

**International Journal  
of  
Sales, Retailing & Marketing**

**Special Issue:**

**Inauguration of Professoriate  
for MBA and Doctoral studies**

**University of Vitez and  
CIRCLE International**

**The Virtual University College**

**Rector of University of Vitez,  
Prof.dr. Nikola Grabovac  
Vitez, B&H, 5th July, 2013**

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## Editorial



This is the Special Issue of the International Journal of Sales, Retailing and Marketing dedicated to the inauguration of Professoriate for MBA and Doctoral studies at the University of Vitez in Bosnia and Herzegovina. It is with pleasure that I write these few words about the recent development in education to reach Eastern Europe, the Balkans, Central Europe and specific targeted areas in the world.

The symposium will be an annual affair, were the students and professors can informally meet to discuss their postgraduate education. It will also be the annual time that the vivas for the qualifications will take place.

The professoriate is a non paid group of people dedicated to distance learning and will be rewarded by acceptable means to all concerned thus not affecting their own legal

standing within their own institution. It is imperative to indicate that no competition will be planned to affect the professor's home institution, but rather the chance to open up partnerships and collaboration. The International Journal of Sales, Retailing and Marketing will be the designated in house journal for the virtual college.

This issue of the IJSRM therefore undertook the mission to present the history of the Virtual University, its mission and objectives, as well as its professors and their competencies.

We wish you an enjoyable reading and we wish a lot of success for the Virtual University in the future!

A handwritten signature in blue ink, reading "Dr. sc. Palić".

*Dr.sc. Mirko Palić*  
*Editor*

# CEREMONIAL SESSION OF THE SENATE INAUGURATION OF PROFESSORiate FOR MBA AND DOCTORAL STUDIES



&



**University of Vitez and CIRCLE International  
The Virtual University College**

**College for international research, consumerism, leisure and entrepreneurship**



**The University of Vitez, B&H**

**5<sup>th</sup> July, 2013**





## HISTORY OF THE VIRTUAL UNIVERSITY COLLEGE COLLEGE FOR INTERNATIONAL RESEARCH, CONSUMERISM, LEISURE AND ENTREPRENEURSHIP



The CIRCLE [research centre], was created at Leeds Met University in 2003. In 2005 an EU Tempus project to develop an International Masters was successfully applied for by the University of Applied Science in Vorarlberg, the University of Zagreb, and Leeds as a partner. In 2005/6 Vorarlberg and Zagreb sent students to Leeds for the masters and to follow a doctoral program.

It was agreed that all partner Universities [80 by 2013] would have their own Circle [research centre] but Circle International would be created independent of any university and to host an independent conference, to develop activities hosted separately to the research centres. To this end an annual conference has been hosted by different universities who themselves controlled the costs, revenues and activities in their own session.

A management committee to oversee the details is in place and was established which works to the constitution agreed by the management committee.

In the recent past a virtual college of learning was established, independent of partners and in 2012 housed in the University of Vitez.

Students from all partner universities will have the opportunity to follow master's and doctorate programs in their own domestic language. The symposium below is the first and will not only inaugurate a professoriate from the University of Vitez but begin the development of postgraduate virtual education.

The International Journal of Management Cases is the in house journal of the conference.



## SENATE MEETING AND INAUGURAL AGENDA

At the University of Vitez and the Central Hotel Vitez



Opening ceremony of Ceremonial session of Senate

- 09:00 Welcoming speech of Rector of University of Vitez, Prof.dr. Nikola Grabovac
- 09:03 Welcome speech of Government representatives
- 09:06 Welcoming speech of Head of MBA and PhD studies, Prof. dr. Claudio Vignali
- 09:13 Presentation of University of Vitez by Rector Prof.dr. Nikola Grabovac
- 09:23 Introduction with MBA and PhD study rules – Assistant to Rector for education, Ms.Elvedina Tatarević
- 09:30 Presentation of Coordinator for MBA and PhD studies, Siniša Dukić
- 09:35 Presentation of Head of IT centre, Salim Šabić
- 09:40 – 13:00 Promotion into titles of Professor Adjunct and professors speech.
- 13:00 – 14:30 Lunch
- 14:30 Talks on implementation of MBA and PhD studies
- 16:00 Closing words by Prof. dr. Claudio Vignali and Prof. dr. Drako Tipurić
- 17.00 Visit to the medieval castle and birth place of Ivo Andrić the Nobel laureate for literature
- 19.30 Dinner with the rector and university staff



# DISTANCE LEARNING INTERNATIONAL POSTGRADUATE PROGRAMS IN VITEZ

## CIRCLE INTERNATIONAL

### Professoriate and Fellowships

The college for international research, consumerism, leisure, entrepreneurship

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**VITOR AMBROSIO**

**Keywords:** Religious tourism, cultural tourism, sustainable tourism,

Vitor Ambrósio is Ph.D. in Geography (ReligiousTourism) from Universidade Nova de Lisboa, Portugal, M.A. in

Geography (Religious Tourism) from Universidade Nova de Lisboa, Portugal, B.A. in Modern Languages and Literatures (English and German Studies) from Universidade de Lisboa, Portugal, B.A. in Tourism from Instituto Superior de Línguas e Administração, Lisboa, Portugal.

Vitor Ambrosio is the Director of the Doctoral Program in Tourism offered by the Estoril Higher Institute for Tourism and Hotel Studies and the University of Lisbon. He is also the Director of the Doctoral Program in Events offered by the Estoril Higher Institute for Tourism and Hotel Studies and the University of Gloucestershire. He is the Director of the Master's Program in Tourism and Communication offered by the Estoril Higher Institute for Tourism and Hotel Studies and the University of Lisbon. Prior to this, he was the Director of the Master's Program in Tourism offered by the Estoril Higher Institute for Tourism and Hotel Studies. He is the head of department of Tourism Planning and prior to this, he was the head of department of Tourism Practices, both offered by Estoril Higher Institute for Tourism and Hotel Studies. He is the President of the General Assembly of CESTUR - Centro de Estudos de Turismo (Research Centre for Tourism Studies) integrated in the Estoril Higher Institute for Tourism and Hotel Studies which develops studies and research projects providing more coherent and coordinated approaches among

all stakeholders of the tourism system (companies and public authorities).

He has also collaborated as an expert in the European Union PHARE Program on Tourism Education in Romania.

**KATARZYNA BYRKA-KITA**

**Keywords:**

Finance, economics, small business development, marketing, European development

She has been the faculty member of the University of Szczecin since 1997.

She started her career in Department of Macroeconomics. Since 2000 she has hold the post in the Department of Investments and Business Valuation, Institute of Corporate Economics and Organisation. She took part in a number of language, didactic and research placements, among others in: Instituto Superior de Ciencias do Trabalho e Empresa, Lisbon (1997), University of Leicester (1996), at Athens University of Economics and Business Science (1996). In 1999 she was awarded a fellowship at the Central European University founded by Stefan Batory Foundation. She is an active member of the European Accounting Association, Brussels, MBA Alumni Association, Szczecin, European Projects Evaluators Association, Szczecin. She is a member of the Programme Board of the Financial Management International Conference.

Her research areas of interest include: corporate economics, financial management, financial planning, investment appraisal, company valuation and cost of capital estimation. She is an author of more than 50 research papers and one book in the field of

financial management. Her interests comprise also application of e-learning (moodle.org platform) and business simulation (Marketplace software) in teaching.

She was a main researcher and promoter in two projects: "Control Premium on the Polish Stock Exchange", joint research project No N N113 122934 financed by the Polish Ministry of Science and Higher Education, 2008-2011

"Multifactor cost of equity model – operational approach", joint research project No 5 H082 003 20 financed by the Polish Ministry of Science and Higher Education, 2001-2004

She is a member of the research team in three other projects: "Discount for the Lack of Market Liquidity in Company Valuation", joint research project No N N113 367840 financed by the Polish Ministry of Science and Higher Education , 2011-2014

"Methodology of the Real Option Valuation using double Monte Carlo Simulation", joint research project No N N113 344140 financed by the Polish Ministry of Science and Higher Education , 2011-2014

"Standards in business valuation", joint research project No N N113 316038 financed by the Polish Ministry of Science and Higher Education , 2011-2014

She is also an active consultant for businesses. She is an author of numerous business reports, valuations and analyses. She cooperated among others with the Privatisation Agency, Polish Steamship Company, Porta Complex, Deloitte&Touche, and Polsteam Consulting

## GIANPAOLO BASILE



### Keywords:

Management,  
Brand, Consumer  
Behaviour, Place  
Marketing, Territory  
Management

Completed his doctoral studies in Communication Sciences at University of Salerno (Italy). In 2005 he taught Marketing at the Department of Sociology, University of Salerno (Italy), in 2012 he taught Corporate Communication at the Department of Economics of University of Palermo (Italy), he has been teaching Territorial Systems Marketing at the Department of Communication and Sociological Sciences, University of Salerno (Italy) since 2008. He also teaches Literature Review in PHD and International Management in MBA at Vitez University of Travnik (Bosnia and Herzegovina).

