

We have received great support from both well-known academics worldwide and colleagues from TMC Academy. We are greatly thankful to the members of the Academic Advisory Committee and the reviewers for their precious time and great efforts to review the manuscripts within a short period of time. Without their continuous support, it is impossible for us to handle a large number of submissions.

Bio-data of Members of Academic Advisory Committee - TMC Academic Journal

Associate Professor Dr. Murat Çemrek is currently teaching in the Department of International Relations at Selçuk University, Turkey. He received his MA and PhD from the Department of Political Science and Public Administration at Bilkent University, Turkey, from which he was awarded with full scholarship during his MA and PhD. He taught at Bilkent University and International Ataturk Alatoo University, Kyrgysstan. He completed his post-doctoral study as a junior fellow in the Collegium Budapest: Institute for Advanced Study, Hungary. His research appeared in several refereed journal and encyclopedia articles and book chapters. He also attended many national and international conferences and summer schools. He received numerous research and travel grants from various institutions. Besides serving as a referee, he is either in editorial or advisory boards of several academic journals, scientific associations and civil society organisations. He also executes various administrative posts as Vice Chair, Erasmus and Farabi Coordinators of the Department in addition to his membership within the Strategic Planning Board of the University. He is the founder of e-Network of Academia in Social Sciences (e-NASS) and Global Policies Research Center (GLOPOL). His recent research interests include globalisation, Middle East, Central Asia and Caucasus.

Professor Joanne Finkelstein is a sociologist trained in the Chicago School and supervised by Norman K. Denzin. She has published six monographs including *Dining Out – a study of modern manners; After A Fashion; The Sociological Bent – a study of metro Culture; The Art of Self Invention*. She has undertaken research consultancies in the food, science, communications and insurance industries. She is currently the Executive Dean of Humanities and Social Sciences at the University of Greenwich, U.K.

Dr. Donald Hsu is an Associate Professor of Business Administration, Dominican College, Orangeburg, New York, U.S.A. He taught/trained 9,000 people in universities/corporations. His research covers accounting, finance, information systems, international business, management, marketing as well as science and engineering. Dr. Hsu has consulted with 30 clients in China Business, E-Commerce, Finance Projects and Global Marketing issues. As the President of Chinese American Scholars Association, Dr. Hsu has organized and run nine successful E-Leader conferences in Asia and Europe since 2006.

Professor Romeo B. Lee holds a doctorate degree in demography from the Australian National University. A Filipino, he has been attached with the Behavioural Sciences Department of De La Salle University-Manila for about 15 years now, teaching undergraduate and graduate courses on gender, population studies, introductory Sociology, and adolescent health. His research interest revolves around men and their

health and non-health-related issues. He has undertaken research and published articles on men's issues involving such topics as sexual behaviour patterns and change, sexual enhancement practices, domestic violence and family planning methods, among others. In 2009-2011, Romeo was a visiting professor at the Hokkaido University Graduate School of Medicine.

Dr. Dianne Waddell is the Associate Dean (Teaching and Learning) and Associate Professor in Management with the School of Management and Marketing at Deakin University, Melbourne, Australia. Dianne is responsible for the development, implementation and evaluation of postgraduate and undergraduate courses and has taught in the areas of Quality Management, Change Management and Strategic Management. She holds a PhD (Monash), Master of Education Administration (Melbourne), Bachelor of Education (Melbourne) and Bachelor of Arts (La Trobe). Dianne has published and presented many papers on 'resistance to change', 'leadership', 'e-business', 'quality management', 'family business' and 'forecasting for managers'. Her publications include five books, *Contemporary Management* (McGraw Hill), *Organisation Development and Change* (Nelson-Thomson Learning), *E-Business in Australia: Concepts and Cases* (Pearson Publishing), *Managing the Family Business* (Heidelberg Press) and *E-Business Innovation and Change Management* (IDEA Publishing). Dianne has taught in both public and private education sectors for many years and has been presenting specifically designed industry-based courses. Dianne is a Fellow of the Australian Organisation for Quality (AOQ).

Graeme Wines is a Professor in Accounting at Deakin University's Warrnambool campus. He has been employed in the tertiary education arena for over 25 years, and has also worked for chartered accounting firms. Graeme holds a PhD from The Australian National University. He has presented many papers at Australian and international accounting conferences, and has published in a number of academic journals including *Accounting Horizons*, *Abacus*, *Accounting and Finance*, *Accounting Research Journal*, *Australian Journal of Public Administration*, *Australian Accounting Review*, *Managerial Auditing Journal* and *Pacific Accounting Review*. His research interests include auditing, financial reporting, government budgeting and reporting and accounting history.

