## LIST OF CONTRIBUTORS

Catherine N. Axinn Marketing Department, College of

Business, Ohio University, Athens, OH,

USA

Nigel J. Barrett School of Marketing, University of

Technology Sydney, Australia

Stephen Chen College of Business and Economics,

Australian National University,

Canberra, Australia

Thomas Chesney Nottingham University Business School,

The University of Nottingham,

Nottingham, UK

Dawn R. Deeter-

Schmelz

Marketing Department, College of Business, Ohio University, Athens, OH,

USA

Pervez Ghauri Manchester Business School. The

University of Manchester, Manchester,

UK

Călin Gurău Groupe Sup de Co Montpellier,

Montpellier, France

Hartmut H. Holzmüller Department of Marketing, University of

Dortmund, Dortmund, Germany

Kathryn Houghton Nottingham University Business School,

The University of Nottingham,

Nottingham, UK

Bahattin Karademir Department of Business Administration,

Cukurova University, Adana, Turkey

Jorma Larimo Department of Marketing, University of

Vaasa, Vaasa, Finland

Kannika Leelapanyalert Department of Business and

Service Sector Management, London Metropolitan University,

London, UK

Patrick Lentz Department of Marketing, University of

Dortmund, Dortmund, Germany

Tage Koed Madsen Department of Marketing &

Management, University of Southern Denmark, Odense M. Denmark

Michael R. Mullen College of Business, Florida Atlantic

University, FL, USA

Tho D. Nguyen University of Economics, Ho Chi Minh

City, Vietnam; and School of Marketing,

University of Technology, Sydney,

Australia

Trang T. M. Nguyen Vietnam National University,

Ho Chi Minh City, Vietnam

Aristides Olivares-Mesa Department of Business Economics and

Management, University of Las Palmas de Gran Canaria, Las Palmas de Gran

Canaria, Spain

Richard N. Osborn School of Business Administration,

Wayne State University, Detroit, MI,

USA

Giada Palamara Department of Business Research,

University of Pavia, Pavia, Italy

José Pla Barber Department of Management, University

of Valencia, Valencia, Spain

Ashok Ranchhod Southampton Business School,

Southampton Solent University,

Southampton, UK

Erik S. Rasmussen Department of Marketing &

Management, University of Southern

Denmark, Odense M. Denmark

Department of Business Economics, Alex Rialp Criado

> College of Economics and Business Sciences, Autonomous University of

Barcelona, Barcelona, Spain

Department of Business Economics, Josep Rialp Criado

College of Economics and Business Sciences, Autonomous University of

Barcelona, Barcelona, Spain

Esther Sánchez Peinado Department of Management, University

of Valencia, Valencia, Spain

Eric Schirrmann University of Applied Sciences (FHM),

Department of Marketing,

Bielefeld, Germany

Per Servais Department of Marketing &

> Management, University of Southern Denmark, Odense M, Denmark

College of Business, Florida Atlantic Shirley Ye Sheng

University, FL, USA

Brian T. Straley Brand New Era, Canfield, OH, USA

Department of Business Economics and Sonia Suarez-Ortega

Management,

University of Las Palmas de Gran Canaria, Las Palmas de Gran Canaria,

Spain

Heidi Winklhofer Nottingham University Business School,

The University of Nottingham,

Nottingham, UK

Attila Yaprak School of Business Administration,

Wayne State University, Detroit, MI,

USA

Ernest J. Zavoral, Jr. Brand New Era, Canfield, OH, USA

Antonella Zucchella Department of Business Research,

University of Pavia, Pavia, Italy