His research interests focus on consumer behaviour, management, business systems, strategic and operative planning in marketing and communication, place marketing. He is the co-author of several books on those subjects and he has written many scientific articles published on international journals. He has presented several competitive papers at international conferences, he is member of the editorial board of many international journals, and a reviewer with relation to International Consumer Brand Relationship.

In the past decade he has focused on the relationship between consumer and brand by publishing and editing many studies. In this field, he studied the role that the brand has for the social survival of the individual/consumer in

terms of self-esteem and sense of belonging to the social group.

Within those studies, he also focused on the dyadic relationship between firm-brand and individual/consumer, and the feedback phenomenon typical of living systems. He also studied the living system according to interdisciplinary streams like cybernetics of second order, general systems theory, et al. in order to develop a methodology. On the basis of these studies he claimed that, in order to survive, both the firm/brand and the individual/consumer must create reciprocal opportunities to exchange information and communication to develop a common language. He applied these efforts both to management and to the relationship existing between the firm/brand and the individual/consumer, producing some methodological frameworks and empirical researches. By developing these studies he focused his scientific efforts on the reciprocal influences between indirect stakeholder and the relationship between firm/brand and individual/consumer. He published some papers on the difference between social legitimating and reputation that could be useful to marketing and communication researchers and practitioners for future research and planning activities.

Another research field is that of place marketing and management. Also in this case he applied theories about living systems, publishing many theoretical frameworks and empirical researches, with the purpose to show the usefulness of continuous information and/or communication exchange between territory management and user, tourist, investor in order to create and/or maintain relationships necessary to reciprocal survival. He is also president of Business Systems Laboratory (BS-Lab), a non-profit association for the promotion of research and teaching in the field of business and social systems, with the

aim to be a bridge between the business community and the academia. He is member of CISUS, an Interdepartmental Research Centre in the field of humanities and social sciences, where is in charge of the Marketing area.

#### ENRICO BONETTI



#### Keywords:

Marketing, Services,  
Tourism, Place  
Marketing

Enrico Bonetti is Associate Professor of Marketing at the Department of Economics of the

Second University of Naples, Italy, where he also teaches Marketing Communication. He has a PhD in "Management and corporate governance", at the School of Management, University of Naples "Parthenope" - Italy, with a final dissertation about "Change management in service firms". Post-doctoral fellowship at the Department of Management, Second University of Naples, Italy.

Since receiving its degree in Economics and Business he has focused its research and teaching interests on services management and marketing and on various service industries, such as: tourism, telecommunication, retailing, banking and insurance.

He published several articles and books concerning: services management, consumer behaviour in services, place marketing, tourism marketing, destination management, fashion industry, branding, event marketing and management. He is member of the Faculty of the PhD program in "Entrepreneurship and Innovation" of the Second University of Naples, Italy.



He is member of the editorial board of the following journals and editorial series: International Journal of Management Cases, International Journal of Sales, Marketing and Retailing, Mercati&Competitività, Best in Class.

He is also visiting professor of Marketing, Services Marketing and Tourism Marketing in various MBA courses in Italian universities and management school, such as: University "La Sapienza" - Rome, LUISS University – Rome, University "Federico II" -Naples, University of Foggia, University of Salerno, University of Catania. He presented papers and researches in several conferences in Italy and abroad.

He consulted with and held seminars and workshops for numerous business and public institutions, including: Vodafone (telecommunication), Illycaffè (coffee producer), Yamamay (fashion), CIS (retail district), Gruppo San Paolo (publishing), (Standa (retail), Coin (retail), Trenitalia (railway), Nuova Tirrena (insurance), Naples City Council (public institution), Campania Region Council (public institution); he also worked as a consultant for Italian Government on topics concerning quality service in the public institutions. He is Chief of Services in the Virtual University College of Circle International.

He is member of SIM - Società Italiana di Marketing (Italian Marketing Society) and of AIDEA – Accademia Italiana di Economia Aziendale (Italian Academy of Business Administration and Management); he is also member of the Scientific Committee of Premio Marketing (Marketing Contest) promoted by Società Italiana di Marketing.

## BERND BRITZELMAIER



### Keywords:

Finance, Accounting and Controlling, Entrepreneurship.

Professor Britzlemaier joined Pforzheim University on 1 September 2002 from the University of

Liechtenstein, where he had been Dean of the Business school and member of the board for the past six years. Prior to this he worked for four years as a consultant to establish Sino-German business relationships. Before that he was a consultant and financial controller for the AL-KO group for five years, where he led a number of international projects. He has written and edited fifteen books for publishing houses such as Pearson or Springer and a number of articles in the fields of Finance, Accounting and Controlling. He is the associate editor of the World Review of Entrepreneurship, Management and Sustainable Development and serves a member of several editorial boards.

**LÉO-PAUL DANA****Keywords:**

International  
Entrepreneurship,  
Small Business,  
Economics,

Leo-Paul Dana  
earned BA and MBA  
degrees at McGill

University, and a PhD from the Ecole des Hautes Etudes Commerciales HEC-Montreal. He holds the titles of Professor of International Entrepreneurship at Open Universiteit Nederland, Adjunct Professor of Entrepreneurship at GSCM-Montpellier Business School, and Adjunct Professor at the University of Regina, in Canada. He served at the University of Canterbury and prior to that as Visiting Professor of Entrepreneurship at INSEAD and Deputy Director of the International Business MBA Programme at Nan yang Business School, in Singapore. He has published extensively in a variety of leading journals including the British Food Journal, Cornell Quarterly, Entrepreneurship & Regional Development, and Entrepreneurship: Theory & Practice, Journal of Small Business Management, the Journal of World Business, and Small Business Economics. His research interests focus on cultural issues, including the internationalisation of entrepreneurship and the nature of indigenous entrepreneurship. He is Editor Emeritus of the Journal of International Entrepreneurship, and more recently a co-founder of The Polar Journal, published by Routledge. Among his recent books are: the World Encyclopaedia of Entrepreneurship; and When Economies Change Hands: A Survey of Entrepreneurship.

**BARRY DAVIES****Keywords:** PhD

studies, mba studies,  
Germany, research

Prof. Barry J. Davies  
is Associate Dean in  
the Faculty of  
Business Education  
and Professional

Studies, University of Gloucestershire. He was previously MFI Professor of Retail Marketing at Manchester Metropolitan University. Prior to becoming an academic, he worked in department and chain store management.

His research centres on service environments and interactions within them. He has carried out studies in collaboration with retailers and leisure companies. He also has a particular interest in management development for new market economies. The UN Development Programme, the EU and the UK Foreign & Commonwealth Office previously funded his work in China and emerging market countries in Europe

He serves on the editorial boards of EuroMed Journal of Business, International Journal of Management and Decision Making, Journal of Retail Marketing Management Research, Journal of Services Marketing and Service Business: an International Journal. He is founding co-editor of the International Journal of Management Cases.

He has published over 50 journal papers, and a similar number of published conference presentations. Co-author and editor of a number of books, he has been invited to give a number of international conference keynote addresses.

He has been active as supervisor and examiner of research students for 25 years, an interest that remains strong today. He received his formal business education at the universities of Bolton, Central Lancashire, Lancaster and Cranfield.

#### AFTAB DEAN



**Keywords:** Statistics, management, doctoral studies, crm

Dr. Dean is a senior lecturer at Leeds Business School and has also taught in a number of countries in the Gulf and South East Asia. His research interests include branding, social media, pedagogical innovation, entrepreneurship and internationalisation. He developed the first MSc in E-business for the HE sector and has been active in the digital marketing field both as a practitioner, researcher and academic examiner. After having presented over 42 papers, at numerous international conferences, he has been awarded a number of prestigious prizes for his research. Dr. Dean has twice been commissioned by the UK Government's Higher Education Academy Business Discipline to analyse the National Student Survey (NSS) full dataset. His findings have challenged current views on factors that were believed to influence student satisfaction in Higher Education. He has developed over 91 recommendations which have led to the re-prioritising of resources to enhance the learning experience of students in H.E. Currently, Dr. Dean is collaborating with a number of international companies on their social media strategy to recruit candidates and engage visitors on social networks. His work on

branding has been recognised as a major contribution to our understanding of branding of Universities.

The current research that Dr. Dean has undertaken has led to requests, from several universities, to deliver workshops at their institutes. Dr. Dean was recently involved in a major project investigating the marketing needs of construction companies within the UK. Additionally, he was also invited, by a major local food organisation to identify the opportunities of Halal branding in the UK which was successfully completed after a considerable period of data collection and analysis.