Bio-data of Reviewers – TMC Academic Journal, Vol 3, Issue 1, 2008

Dr. Azmat, Fara (PhD, Monash) is an Associate Lecturer from Bowater School of Management and Marketing, Deakin University, Melbourne, Australia. Her main area of interests is international governance, governance in developing countries and corporate social responsibility issues in emerging economies. Recent publications include: Azmat, F. and Samaratunge, R. (2007), "Poverty and deficits linger", *Monash Business Review*, 3(3):18. Azmat, F. and Coghill, K. (2005), 'Good Governance and Market-based Reforms: A Study of Bangladesh' *International Review of Administrative Sciences*. 71(4): 625-38. Azmat, F., Coghill, K. and Alam, Q. (2005), "Integrated Governance: A Key to a Sustainable Private Sector led Development in Bangladesh", *Monash Business Review*, 1(3):44.

Dr. Appavoo, Kumaravel finished his PhD in Theoretical Computer Science at Anna University, India in 1990. He published around 12 papers in IEEE proceedings and computing journals and presented at international and national level conferences. His current interests are in DNA computing and related algorithms.

Dr. Balasooriya, Asoka F. is currently working for the Australian Public Sector. She completed her PhD at Monash University in 2007 on liberalization of telecommunications sector and regulatory arrangements in Sri Lanka. Prior to migrating to Australia, she was a member of Sri Lankan civil service and has completed 20 years of service. Her research interests include; public administration and public policy; governance and strategic management issues. Email: asoka1962@yahoo.com

Ms. Baravikova, Anjelika holds four Master degrees from Webster University (Wien), University of London (UK) and University Vienna (Wien). She is currently working at the International Atomic Energy Agency, Department of Safeguards in Vienna, Austria.

Ms. Chia, Ee Hsuan finished her Master degree of Information Technology at Queensland University of Technology, Brisbane, in 2003. She did some research in digital libraries and information resources. Her current interest is in problem-based learning. She is currently teaching GCE 'O' Level Maths and Physics, Monash College Diploma and TMC proprietary computer courses. She also assisted in editing the research articles for TMC Academic Journal.

Ms. Contreras, Manuelita dela Torre finished her Bachelor Degree in Journalism from the University of the Philippines in Manila and her Master of Mass Communication from Nanyang Technological University in Singapore. She is a contributing writer of the book *Philippine Communication Today* and co-presented a paper at the 15th *Asian Media Information and Communication Centre (AMIC)* annual conference held in Penang, Malaysia (2006). Currently, she is a part-time lecturer teaching mass communication at TMC Educational Group in Singapore.

Mr. Fareed, Kaleem, lecturer at TMC Educational Group, Singapore, obtained his Masters in Computer Applications (MCA) from Bharathidasan University, Tiruchirappalli, India. As part of his project development in MCA, he did two projects in Mainframe with JCL and IDMS for Integral Coach Factory (an ISO 9000 certified Government

Organization), Indian Railways, Perumbur, Chennai. He went on to do his Post Graduate Diploma in Business Administration, Annamalai University, Annamalai Nagar, India. His basic qualification is Bachelor in Computer Science, University of Madras, Chennai, India. He has extensive experience in the field of teaching as well as programming. He has worked in this line for more than 13 years and obtained many certifications. Currently, he is pursuing a Master of Philosophy (Computer Science), Periyar University, Salem, India, on a distance education mode.

Dr. Ha, Huong, Dean at TMC Educational group, Singapore, completed her PhD at Monash University, Australia. Her research interests include policy, governance and e-consumer protection. Her research activities have resulted in a research grant, a Distinguished Paper Award, many international travel grants, refereed journal articles, book chapters and encyclopedia articles published by McMillan, Palgrave, ABC-Publishers, Kluwer Academic Journal, etc. and several conference papers. She has been a reviewer of a number of academic journals and conferences.

Associate Professor Lee, Romeo B. holds a doctorate degree in demography from the Australian National University. A Filipino, he has been attached with the Behavioural Sciences Department of De La Salle University-Manila for more than a dozen years now, teaching undergraduate and graduate courses on gender, population studies and introductory Sociology. His research interest revolves around men and their health and non-health-related issues. He has undertaken research and published articles on men's issues involving such topics as sexual behaviour patterns and change, penile enhancement practices, domestic violence and family planning, among others. Romeo has recently completed a third book on the broader contexts of men's sexual behaviour change, highlighting their implications for AIDS behavioural research and prevention.

Dr. Knapp, Kenneth is an Associate Professor of Management at the United States Air Force Academy. He earned his PhD in Information Technology Management from Auburn University in 2005. He has been published in numerous academic and practitioner outlets including Information Systems Management, Communication of the AIS, and Information Systems Security.

