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## Contributors

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**Adam Arvidsson** teaches sociology at the University of Naples, Federico II (Italy). His research looks at the economic institutions of digital society, from the political economy of platforms and digital unicorns, via new forms of innovation and business to emerging alternatives.

**Gabriela Avram** is a Lecturer in Digital Media and Interaction Design at the Interaction Design Centre, University of Limerick (Republic of Ireland). Her research currently focuses on socio-technical practices involved in the collaborative economy, and on the role of technology in supporting civic engagement of local communities. She has published in the *Journal of Computer-Supported Cooperative Work*, *Personal and Ubiquitous Computing*, *VINE*, and *Interactions*, as well as taking part in prestigious conferences such as the Association for Computing Machinery Computer-Supported Cooperative Work (ACM CSCW) conference and Designing Interactive Systems.

**Fleura Bardhi** is a Professor of Marketing at Cass Business School, City, University of London (UK). Her research explores how socio-historical changes transform the nature of consumption, possessions, identity, access, life transitions, social status, and global brands. She is on the editorial review board for *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Service Research*, and *Consumption Markets and Culture*.

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**Russell W. Belk** is York University Distinguished Research Professor, Schulich School of Business, York University (Canada) and Kraft Foods Canada Chair in Marketing. He has received the Converse Award, two Fulbright Awards, and the Sheth Foundation/*Journal of Consumer Research* Award for Long Term Contribution to Consumer Research. His research involves extended self, meanings of possessions, collecting, gift-giving, sharing, digital consumption, and materialism.

**Hannah H. Chang** (PhD, Columbia University, USA) is Associate Professor of Marketing and Lee Kong Chian Fellow at Singapore Management University. Her research examines the role of affect in consumer decision-making, the impact of psychological proximity, and consumers' sense of the self. She has published in leading journals in marketing and psychology.

**Amitava Chattopadhyay** is an expert on branding and innovation. Over three decades, he has published extensively in leading journals, as book chapters, and a book. He is area

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**Daniele Dalli** is Full Professor of Marketing and Consumer Behavior at the University of Pisa (Italy). He studies consumers' emotions, brands, working consumers, corporate social responsibility, and social media. He has published in various international journals and he is the co-author of a consumer behavior textbook. He is the editor of the *Italian Journal of Marketing*.

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**Antje Graul** is an Assistant Professor of Marketing at Utah State University (USA). She received her PhD in Marketing from the University of Leeds (UK). Her research interests lie in the area of consumer decision-making, value perception, and attachment. She investigates its application to motivations for anti-consumption and consumer sharing.

**Adèle Gruen** is a Lecturer in Marketing at the Institute of Management Studies, Goldsmiths, University of London (UK). She holds a PhD in marketing from the Université Paris-Dauphine (France). Adèle's research explores the relationship consumers develop with objects and places they access and share with other consumers (car sharing, coworking).

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**Lucie K. Ozanne's** research has focused on examining the impact of consumption behavior on the natural environment. Recent research examining sharing behavior through the use of community toy libraries, and the potential for individual and community capacity development through the use of timebanks, has extended her focus beyond environmental sustainability to issues related to the family and the wider community. Her experience of the 2010 and 2011 Canterbury, New Zealand earthquakes inspired this chapter.

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