#### PAUL ELMER



**Keywords:**

Internationalisation, far east studies, management development, research

He became an academic in 1999 following a career in the UK Government, during which he advised cabinet ministers, senior policymakers, and military commanders. He has worked in both UN and NATO roles, in peace and in conflict. Dr Elmer has also worked at board level in several UK organisations and has run his own successful consulting firm which also specialised in public policy and support to leaders in business and public life, before making his life-changing decision to devote his career to education. His early academic work pioneered practice-based learning in public relations and earned him a National Teaching Fellowship in 2004, and he remains the UK's only National Teaching Fellow in that subject. His research has developed from an initial focus on the cultural industries, which include retailing, advertising, public relations

and marketing. Dr Elmer's interest is in the sociology of work. In particular it concerns the way that economic values and occupational positions are created and sustained in occupational performances, to create meaningful working lives. This is especially relevant in roles such as management, where the labour market deals in competed and uncertain qualities. Paul's interest in narrative and storytelling underpins his work and he has continued to develop both practice-based and theoretical strands that use these forms of writing in contemporary accounts of work. He has also made use of auto-ethnographic method, and is one of relatively few business researchers who have devoted the time required to become proficient in the genre. He also has an abiding interest in families and work, the emerging market for skills and dispositions, and links between work and childhood. He has acted as External Examiner to two UK Universities, supervised scores of postgraduate research dissertations, and carries out PhD supervision. He is a founding board member of the pan-European research group ACREA, and regularly reviews and writes for academic journals. His work has a strong international theme; Paul has led programmes in China and Hong Kong, and has lectured and taught in numerous countries. He is a founding member of a pan-European research group that is engaged with comparative public affairs research, and since 2011 he has developed international programmes at one of the UK's most globally-focussed universities. His abiding interests are in working lives, and in education that creates a positive transformation for individuals, organisations and societies.

## ANTONIO FERACO



### Keywords:

Technology transfer, Innovation, management, research

is Assistant Director for Technology Transfer and Innovation at Fraunhofer IDM@NTU in Singapore. He owns a PhD in Artificial Intelligence and Psychology of Programming where he focused on the business side of the ICT tools and build technology transfer and business models on Interactive Digital Media. He is a Business Engineer with a master degree in business management and specialisation in Organisation and Management of enterprises and in Intercultural Marketing.

He is working as Business Developer for IDM@NTU covering ICT sectors related to Visual Computing Technologies horizontally applied to the most of fields, from Health and Scientific Visualisation, manufacturing and maritime industry to the use of innovative means of communications for mobile advertisements and mobile information visualisation.

He managed various international projects related to energy efficiency and embedded systems in robotics. In the specific he was in charge of the business development and exploitation activities of an Artemis JU project, R3-COP, and of the dissemination and business validation activities of a Support Action of FP7 in Energy Efficiency, REViSITE.

He has worked for the CAMTech, Centre for Advanced Media Technology, in the School of Computer Science of the Nan yang Technological University (NTU) of Singapore, a joint venture between the Fraunhofer Institute for Graphics and the NTU for almost a year as a project officer where he developed market and

feasibility analysis, business plans and project proposal for the Singaporean Masterplan for MDA (Media Development Authority).

His expertise also includes technical systems analysis, technology transfer strategies implementation and scientific communication skills.

Apart from his business and management activities, he also delivers for industry and academia in Management of Innovation Processes and Technology Transfer Strategies.

He published a book entitled: 'An essay approach to marketing research', Access Press, 2011, and several papers in the field of consumer and corporate behaviours.

#### DOMINIQUE ROLAND GERBER



**Keywords:** Tourism, hospitality, entrepreneurship, strategy, consumer behavior

Born and raised in Switzerland, Prof. Gerber holds a Bachelor degree in International Hospitality Management from Ecole hoteliere de Lausanne/Switzerland, a Bachelor and a Master degree in Marketing and a PhD in Tourism Marketing from Leeds Metropolitan University, Leeds/UK.

Prof. Gerber gained widespread work experience at various management levels. He worked and studied in Europe, the Middle East, North America and the Far East. After returning to Switzerland, he founded his own company in IT marketing and developed the operation to become a leading player on the market. The company was eventually sold and Prof. Gerber returned to his roots. He was invited to teach a variety of subjects at Chur University of Applied

Sciences HTW, Chur/Switzerland and to take over leader functions in the newly founded tourism faculty. As the next step in his academic career, Gerber was appointed Full Professor at the University of Applied Sciences, Kempten/Allgäu/Germany where he chaired the 'Entrepreneurship in Tourism and Hospitality' department.

In September 2012 Prof. Gerber returned to Switzerland where he is now a Full Professor for Strategic Management and Consumer Behavior in the tourism faculty of Chur University of Applied Sciences HTW, Chur. He teaches and supervises at the Bachelor-, Master- and PhD-level and he is a much sought-after speaker in executive education programs for hoteliers and tourism executives who value his strong background in both the practical world and academia. In addition, Gerber is strongly involved in national and international research projects focusing on both entrepreneurship and consumers in the tourism and hospitality arena.

Gerber publishes regularly in academic and trade journals and he is a popular speaker at conferences worldwide. Prof. Gerber is an active member of the CIRCLE research community and he is President of the Lilienberg-Foundation which is dedicated to fostering entrepreneurial thinking in students, academics and practitioners alike.



**BERND HALLIER**

**Keywords:** Retailing, sales, Russia, training, world teaching

Bernd Hallier is Managing Director of the EHI Retail Institute

(www.ehi.org) since 1985. He is also the President of EuroShop - worldwide exhibition for retail investment goods (www.euroshop.de), Chairman of the Board of the Orgainvent (www.orgainvent.de ), founder of EUREPGAP (now GlobalGAP- Good Agricultural Practice) www.globalgap.org and the member of a number of other national and international Committees. Apart from his teaching activity in Germany he lectures in trade marketing and trade management at the Moscow academy of business at the Government of Moscow, where he honoured by a professorship honoris causa.

He manages also the European Retail Academy www.european-retail-academy.org as an executive member of the Board of Trustees. His book "EuroShop" published in German/English in 2004 became a standard shop fitting literature.

He is Managing Director of EHI Retail Institute, President of the European Retail Academy. Got an external PhD-Degree in 1983 in Hamburg for his analysis of the technology-influence on retail and wholesale, he was honoured from Prague-University / CZ for the international transfer of know-how between universities of East and West-Europe, became Honorary Professor of the Moscow Academy of Business at the Government of Moscow in 2003, became Honorary Doctor of Yekaterinburg University in 2007

**STEPHEN HENDERSON**

**Keywords:** Events, Marketing, Strategy

The research activities and publications of Dr Henderson started with his PhD in the late 1970's before he went into industry developing a career that took him working with blue chip clients (Heinz, KPMG, etc) across Europe and as far as South America. During this period, he gained an MBA from Warwick Business School and embarked on working part-time for the businesses schools at the Universities of Warwick, Durham, Bradford, The Open University and acting as Module Leader for International Marketing at The University of Liverpool. As an individual passionate about live music, he has run over 250 concerts and now combines that passion with practical and academic business skills in his role at UKCEM.

His general interests are around the marketing and strategic aspects of live events. As his wide ranging background has helped to develop many academic and industry contacts, there are a variety of areas that have offered themselves as project opportunities. In an effort to concentrate his activities, he focuses on the audiences for live events looking at who these consumers are, how they behave as well as their impacts on all that surrounds them and the changing of their behaviour.

His publications feature in a number of marketing journals and related books which help inform his teaching at both undergraduate and postgraduate level. The latter includes teaching and module leading in the marketing and strategy areas as well as more specific events management areas such as event risk



management. For a number of years, he has also been involved in leading modules covering all aspects of research at undergraduate and postgraduate level as well as successfully supervising students in these areas.

### MARIA JEMICZ



**Keywords:**

Marketing, entrepreneurship, psychology, decision-making

Maria Jemicz was born in Scotland and received her education and initial at country. She was ty years in a variety of tronics and telecoms, :ting positions. Her last position before entering higher education was as Marketing Manager for a multi-national corporation with headquarters in the United States.

She left industry to take an MBA degree and to run her own consultancy company, while at the same time working part-time as a lecturer at the University of Abertay and later at Salford University and Manchester Metropolitan University, mostly in marketing and entrepreneurship. While running her company and lecturing, she also commenced PhD studies at the University of Lancaster, graduating with a PhD in Psychology; her thesis concerned the use of analogy in problem solving.

During this period she was successful in obtaining a senior lectureship at Leeds Metropolitan University, eventually taking up the role of MBA Director. In July last year, she

took up the new post of MBA Director at the University of Falmouth, where, in addition to developing and running a new MBA programme, she is responsible for creating a new business-related curriculum.