Mr. Ong, Colin TS is the Managing Director of MR=MC Consulting and Founder of Mentors4Startups which provides a professional platform to match business startups with mentors. He is an Economist by training and a recognised Futurist. Colin is currently in the midst of completing a workbook about organisational mentoring.

Dr. Rungruang, Parisa received her doctorate in Human Resource Management from Monash University, Australia. Currently a full-time faculty at College of Management, Mahidol University (CMMU), Dr. Rungruang teaches Organizational Behavior and Human Resource Management. Her research interests include organizational commitment, organizational support, organizational justice, and medical tourism. Prior to joining CMMU, Dr. Rungruang taught at Suan Dusit Rajabhat University where she was also a committee member of the Master's Degree program. She worked for Assumption University (ABAC) as a full-time faculty and a subject coordinator between 1999 and 2003, and for KPN Holding Co., Ltd where she was a Business Development Executive during 1998-1999.

Dr. Squire, David is a senior lecturer at the Clayton School of Information Technology, Monash University, Australia. Prior to joining the Faculty of Information Technology at

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Dr. Walet, Monica earned her Master and PhD from the University of Santo Tomas, Manila in Psychology. Her research interests are geared towards Psychological Test Development using indigenous contrasts. She authored a psychometric scale on the Psychomoral and Self-regulation for Filipinos in the workplace and is currently marketed in the ASEAN region.

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Dr. Balasooriya, Asoka F. is currently working in the Australian Public Sector. She completed her PhD at Monash University in 2007 on liberalization of telecommunications sector and regulatory arrangements in Sri Lanka. Prior to migrating to Australia, she was a member of Sri Lankan civil service and has completed 20 years of service. Her research interests include: public administration and public policy, governance and strategic management issues. Email: asoka1962@yahoo.com.

Dr. Bignall, Robert was an academic staff member of Monash University from 1986 to 2005. His senior appointments at Monash included Head of the Gippsland School of Computing and Information Technology, Director of the Monash Centre for Electronic Commerce and Pro Vice-Chancellor of Monash University Malaysia. He currently works as a consultant in higher education development and is a member of the TMC Academic Advisory Board. He has been a visiting professor at a number of universities, the most recent being Minnesota State University and the University of Cagliari. His present research interests include universal algebra, algebraic logic and quantum logic.

Ms. Chia, Ee Hsuan finished her Master degree of Information Technology at Queensland University of Technology, Brisbane, in 2003. She did some research in digital libraries and information resources. Her current interest is in problem-based learning. She is currently teaching GCE 'O' Level Maths and Physics, Monash College Diploma and TMC proprietary computer courses. She also assisted in editing the research articles for TMC Academic Journal.

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Ms. Juffri, Irdawati is a Senior Lecturer at TMC Educational Group. She holds a Bachelor Degree of Arts (Public Relations) with Distinction from Royal Melbourne Institute of Technology (Australia). She is completing her Master of Business Administration from the National University of Singapore, specializing in Strategy and Organization. At TMC, Ms. Irdawati teaches Mass Communication and Business subjects to students from the Diploma and Higher Diploma programmes, as well as off-campus students from Monash University and Deakin University. Her research interest revolves around measurement and evaluation of public relations. In 2008, Ms. Irdawati presented a paper at the Liverpool John Moores University-TMC Research Symposium, based on her exploratory study on measuring PR effectiveness conducted in Melbourne.

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Dr. Quek, Mary is a Senior Lecturer in Hospitality Management in the Business School of University of Hertfordshire (UK). She gained her Bachelor Degree from National University of Singapore (Singapore), and her Master Degree in International Tourism and Hospitality Management and Doctorate Degree from Oxford Brookes University (UK). She worked in the service industry for more than 10 years in Singapore and USA. Her research interest is in the area of Business History and in a selection of UK hotel companies.

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Bio-data of Reviewers - TMC Academic Journal, Vol 4, Issue 1, 2009

Asoka F. Balasooriya is currently working in the Australian Public Sector. She completed her PhD at Monash University in 2007 on liberalization of telecommunications sector and regulatory arrangements in Sri Lanka. Prior to migrating to Australia, she was a member of Sri Lankan civil service and has completed 20 years of service. Her research interests include: public administration and public policy, governance and strategic management issues. Email: asoka1962@yahoo.com.

Jennifer Gay Espiritu Carpio is currently a Lecturer teaching Psychology at TMC Educational Group (Singapore). She holds a Master of Arts in Psychology with a focus on Clinical Psychology from the University of the Philippines, Diliman in the Philippines. As a graduate student, she was one of the grantees of the Presidential Scholarship and College Scholar for two semesters. She has many years of working experience in the academia, sales and human resources. Her research interests include counselling, burnout, stress and current social issues.

