

## LIST OF CONTRIBUTORS

<i>Eric J. Arnould</i>	Department of Marketing and Management, University of Southern Denmark, Odense, Denmark
<i>Ahmed Benmecheddal</i>	SKEMA Business School, Université de Lille, France
<i>Anthony Beudaert</i>	SKEMA Business School, Université de Lille, France
<i>Eliane P. Zamith Brito</i>	Fundação Getulio Vargas, São Paulo, Brazil
<i>Flavia Cardoso</i>	Universidad Adolfo Ibáñez, Santiago, Chile
<i>Jessica Chelekis</i>	Department of Marketing and Management, University of Southern Denmark, Odense, Denmark
<i>Terry L. Childers</i>	Department of Marketing, College of Business, Iowa State University, Ames, IA, USA
<i>Samantha N. N. Cross</i>	Department of Marketing, College of Business, Iowa State University, Ames, IA, USA
<i>Toni Eagar</i>	Research School of Management, Australian National University, Canberra, Australia
<i>Amanda Earley</i>	School of Management, University of Leicester, Leicestershire, UK
<i>Julie Emontspool</i>	Department of Marketing and Management, University of Southern Denmark, Odense, Denmark

<i>Karen V. Fernandez</i>	Department of Marketing, University of Auckland, Auckland, New Zealand
<i>Bernardo Figueiredo</i>	Department of Marketing, RMIT University, Melbourne, Australia
<i>Aubrey R. Fowler III</i>	Department of Marketing & Economics, Valdosta State University, Valdosta, GA, USA
<i>Benoît Heilbrunn</i>	Department of Marketing, ESCP Europe, Paris, France
<i>Gry Høngsmark Knudsen</i>	Department of Marketing and Management, University of Southern Denmark, Odense, Denmark
<i>Erika Kuever</i>	Department of Marketing and Management, University of Southern Denmark, Odense, Denmark
<i>Clinton D. Lanier, Jr.</i>	Department of Marketing, Opus College of Business, University of St. Thomas, St. Paul, MN, USA
<i>Sidney J. Levy</i>	Department of Marketing, University of Arizona, Tucson, AZ, USA
<i>Meng-Hsien (Jenny) Lin</i>	Department of Marketing, College of Business, California State University Monterey Bay, Seaside, CA, USA
<i>Andrew Lindridge</i>	The Open University, Milton Keynes, UK
<i>Adrienne R. Lotson</i>	Cultural Anthropology, Graduate Center, City University of New York, New York, NY, USA
<i>Diane M. Martin</i>	Department of Marketing, School of Business, Aalto University, Aalto, Finland
<i>Nil Özçağlar-Toulouse</i>	SKEMA Business School, Université de Lille, France

- Ronan Torres Quintão* Centro Federal de Educação Tecnológica de Minas Gerais, Belo Horizonte, Minas Gerais, Brazil
- C. Scott Rader* Department of Entrepreneurship, Sales & Marketing, Hospitality & Tourism, Western Carolina University, Cullowhee, NC, USA
- Fatima Regany* SKEMA Business School, Université de Lille, France
- Thomas Derek Robinson* Department of Marketing and Management, University of Southern Denmark, Odense, Denmark
- Benjamin Rosenthal* Fundacao Getulio Vargas, Sao Paulo, Brazil
- Murray Skees* Department of Humanities, University of South Carolina Beaufort, Beaufort, SC, USA
- Laurel Steinfield* Department of Marketing, Bentley University, Waltham, MA, USA
- Craig J. Thompson* Department of Marketing, Wisconsin School of Business, University of Wisconsin, Madison, WI, USA
- Jack S. Tillotson* Department of Marketing, School of Business, Aalto University, Aalto, Finland
- Meltem Türe* SKEMA Business School, Université de Lille, France
- Henri Weijo* Department of Marketing, Bentley University, Waltham, MA, USA