Maria Jemicz is the author of several journal articles, book chapters and papers and is particularly interested in the psychology of decision-making and the psychology of entrepreneurship.

In private life, she is the mother of two grown-up children and her interests cover music, current affairs and everyday matters of general psychological interest.

### ALEXANDRA J. KENYON



**Keywords:**

Marketing communications, corporate social responsibility, hospitality

Dr. Kenyon has been one of the lead researchers on the MPI commissioned study investigating the value and importance of CSR to the meetings and hospitality industry. She is a Senior Lecturer with extensive research, teaching and scholarly experience, and a proven record of success in pursuing, winning and managing delivery of complex, research funded consultancy contracts; more recently under the banner of Corporate Social Responsibility for Events, Hospitality and Retail businesses. Alexandra teaches Corporate Social Responsibilities (CSR) at Undergraduate level and soon to be Postgraduate level. She enables students to consider CSR from a philanthropic angle to a cost reduction venture from a range of themes including environment, community and workforce issues.

Enjoying experience in qualitative and quantitative research, Alexandra is currently part of an ERASMUS funded research programme COBEREN which is tasked with identifying changing patterns of alcoholic and non-alcoholic consumption patterns across Europe. The project involves 29 Universities from 21 European countries working over a 3 year period to create a model, write a book, and devise a database of knowledge on consumption patterns of Europeans. Therefore, Alexandra is working as a quantitative researcher on this ERASMUS funded project. Her recent activities, within the UK, have included working with National Pubwatch and the British Institute of Innkeepers to ensure licensed hospitality venues provide high standards, required by Government, and ensure the night time economy in those towns across the UK continues to provide safe, secure and sociable spaces. Alexandra also compiled materials for Purple Flag which is the new "gold standard" for towns and cities. Purple Flag, managed by the Association of Town Centre Management recognises the need for great entertainment and hospitality areas at night. Places that achieve the standard will be those that offer a positive experience to night time visitors and users through demonstrations of effective waste and environmental management, reduction in crime and disorder, mixed night-time economy use and increased wellbeing within the town/city centre. Stemming from that foundation, Alexandra has gained funding initiatives and ventures within the licensed hospitality and retail industry. Recent publications include peer reviewed journal articles, policy documents and academic books.

#### HANS RUEDIGER KAUFMANN



**Keywords:** Culture, Marketing, Leadership, Entrepreneurship, International Consumer behavior, Germany  
After extensive experience in

German Bank Management, Hans Ruediger Kaufmann completed his sponsored PhD in 1997 and was research assistant and then lecturer (p-t) in the department of retailing and marketing at Manchester Metropolitan University/UK. Consecutively, he worked in Budapest, first as Course Director Marketing for an organisation affiliated with the Chartered Institute of Marketing and then as an Assistant Professor in Marketing at the International Management Centre Budapest as well as its contractual consultant. He is Director of the Germany located International Consulting Dr. Kaufmann. From 2000 until 2006 he worked in various functions for the University of Liechtenstein, where he was teaching on undergraduate and postgraduate programs. In addition, he was Academic Director Private Banking responsible for the design of innovative professional programs, member of the leadership team of the Institute of Finance and, later, Head of the Competence Centre International Management as part of the Institute for Entrepreneurship.

From October 2006 he was employed as Associate Professor at the University of Nicosia in the department of Management & MIS in which he is very research active. Recently, Rudi was officially ranked Full Professor in February 2013. He has been a launching member and President (2007-2009) of the international research network on consumer behaviour, CIRCLE. Besides having been organizer and

member of the scientific committee of various conferences, Rudi, as a Fellow of Leeds Metropolitan University participated as supervisor in 5 PhD completions and is a member of the editorial board of the network's journal, the International Journal of Management Cases. As a PhD/DBA supervisor for the University of Gloucestershire Business School, Rudi completed 2 further PhD/DBAs. Furthermore, he is a launching member, Vice-President and Research Co-ordinator of the EuroMed Research Business Institute (EMBRI), involved in PhD/DBA research supervision and member of the editorial board of the network's Emerald journal, the EuroMed Journal of Business. In 2012, Rudi was elected into the Board of the AMA Global Marketing SIG as Vice Chair Communications participating as track chair and member of the scientific board in the last three conferences of the SIG in Cancun (2) and Washington. He is a member of the editorial board of a variety of other journals and author/editor of 8 books (mainly in the field of Consumer Behaviour and Marketing) and 4 Electronic Books (Thompson Reuters accredited conference proceedings). In addition, he is an Associate Editor of the ABS ranked World Review of Entrepreneurship, Management and Sustainable Development and Visiting Professor the International Business School of Vilnius University.

## GEORGE LODORFOS



### Keywords:

International  
Business,  
Entrepreneurship,  
Management,  
Marketing,  
Communications

Dr George Lodorfos is the Head of the School Marketing PR and Communications at Leeds Metropolitan University. He has twelve years of experience as senior academic in Entrepreneurship and the Strategic Management of Technology and Innovation.

He is an electrical and electronic engineer by first degree; he holds Masters Degrees in Automation and Control as well as in Innovation and Technology Management, and a PhD in Strategic Management of Research and Development. In addition, he has supervised to completion and he has examined many PhDs both in the UK and Europe and is an external examiner for two UK universities.

He has extensive practical and academic experience in the field of Strategic Management, R&D and Adoption of New Technologies and Innovation. In addition, he has done extensive research and enterprise work in the areas of buyer behaviour with particular interest in online purchasing and the use of technology to enable the sustainable growth of businesses.

His publications include papers in journals of management but also in journals of marketing with particular focus on, the impact of innovation on productivity performance, the impact of technology on the sustainable growth of businesses and the factors that influence consumers' e-purchasing behaviour.

**GRAHAM ORANGE****Keywords:**

MIS, computing,  
innovation,  
Knowledge  
management

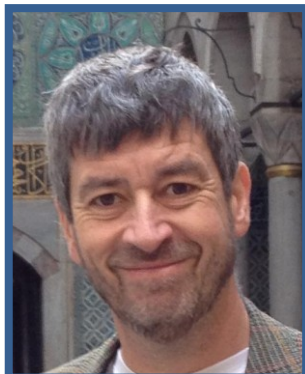
He is on the professoriate of the CIRCLE college of the University of Vitez, Bosnia, holding the position of Chair of Information Systems. Until recently he was a Reader in Information and Knowledge Management and Principal Lecturer at Leeds Metropolitan University and is currently a Visiting Fellow of Leeds Met. His research focuses on knowledge management and organisational learning but includes other areas such as business process modelling, IS strategy, IS development, HE in FE, and e-Government systems. Graham supervises doctoral students and has many successful PhD completions. He has taught on Masters programmes for Leeds Met and other institutions (e.g. Leeds University and Hull University MBAs, International Masters in Information Management at the University of Malaya, postgraduate linguistics course at the university of Palermo and the MA e-Learning at the Danube University Krems, Austria).

He is an active researcher writing and reviewing journal (e.g. European Journal of Information Systems) and conference papers, conference chair (e.g. Americas Conference on Information Systems and International Conference on Government mini track chair), reviewing research council proposals etc. He has links with many other institutions around the world and is Visiting Professor at the University of Malaya, University of Palermo and at the Danube University Krems. He has maintained close links with industry and local authorities with regard to both research and consultancy.

Graham has set up PhD initiatives with European HE institutions, e.g. Danube University Krems, where those institutions that cannot award PhDs host students that enrol on a UK university programme. He is currently in talks with institutions in Southern Germany to set up similar schemes whereby students can enrol on a PhD at a UK awarding university yet remain with the host institution and study locally.

In addition to teaching and research Graham also had a management function at Leeds Met leading a group of academics both as line manager and subject leader in the role of Professional Group Leader (now designated as Head of School).

Graham has also undertaken considerable work in the area of academic quality assurance and quality enhancement performing quality audits on behalf of Leeds Met and other institutions and has been a subject reviewer and institutional facilitator for the Quality Assurance Agency. He has participated in and chaired institutional approvals, course approvals and validations, periodic and interim reviews, exam boards and subject committees.

**VITORIO JOHN PETERS****Keywords:**

Sustainability, CSR (corporate social responsibility), Reputation, Quality, Responsible Capitalism

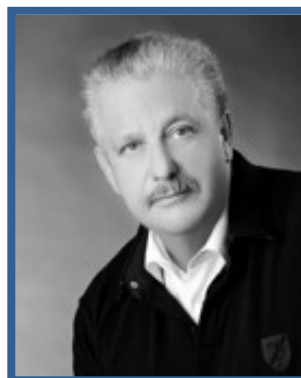
John Peters is Chief Executive of GSE Research Ltd, based in Leeds, England. GSE are publishers and advisors in governance, sustainability and environmental management. John is also a Director of Greenleaf Publishing in Sheffield, England, the leading independent publisher of books and journals in sustainability and related areas. He acts as adviser to the OKS Group in the USA, UK and India; JP Morgan Bank in London; and the Guanghau Science Technology Foundation in Beijing, China.