Chia Ee Hsuan finished her Master Degree of Information Technology at Queensland University of Technology, Brisbane, in 2003. She did some research in digital libraries and information resources. Her current interest is in problem-based learning. She is currently teaching GCE 'O' Level Maths and Physics, Monash College Diploma and TMC proprietary computer courses. She also assisted in editing the research articles for TMC Academic Journal.

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Irdawati Juffri is a Senior Lecturer at TMC Educational Group. She holds a Bachelor Degree of Arts (Public Relations) with Distinction from Royal Melbourne Institute of Technology (Australia). She completed her Master of Business Administration from the National University of Singapore, specializing in Strategy and Organization. At TMC, Ms. Irdawati teaches Mass Communication and Business subjects to students from the Diploma and Higher Diploma programmes, as well as off-campus students from Monash University and Deakin University. Her research interest revolves around measurement and evaluation of public relations. In 2008, Ms. Irdawati presented a paper at the

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Sven Kuenzel (PhD) is a Senior Lecturer in Marketing. His teaching covers research methods, relationship marketing and marketing communications at both under-graduate and postgraduate levels. Sven also acts as a supervisor to a number of PhD students. His main research interests are in relationship marketing, consumer behaviour and multivariate data analysis. He has received the prestigious Alfred-Geradi Award (1st Place) from the German Direct Marketing Association for his PhD thesis. He publishes in a range of journals, including the *Journal of Product & Brand Management*, *Managerial Auditing Journal*, *Service Industries Journal*, *Marketing Review*, and *International Journal of Nonprofit and Voluntary Sector Marketing*. Prior to working as an academia, he was a consultant for a major strategic management consultancy. His previous clients include *House of Fraser*, *The Mueller Group*, *Saab*, *Procter & Gamble*, *Churchill*, *Kraft Foods* and *General Motors*.

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Hassnain Sadiq is currently working as Program Coordinator (Marketing) and Offshore Coordinator at Monash College, Monash University, Melbourne. He holds a Master of Business Administration (MBA) from University of Wollongong (UOW), Australia, and is currently undertaking research qualification from Monash University, Australia. He has

many years of teaching experience in tertiary educational institutions and working experience in marketing research, sales and marketing and business development in Australia and South East Asia. His research interests include international education, cross-cultural issues, branding and consumer perception. He has reviewed text books in the areas of Consumer Behaviour and Marketing.

Nadine Sulkowski is Director of Studies of the International Learning Partnership Programme at the University of Gloucestershire, UK, and is responsible for overseeing the academic health of Business programmes delivered by overseas partners. After completing her M.Sc. in International Hotel & Tourism Management at Oxford Brookes University, Nadine held a position as undergraduate programme manager at IIMT, a partner of Oxford Brookes in India, and has been a frequent visiting lecturer to the International School of Management in Germany. Her academic interests centre on resort and spa management and the competitive strategies of tourism firms. She currently researches negotiation processes within the resort and tourism industry. Inspired by her experience in teaching students from diverse cultural backgrounds, Nadine is also actively involved in researching the influence of culture on students' approaches to learning and teaching

Gladys Virtudazo Tabal is currently a Senior Lecturer at TMC Educational Group, Singapore. She holds a Bachelors degree in Psychology with distinction from MSU-IIT (Phils.), and completed her Master degree in Psychology from Ateneo de Cagayan Xavier University (Phils.). She worked as Guidance Coordinator at De La Salle University (Phils.) whereby her experience deals with counseling, admissions and testing tertiary students. At TMC, Ms. Tabal teaches Higher Diploma Psychology students as well as off-campus degree students from Monash University.

Jon A. J. Wilson is the Senior Lecturer in Advertising and Marketing Communications, at the University of Greenwich, UK. Lecturing to undergraduates, postgraduates and marketing professionals, Jon's research areas focus on branding, cross-culture, management, consumer behaviour and marketing communications. Jon holds a degree in Chemistry and an MBA, both from the University of Dundee, Scotland. With over ten years of practitioner experience in magazine print media, online, advertising and marketing communications, Jon previously held full-time positions at Emap Advertising (now Bauer Media) and the Haymarket Media Group. His consultancy work spans across the commercial, sports, music, education and not-for-profit sectors.

