

## About the Contributors

**Vannie Naidoo** is a senior staff member at the University of KwaZulu-Natal, South Africa. She is actively involved in teaching and research within the faculty. Dr Naidoo is actively involved in post graduate supervision of masters and PHD students. She has published in various local and international journals on various issues of management, workplace dynamics, marketing, education, ICT and culture. Dr Naidoo has also written various chapters on different contemporary issues in education, marketing and management. Dr Naidoo is a well established researcher well known to the international community- she has served as keynote speaker at Emerging Trends in Academic Research ETAR-2017, November 27-28, 2017 Bali, Indonesia and has shared her ideas and participated and chaired many sessions at many local and international conferences.

**Rahul Verma**, MCom (International Business) & PGDBA (Finance & Marketing), is a Lecturer in management with the Department of Training and Technical Education, India, for the last seven years and is also pursuing a Ph. D. in Commerce from Mewar University, India. His research interests include international business, marketing, and finance. He has attended and presented more than 19 research papers at several national and international conferences and seminars. He has published more than 10 research papers and 3 books with prestigious publishers like IGI Global & Apple Academic Press. He is also on editorial boards of several peer - reviewed journals.

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**Anitha Acharya** is an Assistant Professor at IBS Hyderabad. Prior to her academic career, she worked in banking and insurance sector for 12 years. Her work has been published in leading international journals such as International Journal of Energy Economics and Policy, The Qualitative Report, and International Food

Research Journal. Her research focuses primarily on marketing of services, brand personality, branding, and green products. Her expertise lies in the application of Structural Equation Modeling and Multivariate Techniques in addressing marketing research problems. She has contributed book chapters on green marketing, green personality, and qualitative techniques with Apple Academic Press and IGI Global respectively.

**Heena Arora** is an Assistant Professor at Sanatan Dharma College, Ambala Cantt. Acted as a judge at state level and district level declamation competitions. Attended more than 30 National and international workshops, seminars, FDP's and conferences. 10 research papers published in national and international journals.

**Aylin Caliskan** received her Bachelors in International Logistics and Transportation from the Yeditepe University, Istanbul in 2011. She obtained her Masters in Maritime Business Administration from the Dokuz Eylül University, Izmir in 2013 and her Ph. D. with the same program in 2017. Her master thesis is on sustainable city logistics, and her doctoral thesis is on relationship marketing management at container terminals. She has been working as a full - time Research Assistant at the Department of International Logistics Management in the Faculty of Business since 2012. She has many international studies on supply chain management in the fast fashion industry, relational marketing in the maritime industry, social media management, and city logistics.

**Joshua Ebere Chukwuere** is a vibrant senior lecturer in the department of Information Systems, North - West University (NWU), South Africa. He has a degree in B.Com. and B.Com. Hons. in Information Systems in NWU, Masters in Computer Science and Information Systems and Ph.D. in Information Systems from the NWU, South Africa. He is a member of Golden Key International Honor Society, Institute of Information Technology Professionals South Africa (IITPSA) and South African Institute of Computer Scientists and Information Technologists (SAICSIT). He has received the following awards and recognitions: Winner of North - West University (NWU) Most Productive Junior Researcher of the year (2017); Interview on South Africa Broadcasting Corporation (SABC - 2018); Nigeria Community Excellence Award Nominee: 2017 Overall Excellent Academic Award and Radio breakfast show interview (2017): Dexterity Radio. He has published over 20 peer review articles and conference papers in the following research areas: e - learning, CultureTech, Smart - city, e - health, Research methodology, Social media, Mobile banking, Smartphone, and many more.