John was formerly CEO of Emerald Group Publishing in the UK. Prior to that, he worked in consulting and management development in the UK, Canada and Australia, mostly in the areas of business strategy and marketing. He has founded and run a number of businesses over the past twenty five years, some of which have been more successful than others.

He holds visiting positions at the Nottingham Trent University, England; University Campus Suffolk, England; Huddersfield University, England; and Glasgow Caledonian University, Scotland. He has previously held visiting academic posts in the UK, UAE, India and Australia.

John has written, lectured and presented widely on topics relating to publishing, sustainability, business, management and learning. He has a particular interest in linking academic research

to business practice, and in looking for ways to encourage business to act responsibly and sustainably.

**JUERGEN POLKE**

**Keywords:** Sme, training, strategy, project management

is an esteemed academic with a wide experience in training and project management in Germany. He was the Vice Rector of the University of Applied Science in Vorarlberg, Austria, where he successfully led a Tempus bid to develop a masters in International Business administration with joint partners the University of Zagreb and Leeds Metropolitan University.

He has recently been involved with the development of a DBA program with the University of Gloucestershire that is recruiting senior management from German companies. He is still actively involved with project management and training for Dekra a leading training provider in Germany, Austria and Switzerland.

Juergen has recently contributed to module descriptors for the DBA and is actively involved in the delivery of teaching materials and doctorate supervision.



**DAVID JOHN POLLARD****Keywords:**

Entrepreneurship, Innovation, Business development, Corporate governance, Emerging Economies.

David Pollard, PhD, is currently Reader in Technology Transfer and Enterprise at Leeds Business School, Leeds Metropolitan University, UK. He was born in Belfast, Northern Ireland and received his early education in that country before moving to mainland UK. He was subsequently educated in schools and college in Cardiff, South Wales and received his university degrees from the Open University (BA (Hons.), MA.), Edinburgh University (MEd), Herriot Watt University (MBA) and Leeds Metropolitan University (PhD). He originally trained as a mechanical engineer and subsequently held senior positions in industrial engineering and business systems analysis.

After an industrial career spanning some 27 years, Dr Pollard took up a position as a lecturer in Production/Operations Management at the University of Abertay, Dundee, Scotland; being promoted to Senior Lecturer in 1996. At the same time he became director of the University's MBA programme and extended his teaching into the fields of strategic management, entrepreneurship and corporate governance. In January 2007, Dr Pollard moved to Leeds Metropolitan University to take up his current position as Reader in Technology Transfer and Enterprise.

Dr Pollard has published over 40 journal articles and book chapters (mostly on small business development in Eastern Europe and China) and

some 50 conference papers and book reviews. He is the joint author of two books and is currently working on two more. He is an active reviewer for six academic journals and is regularly called upon to examine for doctorates, both as an external and internal examiner. He is a member of various institutions and is Fellow of both the Higher Education Academy and of the Royal Society of Arts.

He currently serves on various university committees concerned with research matters and has wide experience of programme and other validation panels. He is currently an external examiner for the University of Stirling (Scotland) and Sheffield Hallam University and a member of the UK's Economic and Social Science Research Council (ESRC) Peer Review College.

His current research interests are in knowledge transfer, corporate governance and small business development in emerging economies.

**TAHIR RASHID**

**Keywords:** Islamic Marketing, Strategic Customer Orientation, E-Marketing, & Strategy

Dr Tahir Rashid is a highly qualified international

academic and has taught postgraduate and professional courses in Austria, Germany, Lithuania and UK. He is the Director of Post Graduate Programmes in International Marketing & Services Management and Senior Lecturer in Marketing and Corporate Strategy at Salford Business School, University of Salford, UK; a Visiting Professor of Marketing, University



of Kaunas, Lithuania; and Visting Professor of Marketing and Strategy, University of Vorarlberg, Austria.

He graduated with a PhD in Web-Based Relationship Marketing from Leeds Metropolitan University; MSc In Quality Management from the University of Salford; PostGraduate Certificate in Education from University of Bolton; and BSc (Hons) Computer Science and Applied Physics from Manchester Metropolitan University. He is a Memembr of the Chartered Institute of Marketing and a Memeber of the Institute of Quality Management. He is an external examiner of Marketing at the University of Central Lancashire and has carried out programme validations in Singapore and UK.

Dr Rashid is passionate about researching and educating on the emerging theme of Islamic marketing as well as enhancing organisational performance through strategic customer orientation, relationship marketing, e-marketing and strategic services management. He is published widely and regularly contributes peer reviewed journal articles, book chapters and is the co-author of the internationally popular text book *Events Management: principles & practice*. Dr Rashid is often invited to worldwide marketing and management confrenecs to deliver keynote research papers and currently holds the position as the Vice President of CIRCLE International (The Centre for International Research in Consumer Location and their Environment).

He is currently supervising ten PhD students from Bangladesh, Dubai, Egypt, Germany, Jordan, Nigeria, Pakistan, Syria and UK. Some of the research subjects include: *“To explore the impact of relationship marketing on the Muslim UK SMEs as part of customer centricity strategy through the use of social media”*; *“An Investigation of the Factors Affecting the Excellence of Service Quality at Syrian Banking Sector: A Strategic Perspective”*; *“To develop a*

*model of organisational leadership strategy from an Islamic perspective”*; *“Consumer Behaviour and E-Commerce in Egypt: Evaluating Challenges, Analysing Implications, and Developing a Structuring Strategy”*.

Dr Rashid is an experienced enterprenure with a background in fashion retail management. As a management consultant he has lead UK Government and European sponsored projects to assist large organisations and SMEs to improve their management and IT capabilities. He is often sought out by news media for his views on consumer issues and has been a guest on BBC News 24.

#### RAZAQ RAJ



#### Keywords:

Sustainable events,  
religious tourism,  
community events,  
strategy,

Dr Razaq Raj is  
Senior Lecturer in  
the School of  
Events, Tourism and

Hospitality teaching Financial and Strategic Management. His research interests include community events, outdoor events, economic impacts, religious tourism, cultural festivals and sustainable tourism, cultural diversity in events management and international tourism.

He has published work on special events, financial management in events, information technology, cultural festivals and events, sustainable tourism and religious tourism. He regularly attends and presents papers at national and international conferences. Dr Razaq Raj has published in a number of peer reviewed journals and conference proceedings.

Dr Razaq Raj is the author of the text books Religious Tourism and Pilgrimage Management: An International Perspective, Event Management: An integrated and practical approach and Event Management and Sustainability. He has recently published text on Cultural Tourism and 2nd edition of Event Management. He also sits on a number of voluntary sector management boards.

Dr Razaq Raj is also a board member of international journals and academic associations, CIRCLE (The Centre for International Research in Consumers Location and their Environments) and ATLAS (The Association for Tourism and Leisure Education). He was Editor in Chief for World Journal of Tourism, Leisure and Sport and is now an Editorial Board member for Journal of Tourism Today, Asian Journal of Development Studies, Revista De Turism (Journal of Tourism) and International Journal of Management Cases (IJMC).

My research mission is to generate new knowledge on ways in which events and festivals can play a key role in stimulating local economies, conserving the environment, developing people and changing cultural impacts of events on host communities. These include Religious tourism and pilgrimage management, Events and festivals development and management in the local community, Sustainable development approaches (i.e. community-based, cultural and economic) and Events and festivals development in the local community events and outdoor events

## IGA RUDAWSKA



**Key words:** Poland, health , marketing, research, mba studies

Iga Rudawska is Associate Professor in the Faculty of Economics and Management at the University of Szczecin, Poland. Since 2010 she is the head of the Department of Health Economics in the Chair of Business Analysis and Strategy. Previously she worked in the Chair of Marketing at the same University.

Her research centres on service sector, healthcare management and relationship marketing. She has carried out studies in collaboration with many universities from Poland (e.g. Jagiellonian University, University of Warsaw, Economic University of Krakow) and from abroad (e.g. University of Leon, Spain, University of Nicosia, Cyprus). She has been a manager of two scientific projects financed by the Ministry of Science and Higher Education and two scientific projects financed by the National Science Centre in Krakow.

She serves on the editorial boards of Health Care Quality Assurance, Advances in Management and Applied Economics and Contemporary Marketing Review. She has been the guest editor of International Journal of Management Cases and World Review of Entrepreneurship, Management and Sustainable Development.