Bio-data of Reviewers - TMC Academic Journal, Vol 4, Issue 2, 2009

Ms. Tanzim Afroz is a Lecturer in the Department of Law at the University of Dhaka, Bangladesh. She completed his LL.B. (Honours) in 2004 from the University of Dhaka and came in First Class Second in position. In 2005, she did her LL.M. from the same university and obtained First Class First position in merit. Because of her excellent academic performance, she received three Gold Medals (Dr. Alim Al-Razi Gold Medal, 2005, Fakir Abdul Mannan Memorial Gold Medal, 2005 and Justice Amir Uddin Ahmad Memorial Gold Medal, 2005) from the University of Dhaka. Besides teaching at the University, Ms. Afroz already possesses to her credit a good number of outstanding publications in different national and international academic journals. In the year 2010, she will start her Ph.D. in Law in Macquarie University Australia.

Dr. Asoka F. Balasooriya is currently working in the Australian Public Sector. She completed her PhD at Monash University in 2007 on liberalization of the telecommunications sector and regulatory arrangements in Sri Lanka. Prior to migrating to Australia, she was a member of Sri Lankan civil service and has completed 20 years of service. Her research interests include: public administration and public policy, governance and strategic management issues.

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Dr. Joshua Chang graduated from the University of Canberra with a Doctorate in Internet Marketing (with distinction). He is a consulting partner with SOL Management Consulting, and has an international profile that includes the start-up and management of online businesses including a stock investment forum that was mentioned in the Wall Street Journal and attracted business from corporations such as the Financial Times, Ernst & Young, and Ericsson. He is the editor-in-chief of the Journal of Internet Business, and has published and presented internationally.

Ms. Manuelita dela Torre Contreras finished her Bachelor Degree in Journalism from the University of the Philippines in Manila and her Master of Mass Communication from

Nanyang Technological University in Singapore. She is a contributing writer of the book *Philippine Communication Today* and co-presented a paper at the 15th *Asian Media Information and Communication Centre (AMIC)* annual conference held in Penang, Malaysia (2006). She is currently working full-time as a financial journalist based in Singapore.

Dr. Linda Glassop is a Senior Lecturer in Management and HR Programs in the School of Management and Marketing at Deakin University, Melbourne, Australia. Linda lectures in Organisational Behaviour and Organisational Theory. Prior to this, Linda spent some twenty years in the industry, working with multi-national corporations in a variety of management areas including business operations, business strategy, marketing, process reengineering, information systems, quality management and managing change. Linda moved into an academic career fifteen years ago, and has taught undergraduate and post-graduate students for nine Australian universities. Originally trained as an Accountant, Linda completed a Master of Business Administration (MBA, Macquarie) in 1992, a Graduate Certificate in Higher Education (GradCertHEd, UNSW) in 1999, a Master of Philosophy in Commerce (MPhil, ANU) in 2000, and a Doctorate on the nature of change in 2007 (PhD, Deakin). Linda is the author of the book *Rethinking Causality: pattern as the science of change* (Heidelberg Press, 2007), co-editor of the book *Managing the Family Business* (Heidelberg Press, 2005) and author of the book *The Road to Quality: Turning Effort into Reward* (Prentice Hall, 1995).

Dr. Drita Kruja finished graduate and postgraduate studies at the Faculty of Economics in Tirana, Albania. She has carried out many qualifications and scientific research at the University of Bologna and Firenze in Italy; University of Social sciences of Roskilde, Denmark; University of Applied sciences in Bocholt and Eberswalde, Germany, etc. She has lectured as a visiting professor at Economics University, Prague, Czech Republic and Corvinus University of Budapest, Hungary. She has worked as a consultant for the Municipality of Shkodra during the preparation of the Economic Development Strategy and freelance consultant for several ONG that operate in tourism field. As a team leader and a team member she has worked on a number of projects at the local, national and international levels. Currently, she is the Head of Tourism Department and Head of Administrative Council at University of Shkodra, Albania. She is involved in a wide area of academic and scientific activities including publishing activity, participation at international and national conferences, which are mainly related to tourism issues.

Dr. Sven Kuenzel (PhD) is a Senior Lecturer in Marketing. His teaching covers research methods, relationship marketing and marketing communications at both under-graduate and postgraduate levels. Sven also acts as a supervisor to a number of PhD students. His main research interests are in relationship marketing, consumer behaviour and multivariate data analysis. He has received the prestigious Alfred-Geradi Award (1st Place) from the German Direct Marketing Association for his PhD thesis. He publishes a range of journals, including the *Journal of Product & Brand Management*, *Managerial Auditing Journal*, *Service Industries Journal*, *Marketing Review*, and *International Journal of Nonprofit and Voluntary Sector Marketing*. Prior to working as an academia, he was a consultant for a major strategic management consultancy. His previous clients include *House of Fraser*, *The Mueller Group*, *Saab*, *Procter & Gamble*, *Churchill*, *Kraft Foods* and *General Motors*.

