About the editors

Stefan Markovic

Dr. Stefan Markovic holds a Ph.D. in Management Sciences (*cum laude*), a Master of Research in Management Sciences, and a Bachelor and Master in Business Administration from ESADE Business School, Universitat Ramon Llull, Spain. He is currently an Associate Professor in the Department of Marketing at Copenhagen Business School (CBS), Denmark. In addition, he is the Chair of the Marketing Ethics Research Cluster, a Co-Chair of the Advances in Branding Research Cluster, and a member of the Consumer Research Cluster at CBS.

Apart from his involvement at CBS, Markovic is also the National Representative of Denmark, the Chair of the Special Interest Group on Branding, and an Executive Committee Member at the European Marketing Academy (EMAC). Moreover, he is Co-Editor-in-Chief of *Business Ethics, the Environment & Responsibility* (formerly, *Business Ethics: A European Review*) and Associate Editor for Interdisciplinary Research with *Industrial Marketing Management*. Markovic is a member of the Editorial Advisory Boards of *European Business Review* and *Industrial Marketing Management*, as well as an ad hoc reviewer for many top-tier international academic journals (e.g., *Journal of Business Ethics*, *Journal of Business Research*, *IEEE Transactions on Engineering Management*, *Technovation*) and renowned international academic conferences (e.g., European Marketing Academy Conference, American Marketing Association Conference).

Markovic's research addresses various intersections among brand management, marketing, innovation, business ethics, corporate social responsibility, and sustainability. He has published in well-established international academic journals, including *Journal of Business Ethics*, *Journal of Business Research*, *Journal of Brand Management*, *Industrial Marketing Management*, *Technological Forecasting and Social Change*, and *IEEE Transactions on Engineering Management*. With his doctoral thesis, entitled "21st-Century Brands: An Innovation Opportunity and an Ethical Challenge," Markovic won third prize in the 2017 International Doctoral Thesis Competition held by the European Doctoral Association in Management and Business Administration (EDAMBA).

Cristina Sancha

Dr. Cristina Sancha holds a Ph.D. in Management Sciences (*cum laude*), a Master of Research in Management Sciences, and a Bachelor and Master in Business Administration from ESADE Business School, Universitat Ramon Llull, Spain. She also holds a Master in Teaching Mathematics from Universitat Politècnica de Catalunya (UPC), Spain. During her Ph.D. studies, she visited Hong Kong Polytechnic University.

Sancha has been a lecturer at Universitat Pompeu Fabra (2015), a Rosalind Franklin Fellow at Groningen University (2016), and a lecturer and researcher at Grupo Planeta Formación y

Universidades (2016–2019), where she also held the positions of Academic Director of the Operations and Systems Management Area and Vice-Dean of Faculty, Research and Quality. She has been a visiting scholar at Universidad de las Américas (2018). Since 2019, she has been a lecturer in the Department of Operations, Innovation and Data Sciences at ESADE Business School, and she serves as the Academic Director of the Master of Science in Global Strategic Management.

Sancha's research interests center around the concepts of sustainable operations and supply chain management. In her doctoral dissertation, she investigated the mechanisms that help extend sustainability upstream in supply chains, their antecedents, and performance outcomes. Her research has been published in international academic journals, including *Industrial Marketing Management*, *Journal of Cleaner Production*, *Supply Chain Management: An International Journal*, *International Journal of Production Economics*, *Journal of Purchasing & Supply Management*, and *International Journal of Production Research*. She frequently attends and presents her work at the European Operations Management Association, Academy of Management, and Productions and Management Society. She is a member of BuNeD and an affiliated member of MERC (Copenhagen Business School).

Adam Lindgreen

After studies in chemistry (Copenhagen University), engineering (the Engineering Academy of Denmark), and physics (Copenhagen University), Professor Adam Lindgreen completed an MSc in food science and technology at the Technical University of Denmark. He also finished an MBA at the University of Leicester. He received his Ph.D. in marketing from Cranfield University. His first appointments were with the Catholic University of Louvain (2000–2001) and Eindhoven University of Technology (2002–2007). Subsequently, he served as Professor of Marketing at Hull University's Business School (2007–2010); University of Birmingham's Business School (2010), where he also was the research director in the Department of Marketing; and University of Cardiff's Business School (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 on the hg indices of senior faculty. Since 2016, Lindgreen has been Professor of Marketing at Copenhagen Business School, where he also heads the Department of Marketing. Since 2018, he also has been Extraordinary Professor with University of Pretoria's Gordon Institute of Business Science.

As a Visiting Professor, Lindgreen has worked with various institutions including Georgia State University, HEC Paris, 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*, *Organization Studies*, *Psychology & Marketing*, and *Supply Chain Management: An International Journal*, among others. His scores of books in business and economics include *A Stakeholder Approach to Corporate Social Responsibility* (with Kotler, Vanhamme, and Maon), *Managing Market Relationships*, *Memorable Customer Experiences*

(with Vanhamme and Beverland), *Not All Claps and Cheers* (with Maon, Vanhamme, Angell, and Memery), *Public Value* (with Koenig-Lewis, Kitchener, Brewer, Moore, and Meynhardt), 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, he serves on the board of several scientific journals; he is Co-Editor-in-Chief of *Industrial Marketing Management*. His research interests include business and industrial marketing management, corporate social responsibility, and sustainability. He has received the Dean’s Award for Excellence in Executive Teaching. Furthermore, he has served as an examiner (for dissertations, modules, and programs) at a wide variety of institutions around the world. Lindgreen is a member of the International Scientific Advisory Panel of the New Zealand Food Safety Science and Research Centre (a partnership among 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, Lindgreen 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 including eight books and numerous articles in scientific journals (*Personalhistorisk Tidsskrift*, *The Genealogist*, and *Slægt & Data*) related to methodological issues in genealogy, accounts of population development, and particular family lineages.