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**Subhankar Das** is a Ph.D. in Marketing-consumer behavior, UGC NET (Qualifying exam for Assistant Professor) qualified faculty having 7 SCOPUS indexed publications in management, 2 SCOPUS indexed acceptance (Inderscience & Espacios publications) and 5 research papers in review (All are in SCOPUS with Sage, Inderscience & Espacios publications) till date. He has qualified IELTS (International English Language Testing System) with overall band of 6.5 in 2017. He has an authored Book in review for Digital marketing with CRC press Routledge, India. He was chosen as a Guest editor for a special issue with Int. Journal of Environmental Engineering (Inderscience). In last one year he has won 3 International Awards in my field of study & research from reputed organisations. He has also got certified by IIM Lucknow, University of British Columbia & IIM Bangalore, Manipal & Google for Case based pedagogy and digital branding. He is also a Member of Center of Excellence for Tata Institute of Social Science TISS-SVE for 'Management & Entrepreneurship and Professional Skills' Vertical, Mumbai. Apart from above research work He has also 1 International case, 3 journals, 9 conference proceeding publications in national repute. He has attended 12 FDP & 17 conferences attended till date and association with 9 associations with various International & national governing bodies. He is having 10 years of progressive teaching experience across with proven abilities in class room teaching, management of departmental activity till date & 3 years of Industry experience.

**Idahosa Igbinakchase** is a Principal Education Officer at the Federal Ministry of Education, Nigeria and his primary duties include being head of Subject (Technical Drawing) and teaching Technical Subjects in Federal Science and Technical College, Nigeria. He received his Bachelor of Science degree in Technical Education (Mechanical Technology Option) from the Rivers State University of Science and Technology, Nigeria in 2004, Master of Science degree in management from the Robert Gordon University, Aberdeen in 2009 and Doctor of Philosophy degree in Entrepreneurship from the University of KwaZulu - Natal, South Africa in 2018. His doctoral study investigated Nigerian Non - governmental organizations' capabilities to replicate successful youth poverty alleviation innovation programs. He is an active academic author, and a member of Association for Skills Development in South Africa. He is very passionate about management research and has a specific research interest in family entrepreneurship, technology management, service quality, strategic management, and sustainable development.

**Sushant Kumar** is a Doctoral student at Indian Institute of Management Shillong in Marketing Management. His research interests include sustainability, industrial marketing, and consumer behavior. His research has appeared in the Journal of Busi-

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**Baris Morkan** is a Ph.D candidate at School of Business, Stevens Institute of Technology in Hoboken, NJ, USA. He received his B.A degree in business administration from Marmara University in 2009 and M.S. degree in technology management from Stevens Institute of Technology in 2012. He also completed his Project Management certificate program at Stevens Institute of Technology in 2011. He specializes in the field of project management and he is active researcher in the field of Strategic Management with research interest in Stakeholder Management. His research interests include construction project management, stakeholder relationship management, social networks in and between project organizations and corporate social performance. He is responsible for teaching and research in the field of strategic management.

**Anand Nayyar** received his Ph.D. in Computer Science from Desh Bhagat University, Mandi Gobindgarh in 2017 in Wireless Sensor Networks, Swarm Intelligence, and Network Simulation. He is currently working as Lecturer, Researcher and Scientist in Graduate School, Duy Tan University, Da Nang, Vietnam. He is Certified Professional with 75+ certificates from CISCO, Microsoft, Oracle, Google, EXIN, Cyberoam, Beingcert.com, GAQM and many more. He has published more than 250 Research Papers in various National and International Conferences (IEEE, Springer, Taylor & Francis) and other International Journals (SCI/SCIE) with high impact factor. He has published 20 Books on Computer Science. He is Senior member of IEEE, ACM and also acting as ACM Distinguished Speaker. He has been awarded with more than 20 Awards for Teaching and Research including Young Scientist, Outstanding Researcher, Exemplary Educationist and Best Reviewer. He is working in the area of WSN, Swarm Intelligence, MANETS, Cloud Computing, Cyber Security, Machine Learning, Internet of Things, Deep Learning and many more.