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Mr. Mehran Nejati is a PhD scholar in the School of Management at Universiti Sains Malaysia (USM). He is one of the editors of International Journal of Global Business and Management Research and a member of the editorial board of several International journals. His main areas of expertise include Corporate Social Responsibility, Business Ethics and Performance Management.

Dr. Parisa Rungruang received her PhD degree in Human Resource Management from Monash University, Australia. Currently, she teaches Management, Organisational Behaviour and Human Resource Management at the College of Management, Mahidol University, in Thailand. Her research interests include organisational commitment, organisational support, organisational justice and employee satisfaction.

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Dr. Mary Quek is a Senior Lecturer in Hospitality Management in the Business School of University of Hertfordshire, UK. She gained her Bachelor Degree from National University of Singapore, and her Master Degree in International Tourism and Hospitality Management and Doctorate Degree from Oxford Brookes University (UK). She worked in the service industry for more than 10 years in Singapore and USA. Her research interest is in the area of Business History and in a selection of UK hotel companies.

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Bio-data of Reviewers - TMC Academic Journal, Vol 5, Issue 1, 2010

Ms. Tanzim Afroz is a Lecturer in the Department of Law at the University of Dhaka, Bangladesh. She completed his LL.B. (Honours) in 2004 from the University of Dhaka and came in First Class Second in position. In 2005, she did her LL.M. from the same university and obtained First Class First position in merit. Because of her excellent academic performance, she received three Gold Medals (Dr. Alim Al-Razi Gold Medal, 2005, Fakir Abdul Mannan Memorial Gold Medal, 2005 and Justice Amir Uddin Ahmad Memorial Gold Medal, 2005) from the University of Dhaka. Besides teaching at the University, Ms. Afroz already possesses to her credit a good number of outstanding publications in different national and international academic journals. In the year 2010, she will start her Ph.D. in Law in Macquarie University, Australia.

Ms. Manuelita dela Torre Contreras finished her Bachelor Degree in Journalism from the University of the Philippines in Manila and her Master of Mass Communication from Nanyang Technological University in Singapore. She is a contributing writer of the book *Philippine Communication Today* and co-presented a paper at the 15th *Asian Media Information and Communication Centre (AMIC)* annual conference held in Penang, Malaysia (2006). She is currently working full-time as a financial journalist based in Singapore.

Mr. Pooyan Yousefi Fard is an MBA graduate from the most prestigious and well renowned University in Malaysia, University of Malaya (UM). Pooyan has majored in International Business and has done several studies in the areas of Corporate Governance, Strategic Management, International Business, Service Quality in Education, Qualitative and Quantitative Research Methods, Marketing, Human Resource Management, Six Sigma, Teamwork and Team-building and Leadership and he has presented them in several international conferences. Mr. Fard has been working as Management Consultant, Business Development Manager, Research and Development Manager, Trainer, and Marketing Manager. For the last two years, Mr. Fard has worked in Smart Trends Enterprise in Malaysia, Open University Malaysia. He is also an E-Leader online publication board member reviewing and editing papers. Mr. Fard is also well versed in English as he has studied English Literature for his Bachelor of Arts and he also studied one-year diploma of Teaching of English as a Foreign Language (TEFL). Mr. Fard has several certifications such as Neuro-Linguistic Programming Practitioner certificate from USA and Certified Trainer from several Malaysian training centres. Lastly, he is a Competent Communicator Toast Master.

Prof. Joanne Finkelstein is a sociologist trained in the Chicago School and supervised by Norman K Denzin. She has published six monographs including *Dining Out – a study of modern manners; After A Fashion; The Sociological Bent – a study of metro Culture; The Art of Self Invention*. She has undertaken research consultancies in the food, science, communications and insurance industries. She is currently the Executive Dean of Humanities and Social Sciences at the University of Greenwich, U.K.

Dr. Donald Hsu is an Associate Professor of Business Administration, Dominican College, Orangeburg, New York, U.S.A. He taught/trained 9,000 people in universities/corporations. His research covers accounting, finance, information systems, international

business, management, marketing as well as science and engineering. Dr. Hsu has consulted with 30 clients in China Business, E-Commerce, Finance Projects and Global Marketing issues. As the President of Chinese American Scholars Association, Dr. Hsu has organized and run nine successful E-Leader conferences in Asian and Europe since 2006.