She has published over 60 journal papers, and a similar number of published conference presentations. Author, co-author and editor of a number of books, e.g. Health Care. Economic

Issues (2012), Services in the Market Economy (2009), Essays on Health Economics (2009), Economization of Patient-Provider Relationship in Healthcare (2006). In 2008 she had been awarded by the Prime Minister of Poland for the best habilitation thesis.

She has been active as supervisor and examiner of students in the Faculty of Economics and Management at the University of Szczecin. She is also chairwoman of Organizing Committee and member of Programme Board in Health Baltic Forum – a periodic and international Conference.

### EDYTA RUDAWSKA



#### Keywords:

Customer relationship, management, marketing, business relations, management, loyalty building

Mrs Edyta Rudawska works as a Professor in the Marketing Department of the Faculty of Economics and Management at the University of Szczecin in Poland. Her professional interests focus on issues dealing with customer relationship management, business relations management, loyalty building, customer equity, marketing management and planning, marketing strategies and financial aspects of marketing.

She is author and co-author of over 170 articles and conference papers published in nationwide and international journals, and the following books:

“A Discussion of the Concept of Sustainable Development – Examples of Polish, Croatian

and Ukrainian Markets” (KrokBooks Publisher, Ternopil 2011),

“The significance of relationships with customers in the process of creating the company value” (Szczecin University Press, 2008),

“Customer loyalty” (PWE, 2005),

“CRM as a tool for managing relationships with customers in the service market” (Szczecin University Press, 2005),

“Marketing Management” (PWE, 2004),

“The basics of Marketing” (Szczecin University Press, 2003) and

“The relationships between the local authority and the regional market subjects” (Szczecin University Press, 2003).

She has been manager and chief executive of four research projects financed by the State Committee for Scientific Research in Poland – one project received an award from the Committee. Prof. Edyta Rudawska has been a coordinator for marketing and a member of a team of three European projects; within the 6th Framework Programme Marie-Curie Action – “Transfer of Knowledge”; within the scope of the Community Initiative EQUAL from the European Social Fund EFS as well as a European project co-financed within the framework of the EFS. She is also engaged in cooperation with the Voivodship Labour Office in Szczecin within the framework of the European project “Investment in knowledge – the engine of development of innovativeness in the region” within the scope of merit-related assessment of doctoral student applications preparing scientific dissertations of a scope and topic compatible with areas of strategic development, as specified in the Regional Strategy of Innovation of West Pomeranian Voivodship for the years 2011-2013.

She is a member of the Editorial Board of two foreign magazines: the World Journal of Business Management and the International

Journal of Sales, Retailing and Marketing, and is an expert at the Questus Company – a licensed representative of The Chartered Institute of Marketing in Great Britain.

Prof. Edyta Rudawska has reviewed two PhD dissertations and one habilitation thesis. She is a multiple reviewer of national and foreign articles, scientific conference papers from national universities and monographs. Since 2012 she has been a member of a team of reviewers for leading national magazines “Marketing and Market” and “Works and Materials of the International Trade Faculty of the University of Gdansk”, as well as for applications for National Science Centre projects.

Her work at the University of Szczecin has been appreciated many times both by students and the Rector. As far as her didactic work is concerned, it should be stressed that students have awarded her the prize “The Golden Chalk” – an award for the best lecturer at the Faculty. Five times she has been awarded by the Rector of the University of Szczecin for outstanding achievements in the field of science and didactics. In 2010 the President of the Polish National Bank awarded her for the best habilitation dissertation.

## DANIELLA VIGNALI RYDING



### Keywords

Marketing, strategy, retailing, communications, research

Dr. Daniela Ryding is a graduate of the Manchester Metropolitan

University. The author graduated with an Honours degree in Retailing and Marketing and was later recruited by the business school to teach marketing to both undergraduates and post graduate students. In the past, Daniela has worked for a small number of retail organisations, including British Home Stores and Debenhams in the role of a department manager. Further to having worked in industry, she later commenced her career in education working for a small number of UK colleges. Daniella then moved into higher education and now holds more than 10 years' experience in higher education. Her research specialism's include strategic marketing, consumer behaviour and customer satisfaction theory within a UK food retailing context. The author has achieved three higher degrees in Marketing, published two text books and contributed to three others within the Strategic Marketing and Market Research field. In addition, the author has published over 20 academic papers in numerous rated journals, including The British Food Journal, International Journal of Food Product Marketing and the Journal of Consumer Studies. The author has also contributed to a number of special issues and is constantly seeking new opportunities to expand her current portfolio.

The author's on-going research focuses primarily on marketing related themes for the food and fashion industries. Furthermore, her PhD is a synthesis of 10 years of published

worked on the UK food industry. Her PhD thesis examines sustainability for a number of food sectors within the current climate and provides a series of new models which identify key factors for success. The contribution to knowledge for this PhD thesis is first and foremost the development of two bespoke models which respectively illustrate the most important drivers for creating customer satisfaction within the UK grocery food sector and UK speciality coffee shop sector. These models are a synthesis of a breadth of extensive research conducted by the author. The models demonstrate originality and reflect the most up to date research within this field of study. The models provide a useful frame of reference for academics, the research community, and practitioners and can be used as the basis for future research. In addition, three conceptual models have also been developed throughout the study to illustrate key relationships and influences surrounding customer satisfaction theory and retention.

Her current position is senior lecturer and course leader for marketing at the University of Central Lancashire. Her responsibilities include the efficient and effective operation of four undergraduate marketing provisions, teaching, knowledge transfer, and supervising both undergraduate and postgraduate students, including DBA and PhD students.

## MARTIN SAMY



**Keywords:** CSR, Financial performance, Quality Effectiveness Instrument, Stakeholder theory, School Improvement.

Dr Martin Samy is a Senior Lecturer / PhD Course Leader at Leeds Business School. Prior to being an academic, Martin has had commercial experience as a financial manager of corporations in Singapore and Australia. He was an associate member of the Certified Practising Accountant, Australia, and member of the Australian College of Educators. He has been recognised in the Marquis Who's Who in the World in 2007 publication for his research in establishing a Quality Effectiveness Instrument.

His research interests are Corporate Social Responsibility (CSR) and Financial Performance research globally, where he has undertaken studies in Australia, UK, Indonesia, Bangladesh and Nigeria. School Improvement and Effectiveness research in UK schools, where he studied a number of schools in Leeds and currently offer a consultancy service to schools.

In CSR research, Martin and his co-authors have published about 7 journal papers where they investigated the relationship between CSR and financial performance of corporations in developed economies. The authors attempted to prove that strategically investing in CSR will maximize profits while satisfying the demands from multiple stakeholders. In addition the analysis examined the trends of earnings per share (EPS) and Price Earnings (PE) ratio of the selected companies. The findings revealed that out of the 20 selected companies, only four

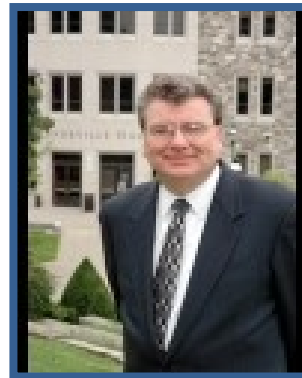


achieved all six guidelines as per the Global Reporting Initiative (GRI) indicators. In regression analysis of the variables of CSR and EPS / PE, a very weak (causal) but positive relationship was evident. In another similar study of Indonesian corporations, findings revealed that despite the lack of CSR initiatives by government authorities, Indonesian firms are already aware of the increasing demands and provide CSR information to stakeholders. In comparison to other research undertaken by the authors, this study showed that CSR reporting by some large and well known Indonesian companies is comparable to UK and Australian companies. Therefore, in a strategic sense, CSR investments are not just another business cost but an essential understanding is crucial as there is an escalation of concern by both society and corporations in the contemporary world. More so, it is increasingly and widely accepted that attempting to isolate business from society is unrealistic and that dichotomising economic and social objectives as distinct and competing is false.

Martin has published in international journals such as the Corporation Reputation Review, Journal of Global Responsibility, Sustainability Accounting, Management and Policy Journal, Social Responsibility Journal, Corporate Governance IJB and the Journal of Accounting & Organisational Change.

Currently, Martin manages a successful and innovative delivery mode of the PhD program of Leeds Metropolitan University, UK in Nigeria and Mauritius. He is also a Visiting Professor of Falmouth University and gives guest lectures on the MBA program. He is an external examiner of a number of universities

## JOHN L. STANTON



### Keywords:

USA, food marketing, research, PhD studies, research methods

John L. Stanton has a Ph.D. in Quantitative Methods and

Marketing from Syracuse University, and been in the food industry for about 40 years. He is currently professor and previously held endowed chair in the food marketing department at Saint Joseph's University in Philadelphia. Besides academia, Dr. Stanton has also worked in the food industry. He has been Vice President of Marketing for Melitta, an international coffee company, and worked in Germany for Tengelmann, one of the world's largest food retailers and owner of A&P in the USA. Dr. Stanton was also director of research of an advertising agency and has consulted for many nationally known food companies..