**Catarina Oliveira** holds a bachelor's degree in Business Administration and a post - graduation in Marketing and Strategy. Currently is a Green Marketing researcher for master's degree at University of Minho. She worked voluntarily during one year as Social Project Director at a global organization for university students called AIESEC. She worked professionally for one year in the specialized retail field having commercial missions as well as management, visual merchandising,

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and information analysis duties. Her academic interests besides Green Marketing are Product and Brand Management, Visual Merchandising, Market Research, Social Marketing, and Services Marketing. The personal ones are related with international cuisine, interior decoration, fashion, housing tourism, and local accommodation.

**Enitan Olumide Olutade** is a young dynamic lecturer in the department of marketing, Yaba College of Technology. He holds B.Sc. and MBA (Marketing) respectively from University of Nigeria and, also holder of M.Sc. in Marketing in University of Lagos. He is member of national institute of marketing of Nigeria; Advertising Practitioner Council of Nigeria (APCON); and Nigeria Institute of Management. He has been in teaching of various courses in the area of marketing and management. He is also an adjunct lecturer in University of Lagos in Nigeria. He is a professional, creative, facilitator, and consultant in marketing management and branding. He is an examiner to many professional institutes in Nigeria, the likes of National Institute of marketing, Chartered Institute of Bankers and Nigeria institute of management. Presently, he is Ph.D. student in the Department of Marketing, Faculty of Economic and Management Sciences, North - West University, South Africa. His research interest includes social media marketing, branding, and sales management.

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**Cristina Raluca Gh. Popescu** is Associate Professor at the University of Bucharest, Ph. D. Supervisor, member of the Doctoral School of “Economics I” at The Bucharest University of Economic Studies of Bucharest, scientific researcher 2nd degree at the National Institute of Research and Development for Environmental Protection Bucharest, Romania. She received a Ph. D. diploma in “Economics” and in “Management” from The Bucharest University of Economic Studies of Bucharest, Romania. Other positions: 2009 - 2018, Member of the Organizing Committee and Chair of the “International Conference on Economics and Administration” (ICEA); 2012 - 2018, Managing Editor and Member of the Editorial Review Board of “The

International Journal of Economic Behavior” (IJEB); 2012 - present, Associated Editor of The International Journal of Management Science and Information Technology (IJMSIT), the North American Institute of Science and Information Technology (NAISIT), Reviewer at the International Journal of the Academy of Organizational Behavior Management (IJAOBM), The International Academy of Organizational Behavior Management (IAOBM).

**Bruno Sousa** is a Professor in Polytechnic Institute of Cavado and Ave (IPCA, Portugal) Head of Master Program - Tourism Management - PhD Marketing and Strategy. He was Market Analyst at Sonae Distribuição - Modelo e Continente, S.A. (2006 to 2009) and he was Marketing Assistant - Journal O Jogo at Control-investe (2005) - Teaching Award of the School of Economics and Management of the University of Minho 2015 / 2016 - Best Thesis in Tourism Award - ICIEMC 2015 - Management Graduation, University of Minho Award - Best performance (2006) - Merit Scholarship for Students in Public Higher Education Awards of Merit Scholarship by University of Minho in 2001 / 02 – 2002 / 03 – 2003 / 04 Research centre: CiTUR and Applied Management Research Unit (UNIAG).

**Naman Sreen** is a Doctoral student of Marketing Management at Indian Institute of Management Shillong, India. His research interests include green marketing, sustainability, and consumer behavior. His research has appeared in the Journal of Retailing and Consumer Services and International Journal of Indian Culture and Business Management, among other outlets. Before joining the Doctoral studies, he has completed his MBA and worked in industry for 2 years.

**Professor José G. Vargas-Hernández** is a member of the National System of Researchers of Mexico and a research professor at University Center for Economic and Managerial Sciences, University of Guadalajara. Professor has a Ph. D. in Public Administration and a Ph. D. in Organizational Economics. He has undertaken studies in Organisational Behaviour and has published four books and more than 200 papers in international journals and reviews (some translated to English, French, German, Portuguese, Farsi, Chinese, etc.) and more than 300 essays in national journals and reviews. He has obtained several international Awards and recognition too.