (2007–2010), University of Birmingham's Business School, UK (2010), where he also was the research director in the Department of Marketing, and University of Cardiff's Business School, UK (2011–2016). Under his leadership, the Department of Marketing and Strategy at Cardiff Business School ranked first among all marketing departments in Australia, Canada, New Zealand, the United Kingdom and the United States, based upon the hg indices of senior faculty. Since 2016, he has been Professor of Marketing at Copenhagen Business School, Denmark, where he also heads the Department of Marketing. Since 2017, he has also been a research associate with University of Pretoria's Gordon Institute of Business Science.

Adam has been a Visiting Professor with various institutions, including Georgia State University, Groupe HEC in France, and Melbourne University. His publications have appeared in *Business Horizons*, *California Management Review*, *Entrepreneurship and Regional Development*, *Industrial Marketing Management*, *International Journal of Management Reviews*, *Journal of Advertising*, *Journal of Business Ethics*, *European Journal of Marketing*, *Journal of Business and Industrial Marketing*, *Journal of Marketing Management*, *Journal of the Academy of Marketing Science*, *Journal of Product Innovation Management*, *Journal of World Business*, *Psychology & Marketing* and *Supply Chain Management: An International Journal*, among others.

Adam's books include *A Stakeholder Approach to Corporate Social Responsibility* (with Kotler, Vanhamme, and Maon), *Managing Market Relationships* and *Memorable Customer Experiences* (with Vanhamme and Beverland), and *Sustainable Value Chain Management* (with Maon, Vanhamme, and Sen).

The recipient of the 'Outstanding Article 2005' award from *Industrial Marketing Management* and the runner-up for the same award in 2016, Adam serves on the board of several scientific journals; he is co-editor-in-

chief of *Industrial Marketing Management* and previously was the joint editor of the *Journal of Business Ethics*' section on corporate responsibility. His research interests include business and industrial marketing management, corporate social responsibility, and sustainability. Adam has been awarded the Dean's Award for Excellence in Executive Teaching.

Adam is a member of the International Scientific Advisory Panel of the New Zealand Food Safety Science and Research Centre (a partnership between government, industry organizations and research institutions), as well as of the Chartered Association of Business Schools' Academic Journal Guide (AJG) Scientific Committee in the field of marketing.

Beyond these academic contributions to marketing, Adam has discovered and excavated settlements from the Stone Age in Denmark, including the only major kitchen midden – Sparregård – in the south-east of Denmark; because of its importance, the kitchen midden was later excavated by the National Museum and then protected as a historical monument for future generations. He is also an avid genealogist, having traced his family back to 1390 and published widely in scientific journals (*Personalthistorisk Tidsskrift, The Genealogist and Slægt & Data*) related to methodological issues in genealogy, accounts of population development, and particular family lineages.

Colette Henry is Head of School of Business and Humanities at Dundalk Institute of Technology, Ireland, and Adjunct Professor of Entrepreneurship at UiT–The Arctic University of Norway, Tromsø, Norway. She is also a Fellow of the Royal Society, and Visiting Fellow at CIMR, Birkbeck, London, UK. In 2015, Colette was awarded the prestigious Diana International Trailblazer award for her research on female entrepreneurship, and in 2017 became the first Irish recipient of the Sten K. Johnson European Entrepreneurship Education Award. She is the founding and current Editor-in-Chief of the *International Journal of Gender and Entrepreneurship*. Her research interests include: women's entrepreneurship, entrepreneurship education and training, the creative industries, social enterprise and veterinary business. Colette has published widely across a range of journals, with her most recent research published in the *International Small Business Journal*, the *Journal of Small Business Management* and *Small Business Economics: An Entrepreneurship Journal*.

Saadat Saeed is an Associate Professor (Senior Lecturer) in Entrepreneurship at the Durham University Business School, Durham University, UK. Previously he has worked for Essex Business School, University of Essex, UK. Saadat received his doctoral degree in Entrepreneurship from University of Padova, Italy, where he is part of the Global Entrepreneurship Monitor Team. Saadat's past research efforts

have included, but are not limited to: the global study of supportive institutions and women's entrepreneurship, entrepreneurship in adverse conditions, corporate entrepreneurship and firm performance in a multi-country context, cross-cultural comparison of corporate support programs on employees' innovative behaviour, all targeted at premier and high quality journals, such as *Journal of Product Innovation Management*, *Entrepreneurship Theory and Practice*, *Journal of Small Business Management* and *Industrial Marketing Management*. He has also co-edited a special issue on women's entrepreneurship for *Entrepreneurship & Regional Development*.

Shandana Sheikh is a Doctoral Researcher at Cardiff Business School, Cardiff University, UK. Her research area particularly focuses on women's entrepreneurship and its challenges and public value amidst an entrepreneurial ecosystem. Prior to her Doctoral studies, Shandana received her MBA in Marketing from Lahore School of Economics, Pakistan and an MSc in Marketing and Strategy from Warwick Business School, University of Warwick, UK. Shandana has also worked in the capacity of a Teaching fellow at the Lahore School of Economics, where she was teaching undergraduate- and graduate-level courses.