Dr. Stanton has spoken at many major US food association meetings and conferences including the Dairy Management Inc. (DMI), International Mass Retailers Association, National Retail Federation, National Grocers Association (NGA), Produce Marketing Association (PMA), Food Marketing Institute (FMI), National Association of Convenience stores (NACS), Institutional Food Distributors Association, Institute of Food technologists (IFT), Private Label Manufacturers Association (PLMA), Produce Marketing Association, National Pasta Association, National Confectioners Association, Biscuit and Cracker Association, Refrigerated Foods Association, and many others.

He is a Board of Directors of a number of food companies including Herr's Foods, Premio Foods, The Philadelphia Cheesesteak Company, and David Michael flavor company..



Dr. Stanton has spoken to food associations in International Speeches and seminars include Mexico (ANTAD) Russia (Russian Fruit Juice Federation) Germany (Tengelmann, European Fruit Juice Association), France (Monoprix), Argentina (Argentine Grocery Association, Denmark (AC Nielsen conference), Uruguay (Agri-business Congress), Taiwan (National Quality conference), Japan (Dairy convention), Singapore (Retail leadership conference), Sri Lanka (CMS), Brazil (ABRAS, APAS, HSM World Marketing Seminars), Italy (Deutsche Bank Venice conference), Poland (Posnan university program), Thailand (Fresh Food Association), Norway (AC Nielsen conference), Chile (Chilean Grocers Association), Sweden (AC Nielsen conference), Colombian (Colombia Grocers Association), Romania (RAU), Costa Rica (IICA), New Zealand (Food and Beverage Association), Finland (AC Nielsen conference), and Ireland (Northern Irish Food and Beverage Assoc., Musgrave), Czech Republic (USDA Food Show), and Estonia (Talinvest, US Embassy).

Dr. Stanton was awarded an honorary Degree from "Carol Davila" University of Medicine and Pharmacy for contribution to Food, Nutrition and Health and from the Romanian-American University for contributions to Global food marketing.

Dr. Stanton has written 10 books including ***Winning Marketing Strategy, Precision Target Marketing MORE Stanton on Food Marketing, Stanton on Food Marketing, Success Leaves Clues!, Delight Me...The Ten Commandments of Customer Service, 21 Trends in Food Marketing for the 21st Century, 325 Ways to Make Customers Feel Like Your Supermarket Is Their Supermarket, Marketing Planning in a Total Quality Environment, Running a Supermarket Consumer Focus Groups*** and ***Making Niche Marketing Work*** (McGraw-Hill). The niche book was selected for the Business Week Book Club, and has been published in German, Portuguese, Thai, Hebrew, and Korean. Dr. Stanton is currently the editor of

the *Journal of Food Products Marketing*, and an editorial advisor of the *British Food Journal*.

#### DARKO TIPURIĆ



**Keywords:** Croatia, management, Crm, Sustainability, relationship management

Darko Tipurić was born 8 March 1966 in Sarajevo. He graduated from Faculty of Economics and Business in Sarajevo 1989. In 1991 he received his Master's degree in Business Economics and in 1993 he received his PhD from Faculty of Economics and Business in Zagreb. The subject of his PhD thesis was "Interorganizational relations in marketing channels".

He is working at the Department for Organization and Management on Faculty of Economics & Business, University of Zagreb since February 1993, first as an Assistant, and from 1994 as a Senior assistant. In 1997 he became Assistant Professor, in 2001 Associate Professor and in 2004 a Professor.

He is author of more than a hundred scientific and expert papers in the field of management in Croatia and abroad. He received four "Mijo Mirković" awards. First in 2002 for the book "Strategic Alliances: From Company Cooperation to Competitive Advantage", in 2004 for the book "ESOP and Croatian Company", in 2006 for the book "Supervisory Board and Corporate Governance", and in 2008 for the book "Corporate Governance". He is the author, co-author and editor of 11 books.

In the period 2002 – 2006 he was the head and the prime researcher of a Ministry of Science,

Education and Sports' project "Competitive advantage and strategies of Croatian Companies". Since 2006 he is the head of a program "Competitiveness of Croatian Companies as well as the head and the prime researcher of a project "Corporate governance and Competitiveness of Croatian Companies", both under the Ministry of Science, Education and Sports. Professor Darko Tipurić is also the head of the Croatian research team on the EMIS-European Manufacturing Innovation Survey project (project coordinator: Fraunhofer Institute for Systems and Innovation Research). He participated or is still actively participating in numerous other national and international scientific and professional projects.

Professor Tipurić is a director of the MBA Program on the Faculty of Economics & Business, University of Zagreb and a co-director of the Postgraduate program "Strategy and Corporate Governance"..

From 2002 – 2004 he was the Vice Dean for International relations and relations with business community; 2004 – 2006 he was the Deputy Dean and for the elected periods 2006 – 2008 and 2008-2010 he is the Dean of Faculty of Economics & Business, University of Zagreb. He is a member of the Senate of University of Zagreb and a member of the Council for social – liberal science.

He is a member of numerous domestic and international organizations and professional associations: Croatian Economists Society (member of the Board), Business & Economics Society International, Strategic Management Society, Global Business and Technology Association, International Council for Small Business, Asia-Pacific Forum For Small Business, British Academy of Management, European Corporate Governance Institute, European Federation of Employee Ownership Society, National Center for Employee Ownership,

Roland Berger Academic Network and of Croatian Association of certified supervisory board members (Honorary President.

#### CLAUDIO VIGNALI



#### Keywords:

Marketing, strategy, retailing, consumerism, selling

Professor Claudio Vignali held The Arnold Ziff Chair in Retail Marketing

Management and is the Head of CIRCLE. Professor Vignali joined Leeds Met on 1 September 2003 from the School of Consumer, Tourism and Hospitality Management at Manchester Metropolitan University, where he had been the Consumer Section and Research Head. Prior to this he was the postgraduate diploma course leader in the department of Retailing and Marketing.

Professor Vignali holds chairs in Croatia; Poland; Italy and Germany. He also actively delivers MBA and DBA modules for leading UK Universities

He has written more than 150 articles and books in the field of Retailing and Marketing and is the editor of two academic journals.

In the past Professor Vignali has worked for Crown Berger Paints, which was part of Akzo Nobel, and Benetton, where he has held positions from brand manager to export director and developed distribution and retail operations in Europe and the Middle East.

At present Prof Vignali is the head of the postgraduate distance learning courses at Vitez and developed an innovative delivery program. He has also helped in the development of the

professional diploma in sales, creating a Sales Academy offering a bespoke program to the Circle network.

### GIANPAOLO VIGNALI



**Keywords:** Fashion, marketing, strategy, consumer behaviour

Dr. Gianpaolo Vignali is a graduate from UMIST with his first degree in Mathematics. After his first degree Gianpaolo became the President of the Students' Association at UMIST. He was an integral part in the merger between The Victoria University of Manchester and UMIST forming the new University of Manchester.

In 2005 Gianpaolo added a Masters in Strategic Management from Manchester Metropolitan University whilst being employed as a part-time Lecturer and Researcher at Manchester Metropolitan University. He also did ground-breaking research into Farmers' markets as a researcher for the North West Food Centre before moving to full-time employment in the department of Retail at Leeds Metropolitan University, International Faculty. Whilst at Leeds Gianpaolo developed the final year Strategy Module and also created the Professional Diploma for industry learners.

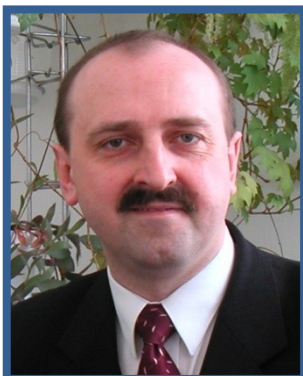
A move back to Manchester Metropolitan university, Hollings Faculty resulted in Gianpaolo becoming the Programme Leader for the Fashion Buying & Merchandising Programme. Gianpaolo successfully grew the course from 125 students to 220 until he achieved his PhD and moved to The University of Manchester working in the School of

Materials where he delivers on both undergraduate and post graduate programmes.

Gianpaolo is an active researcher and works alongside the Virtual research centre CIRCLE (Centre for International Research of Consumers, Locations and their Environments, [www.circleinternational.co.uk](http://www.circleinternational.co.uk)). He also the present president of CIRCLE and sits on the Scientific and Managing Committee of CIRCLE and is the Associate Editor for The International Journal of Management Cases ([www.ijmc.org](http://www.ijmc.org)).