Dr. Drita Kruja finished graduate and postgraduate studies at the Faculty of Economics in Tirana, Albania. She has carried out many qualifications and scientific research projects at the University of Bologna and Firenze in Italy, University of Social Sciences of Roskilde, Denmark, University of Applied Sciences in Bocholt and Eberswalde, Germany, etc. She has lectured as a visiting professor at Economics University, Prague, Czech Republic and Corvinus University of Budapest, Hungary. She has worked as a consultant for the Municipality of Shkodra during the preparation of the Economic Development Strategy and freelance consultant for several NGOs that operate in tourism field. As a team leader and a team member, she has worked on a number of projects at local, national and international levels. Currently, she is the Head of Tourism Department and Head of Administrative Council at University of Shkodra, Albania. She is involved in a wide area of academic and scientific activities including publishing activity and participation at international and national conferences, which are mainly related to tourism issues.

Dr. Sven Kuenzel (PhD) is a Senior Lecturer in Marketing. His teaching covers research methods, relationship marketing and marketing communications at both under-graduate and postgraduate levels. Dr. Kuenzel also acts as a supervisor to a number of PhD students. His main research interests are in relationship marketing, consumer behaviour and multivariate data analysis. He has received the prestigious Alfred-Geradi Award (1st Place) from the German Direct Marketing Association for his PhD thesis. He publishes a range of journals, including the *Journal of Product & Brand Management*, *Managerial Auditing Journal*, *Service Industries Journal*, *Marketing Review*, and *International Journal of Nonprofit and Voluntary Sector Marketing*. Prior to working as an academia, he was a consultant for a major strategic management consultancy. His previous clients include *House of Fraser*, *The Mueller Group*, *Saab*, *Procter & Gamble*, *Churchill*, *Kraft Foods* and *General Motors*.

Dr. Huong Le is a Research Fellow in the School of Management and Marketing, Deakin University. Dr. Le obtained her PhD from the University of Sydney which investigated changes in socio-economic conditions, cultural policies and their effects on artistic activities, leadership and management in performing arts organisations in Vietnam and Australia. Dr. Le has published internationally in the fields of arts management, arts marketing and cultural policy in Vietnam. She has conducted research and consultancies on the economic position of artists from non-English speaking backgrounds in Western Australia, audience development, social inclusion tourism and the arts.

Dr. Joseph Tse-Hei Lee is a professor of history and co-director of the East Asian studies program at Pace University in New York, USA. He is the author of *The Bible and the Gun: Christianity in South China, 1860-1900* (New York and London: Routledge, 2003) and co-editor of *Marginalization in China: Recasting Minority Politics* (New York: Palgrave-Macmillan, 2009).

Dr. Parisa Rungruang received her PhD degree in Human Resource Management from Monash University, Australia. Currently, she teaches Management, Organisational Behaviour and Human Resource Management at the College of Management, Mahidol University, in Thailand. Her research interests include organisational commitment, organisational support, organisational justice and employee satisfaction.

Ms. Nadine Sulkowski is the Director of Studies of the International Learning Partnership Programme at the University of Gloucestershire, UK, and is responsible for overseeing the academic health of Business programmes delivered by overseas partners. After completing her M.Sc. in International Hotel & Tourism Management at Oxford Brookes University, Nadine held a position as an undergraduate programme manager at IIMT, a partner of Oxford Brookes in India, and has been a frequent visiting lecturer to the International School of Management in Germany. Her academic interests centre on resort and spa management and the competitive strategies of tourism firms. She currently researches negotiation processes within the resort and tourism industry. Inspired by her experience in teaching students from diverse cultural backgrounds, Nadine is also actively involved in researching the influence of culture on students' approaches to learning and teaching.

Dr. Mary Quek is a Senior Lecturer in Hospitality Management in the Business School of University of Hertfordshire, UK. She gained her Bachelor Degree from National University of Singapore, and her Master Degree in International Tourism and Hospitality Management and Doctorate Degree from Oxford Brookes University (UK). She worked in the service industry for more than 10 years in Singapore and USA. Her research interest is in the area of Business History and in a selection of UK hotel companies.

Ms. Olivia Tan Swee Leng was a Legal Counsel of Kuala Lumpur Regional Centre for Arbitration (KLRC) and she was in-charge of the Domain Name Dispute Resolution, for both .com from Asian Domain Name Dispute Resolution Centre (ADNDRC) and .my cases at KLRC and also Mediation/Arbitration case management. She obtained her Bachelor of Law Degree with honours in 1993 from University of London (UK) and completed her CLP in year 1996. She was the Book prize winner for Civil Procedure Paper and General paper awarded by the Certificate of Legal Practice Board (Malaysia) in the Year 1996. She continued to pursue her Master at Law at the National University of Malaysia (UKM) in 2002. She practised as an advocate and solicitor in Malaysia in the area of Corporate Litigation, Intellectual Property (Trademark), Banking and Conveyancing. Thereafter in the year 2002, she ceased legal practice to lecture Company Law, Business Law and Commercial Law at a private institution in Malaysia as a Senior Lecturer in Law and headed the Department of Admission and Records as a Deputy Registrar in 2006. She is also currently reading her PhD in Law at the National University of Malaysia. Presently, she is engaged by a private University College in Malaysia as a lecturer in Business Law, Law of Taxation and Practice and Corporation Law.

