

LIST OF CONTRIBUTORS

- Emma N. Banister* Manchester Business School, University of Manchester, Manchester, UK
- Andrés Barrios* Department of Marketing, Lancaster University Management School, UK/Universidad de Los Andes Management School, Colombia
- Michael B. Beverland* School of Management, University of Bath, Bath, UK
- Liliana L. Bove* Department of Management and Marketing, University of Melbourne, Melbourne, Victoria, Australia
- Tonya Williams Bradford* Mendoza College of Business, University of Notre Dame, Notre Dame, IN, USA
- Stephen Brown* Ulster Business School, University of Ulster, Jordanstown, Northern Ireland, UK
- Helene Brembeck* Center for Consumer Science, School of Business, Economics and Law, University of Gothenburg, Sweden
- Céline Del Bucchia* Andencia Nantes School of Management, Audencia – PRES LUNAM, France
- Benedetta Cappellini* School of Management, Royal Holloway University, Egham, UK
- Marie Agnes Chauvel* Marketing Department, Federal University of São João del Rei, São João del Rei, Brazil
- Hayley L. Cocker* Lancaster University Management School, Lancaster University, Lancaster, UK

- Dee Duffy* Arthur Ryan Retail Centre, Dublin
Institute of Technology, Dublin, Ireland
- Julie Emontspool* Department of Marketing and
Management, University of Southern
Denmark, Odense, Denmark
- Marie-Hélène
Fosse-Gomez* Finance and Marketing Department,
University Lille Nord de France, Lille,
France
- Pilar Rojas Gaviria* Department of Marketing, Universidad
Esan, Lima, Peru
- Sonya A. Grier* Department of Marketing, Kogod School
of Business, American University,
Washington, DC, USA
- Valérie Guillard* Paris Dauphine University, Research
Center DRM (CNRS - UMR 7088), Paris,
France
- Niklas Hansson* Center for Consumer Science, School of
Business, Economics and Law, University
of Gothenburg, Sweden
- Geraldine Rosa
Henderson* Department of Supply Chain Management
and Marketing Sciences, Rutgers Business
School, Rutgers University, Newark, NJ,
USA
- Margaret Hogg* Department of Marketing, Lancaster
University Management School, Lancaster
University, Lancaster, UK
- Chihling Liu* Manchester Business School, University of
Manchester, Manchester, UK
- Debbie Keeling* Manchester Business School, University of
Manchester, Manchester, UK
- Dannie Kjeldgaard* Department of Marketing and
Management, University of Southern
Denmark, Odense, Denmark
- John L. Lastovicka* W.P. Carey School of Business, Arizona
State University, Tempe, AZ, USA

- Chadwick J. Miller* W.P. Carey School of Business, Arizona State University, Tempe, AZ, USA
- Robert Mittelman* Sprott School of Business, Carleton University, Ottawa, ON, Canada
- Mike Molesworth* Emerging Consumer Cultures Group, Bournemouth University, Bournemouth, UK
- Leighann C. Neilson* Sprott School of Business, Carleton University, Ottawa, ON, Canada
- Elizabeth Parsons* School of Management, Keele University, Keele, UK
- Maria G. Piacentini* Department of Marketing, Lancaster University Management School, Lancaster University, UK
- Fatima Regany* Finance and Marketing Department, University Lille Nord de France, Lille, France
- Laura Salciuviene* Department of Marketing, Lancaster University Management School, UK
- Joachim Scholz* Queen's School of Business, Queen's University, Ontario, Canada
- John F. Sherry, Jr.* Mendoza College of Business, University of Notre Dame, Notre Dame, IN, USA
- Maribel Suarez* COPPEAD Graduate School of Business, Federal University of Rio de Janeiro, Rio de Janeiro, Brazil
- Luca M. Visconti* Department of Marketing, ESCP Europe, Paris, France
- Rebecca Watkins* Emerging Consumer Cultures Group, Bournemouth University, Poole, UK
- Jo En Yap* School of Economics, Finance and Marketing, RMIT University, Melbourne, Victoria, Australia