He has written over 40 papers and books in the field of Marketing and Management and presented at numerous international conferences. His PhD focused on the case study technique in the service sector. He now researches into Fashion and marketing which is his main specialism and interest. His current study looks at body sizing and its link to the purchase decision.

He has developed links with pedagogic research and industry as noted in his paper, "real world learning = enhanced employability." He has also worked closely with industry in particular with Next where his students have won prestigious competitions with the company.

**TOMASZ WIŚNIEWSKI**

**Keywords:** Poland, economics, finance, small business development, management

He is the faculty member of the University of Szczecin since 1986. He starts his career in Institute of Cybernetics, Economics and Informatics. Since 2000 he holds the post in Investment and Valuation Unit, from 2008 as the Professor of the University of Szczecin. In the 90th he was a promoter and manager of a few international co-operation projects under the PHARE Tempus scheme with the budget of approx. 2 mln Euro. He took part in a number of language, didactic and research placements, among others in: University College Cork (1992), Coventry Technical College (1992, 1994, 1998), University of Stirling (1995, 1996, 1997), University of Lisbon (1995, 1996, 1997), Amsterdam School of Business (1996, 1997, 1998), University of Hamburg (1998). Between 1999-2000 he holds the post of Director of International Projects Centre at the University of Szczecin. Since 2000 he holds the post of MBA course Director for 3, 4, 5, 7 and 9 cohorts. Since 2010 he is the Director of the Institute of Economics and Management of Enterprises. He is an active member of the MBA Alumni Association (Szczecin, Poland), European Projects Evaluators Association (Szczecin, Poland) and NANK Szczecin (New Activity New Culture Association, Szczecin, Poland). He is a member of programme board of Financial Management Conference (<http://fmc.home.pl/>) and editorial board of International Journal of Management Cases. (<http://www.ijmc.org/IJMC/Home.html>).

His academic interests are focused on corporate economics, financial management, financial planning, investment appraisal, company valuation, real options valuation, application of simulation and decision trees in risk analysis, cost of capital estimation and tax shield valuation. He is an author of more than 80 research papers and 3 books in the field of financial management. His interests comprise also application of e-learning (moodle.org platform) and business simulation (Marketplace software) in didactics.

He is also active in consulting activities for businesses, local authorities and Polish government. He is an author of numerous business reports, valuations and analyses. He cooperated among others with Privatisation Agency of Polish Government, Polish Steamship Company, Deloitte&Touche, Polsteam Consulting, Polish Unemployment Office, Polish Entrepreneurship Foundation.

**KREŠIMIR ŽNIDAR**

**Keywords:** Loyalty and Satisfaction, Economy, marketing research, marketing tourism

Krešimir Žnidar was born in Zagreb on October 17th, 1969.

His higher education was at the University of Zagreb, Faculty of Philosophy in the period 1990 - 1996, in the Psychology Department. He enrolled on the doctoral studies, at the Leeds Metropolitan University, in 2006. He made his doctoral dissertation; Nautical Tourist Loyalty to Croatian Marinas "under Professor C. Vignali mentorship and he defended the thesis in March 2012.

After university graduation in 1996 Krešimir Žnidar employed himself as an editor in the publishing house Slap. The same year he moved to a project manager position at CEMA – Market Research Centre. In 2000 he established his own market research agency named Prizma Researches (Prizma CPI today).

All through his higher education Krešimir Žnidar has been active as a president of the European Federation of Psychology Students Association. He has been active in the Croatian Chamber of Economy in the Market Research Sector as a vice-president from 2003. As vice-president and president of Croatian Marketing Association Zagreb in period 1999 – 2003 he then was a member of ESOMAR. He actively participated in activities of CROMAR, HOZ, CCE section, CPA and he owns two IBM SPSS certificates.

Krešimir Žnidar was involved with more than 200 research projects where he worked on methodology, sampling and data analysing, also doing reports and key assessment presentations. He did his biggest projects for P.Z. Auto, T-HT, VipNet, Pliva, TDR, Porsche, Metro, Zagrebačka banka, RBA, PBZ, Sony, McDonalds, Coca Cola, Unilever, NovaTV, Algebra, Dukat, Gallup, a number of Croatian faculties and universities and for many more renown companies and organizations.

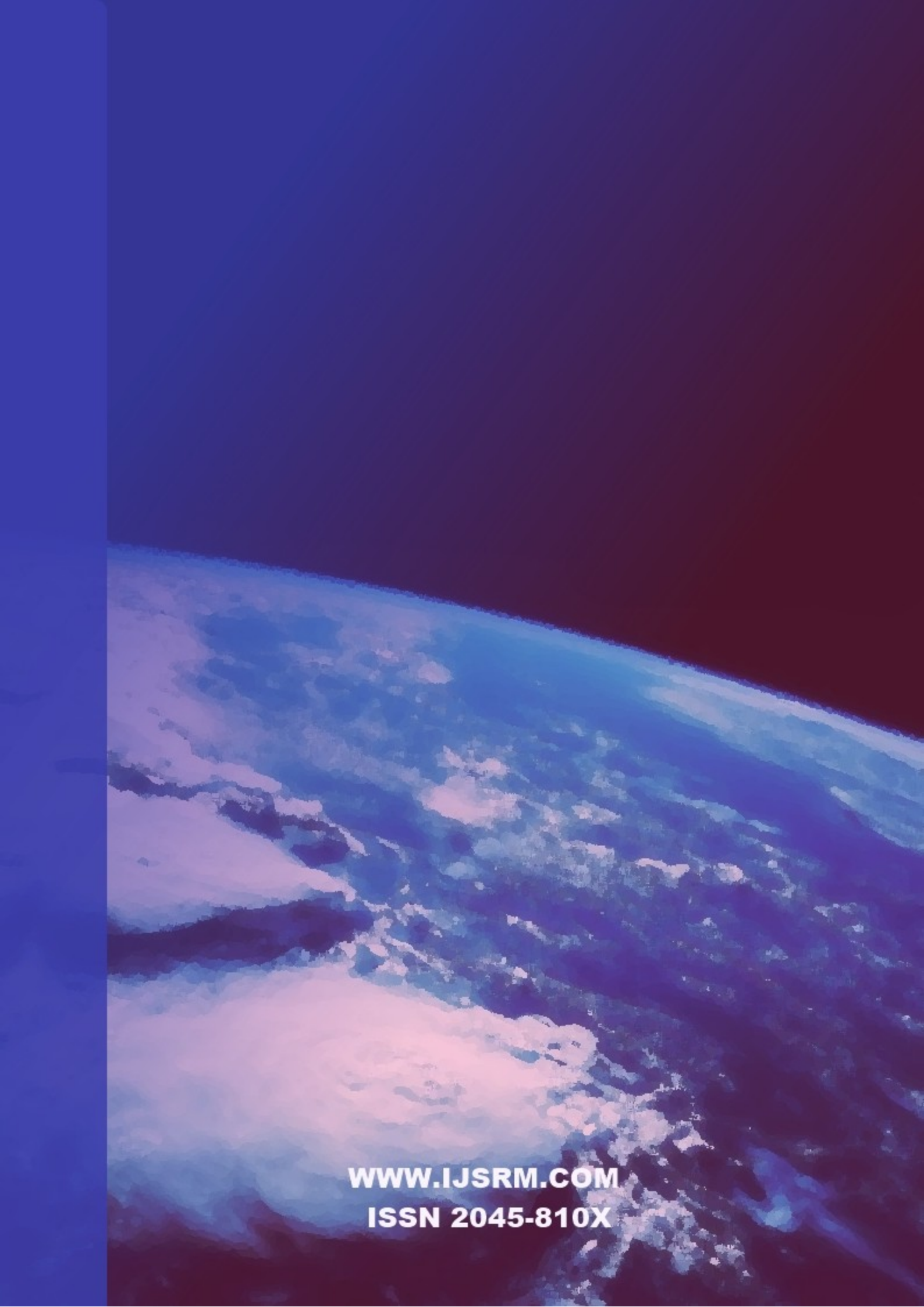
Since 2003 until today he has been working as a manager and lecturer for different SPSS customers in educations in which have participated more than 100 attendees (University of Zadar, University of Zagreb, University of Dubrovnik, Croatian National Institute of Public Health, Agency for Medicinal Products of Croatia, Croatian Education Agency and many other economic entities).

Since 2003 he has been working as a guest lecturer at the University of Zagreb – Psychology Department at the Faculty of Philosophy (market research) and at the Faculty of Economics and Business (postgraduate studies – Marketing Communications Management, Business Management, Non-

Profit Organizations Marketing). At the University of Zadar, Tourism and Communication Sciences Department, he has been elected as lecturer for the scientific area of social sciences, field of economy, and marketing.

Furthermore, Krešimir Žnidar actively participated in a number of international and domestic professional and scientific conferences and he has published a number of papers independently and as a co-author.





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