
About the editor

Shintaro Okazaki received his PhD from the Universidad Autónoma de Madrid (Spain) where he works as Associate Professor of Marketing in the College of Economics and Business Administration. Dr Okazaki's research focuses on international advertising, global branding, mobile commerce, consumer generated media, and information privacy concerns. His work has appeared in the *Journal of Advertising*, *Journal of Advertising Research*, *International Journal of Advertising*, *Journal of International Marketing*, *Journal of Business Research*, *Journal of World Business*, *Psychology & Marketing*, *European Journal of Marketing*, *International Marketing Review*, *Tourism Management*, *Information & Management*, *Online Information Review*, *Journal of Computer-Mediated Communication*, *Computers in Human Behavior* and *Internet Research*, among others. He serves on the editorial boards of the *Journal of Advertising* (Associate Editor), *Journal of Advertising Research*, *International Journal of Advertising*, *Journal of Public Policy & Marketing*, *International Marketing Review*, *Journal of Interactive Advertising*, *Asian Journal of Communication*, *Electronic Markets*, *Internet Research*, *Journal of Electronic Commerce Research*, *Journal of Marketing Communications* (former Deputy Editor), and *Journal of International Consumer Marketing*, among others. He is a former Deputy Editor of the *Journal of Marketing Communications*. Dr Okazaki is also on the Executive Board of the European Advertising Academy (EAA). His awards include the 2007 Best Reviewer from the *International Journal of Advertising*, and the 2008 Best Academic of the Year from the Mobile Marketing Association and the 2010 Best Paper Award of the *Journal of Advertising*.