List of Contributors

Siavash Alimadadi Uppsala University, Sweden

Maria Fernanda Arreola Getulio Vargas Foundation

(FGV-EAESP), São Paulo, Brazil

Serah Bahadirli Department of Public Relations and

Advertising, Marmara University, Turkey

Christoph Barmeyer Universität Passau, Germany

Anna Bengtson Department of Business Studies, Uppsala

University, Sweden

Annette Cerne School of Economics and Management,

Lund University, Sweden

Francisco Figueira de Lemos Uppsala University, Sweden

Rodrigo Bandeira-de-Mello Getulio Vargas Foundation

(FGV-EAESP), São Paulo, Brazil

Ulf Elg School of Economics and Management,

Lund University, Sweden

Penelope Fidas World Bank, Washington, DC, USA

Christer Forsling Uppsala University, Sweden

Pervez Ghauri King's College London, UK

Amjad Hadjikhani Department of Business Studies, Uppsala

University, Sweden

Annoch Isa Hadjikhani Mälardalen University, Sweden

Stefan Heidenreich WU Vienna, Austria

x List of Contributors

Joong-Woo Lee Department of Management, Inje

University, Korea

Anna Ljung Uppsala University, Sweden

Rosilene Marcon Itajai Valley University, UNIVALI, Santa

Catarina, Brazil

Ulrike Mayrhofer IAE Lyon, Jean Moulin Lyon 3 University,

France

Phillip C. Nell Department of Strategic Management and

Globalization, Copenhagen Business

School, Denmark

Cecilia Pahlberg Department of Business Studies, Uppsala

University, Sweden

Andreas Pajuvirta Uppsala University, Sweden

Sohee Park Department of Management, Inje

University, Korea

James E. Post Boston University, Boston, MA, USA

Firouze Pourmand School of Business and Economics,

Hilmersson Linnaeus University, Sweden

Jonas F. Puck WU Vienna, Austria

Tiina Ritvala Aalto University School of Business,

Finland

Asta Salmi Aalto University School of Business,

Finland

Raymond Saner University of Basle, Switzerland

Janina Schaumann Lund University, Sweden

Doudou Sidibé Novancia Business School, France

Veronika V. Tarnovskaya School of Economics and Management,

Lund University, Sweden

List of Contributors xi

Peter Thilenius Uppsala University, Sweden

Miguel Torres University of Aveiro, Portugal

Nazlım Tüzel Uraltaş Department of Advertising and Publicity,

Marmara University, Turkey

Sushil Vachani Boston University, Boston, MA, USA

Emel Güler Yilmaz Department of Public Relations and

Publicity, Marmara University, Turkey

Gözde Yilmaz Department of Public Relations and

Publicity, Marmara University, Turkey