LIST OF CONTRIBUTORS

Melissa Archpru Akaka Daniels College of Business, University

of Denver, Denver, CO, USA

Søren Askegaard Department of Marketing and

Management, University of Southern

Denmark, Odense, Denmark

Domen Bajde Department of Marketing and

Management, University of Southern

Denmark, Odense, Denmark

Janet L. Borgerson Rochester Institute of Technology,

Rochester, NY, USA

Tonya Williams Bradford Mendoza College of Business,

University of Notre Dame, Notre

Dame, IN, USA

Maurizio Catulli Hertfordshire Business School,

University of Hertfordshire, Hatfield,

Herts, UK

Samantha N. N. Cross College of Business, Iowa State

University, Ames, IA, USA

Kevina Cody Dublin Institute of Technology, Dublin,

Ireland

Isabelle Collin-Lachaud University Lille Nord de France,

SKEMA Business School, Lille, France

Bernard Cova Kedge Business School, Marseille,

France

Jenna Drenten Boler School of Business, John Carroll

University, University Heights, OH,

USA

Anna Fyrberg-Yngfalk School of Business, Stockholm

University, Stockholm, Sweden

Mary C. Gilly Paul Merage School of Business,

University of California-Irvine,

Irvine, CA, USA

Andrew Green Life Sciences, University of

Hertfordshire, Hatfield, Herts, UK

Robert Harrison Western Michigan University,

Kalamazoo, MI, USA

Joel Hietanen Aalto University School of Business,

Helsinki, Finland

Hajra Hyseni Hertfordshire Business School,

University of Hertfordshire, Hatfield,

Herts, UK

Pingjun Jiang School of Business, La Salle University,

Philadelphia, PA, USA

Rasmus Johnsen Copenhagen Business School,

Copenhagen, Denmark

Sushma Kiri SERCO Group Plc, Hook, Hampshire,

UK

Dannie Kjeldgaard Department of Marketing and

Management, University of Southern

Denmark, Odense, Denmark

Julian K. Lindley Creative Arts, University of

Hertfordshire, Hatfield, Herts, UK

Jon Littlefield Dalton State College, Dalton,

GA, USA

Vanisha Narsey Department of Marketing, School of

Business, University of Auckland,

Auckland, New Zealand

Stefano Pace Kedge Business School, Marseille,

France

List of Contributors xi

Nick B. Reed Psychology, University of Hertfordshire,

Hatfield, Herts, UK

Bert Rosenbloom LeBow College of Business, Drexel

University, Philadelphia, PA, USA

Cristel Antonia Russell Department of Marketing, Kogod

School of Business, American University, Washington DC, USA

Hope Jensen Schau Eller College of Business, University of

Arizona, Tucson, AZ, USA

Alexandre Schwob Aalto University School of Business,

Helsinki, Finland

Per Skålén Service Research Center, Karlstad

University, Karlstad, Sweden

Kira Strandby Department of Marketing and

Management, University of Southern

Denmark, Odense, Denmark

Kevin Thomas University of Texas-Austin, Austin,

TX, USA

Sammy Toyoki Aalto University School of Business,

Helsinki, Finland

Stephen L. Vargo Shidler College of Business, University

of Hawaii, HI, USA

Carla Stalling Walter University of Savoy, Annecy Le Vieux,

France

Terrence Witkowski California State University,

Long Beach, CA, USA