Bio-data of Reviewers – TMC Academic Journal, Vol 5, Issue 2, 2011

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Dr Iqbal Akthar is a Lecturer / Programme Leader for Mass Communications at Liverpool John Moores University, UK. Dr Akthar completed his PhD at the University of Sussex in 2009. His doctoral research was on Computer Mediated Communication, Online Fans and Virtual Communities (Title: Internet, Identity and Fandom). From 2006-2009, Dr Akthar was the Programme Leader for MA in Internet and Communication Studies. He taught Internet Research Methods and Media Technologies and Society. He also supervised students writing on online fan culture, cyber-identities and online communities. His main research interests include computer-mediated communication, cyber-identities, virtual communities, fandom, audiences, youth cultures and online research methods.

Prof. Joanne Finkelstein is a sociologist trained in the Chicago School and supervised by Norman K. Denzin. She has published six monographs including *Dining Out – a study of modern manners; After A Fashion; The Sociological Bent – a study of metro Culture; The Art of Self Invention*. She has undertaken research consultancies in the food, science, communications and insurance industries. She is currently the Executive Dean of Humanities and Social Sciences at the University of Greenwich, U.K.

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Associate Professor Dr. Drita Kruja finished her graduate and postgraduate studies at the Faculty of Economics in Tirana, Albania. She has carried out scientific research at the University of Bologna and Firenze in Italy; University of Social Sciences of Roskilde, Denmark; University of Applied Sciences in Bocholt and Eberswalde, Germany, etc. She has lectured as visiting professor at Economics University, Prague, Czech Republic; Corvinus University of Budapest, Hungary; University of Maribor, Slovenia, etc. She has worked as consultant for the Municipality of Shkodra during the preparation of the Economic Development Strategy and freelance consultant for several NGOs that operate in tourism field. As a team leader and member, she has worked on a number of projects at local, national and international levels.

She is actually the Head of Tourism Department and Head of Administrative Council at University of Shkodra "Luigj Gurakuqi". She is involved in a wide range of academic and scientific activities including publishing activity and participation in international and national conferences, which are mainly related to tourism problems.

Dr. Ann Latham is an Associate Dean in the School of Technology at University of Wolverhampton, UK. She received her PhD from the University of Warwick. Dr Latham has carried out considerable research into the needs of the IT industry, studying the impact on the skills and knowledge required. Her current research interests include the use of IS/IT in business and IS/IT strategic planning.

Professor Joseph Tse-Hei Lee earned his B.A. (Honours) in history from the Royal Holloway and Bedford New College, University of London, and his M.A. and Ph.D. from the School of Oriental and African Studies (SOAS), University of London. He is currently a professor of history and co-director of the East Asian studies program at Pace University in New York, USA. He is the author of *The Bible and the Gun: Christianity in South China, 1860-1900* (New York and London: Routledge, 2003; Chinese edition: 《圣经与枪炮: 基督教与潮州社会, 1860-1900》北京: 社会科学文献出版社, 2010) and the co-editor of *Marginalization in China: Recasting Minority Politics* (New York: Palgrave-Macmillan, 2009). He has published in journals like *Academic Exchange Quarterly*, *Asia Journal of Global Studies*, *Berliner China-Hefte*, *The China Review*, *Church History*, *Historian Actual Online*, *The Historian*, *Indian Journal of Asian Affairs*, *Inter-Asia Cultural Studies*, *Journal of Analytical Teaching*, *Journal of Church and State*, *Journal of Ritual Studies*, *Positions: East Asia Culture Critiques*, and *Teaching History*, among others.

Professor Romeo B. Lee holds a doctorate degree in demography from the Australian National University. A Filipino, he has been attached with the Behavioural Sciences Department of De La Salle University-Manila for about 15 years now, teaching undergraduate and graduate courses on gender, population studies, introductory Sociology, and adolescent health. His research interest revolves around men and their health and non-health-related issues. He has undertaken research and published articles on men's issues involving such topics as sexual behaviour patterns and change,

sexual enhancement practices, domestic violence and family planning methods, among others. In 2009-2011, Romeo was a visiting professor at the Hokkaido University Graduate School of Medicine.

Professor Sue L. T. McGregor, PhD, is a Canadian home economist (40 years) with a keen interest in transdisciplinarity, integral studies, moral leadership and transformative practice. Having worked in higher education for over a quarter century, she is currently a Doctoral Program Coordinator in the Faculty of Education at Mount Saint Vincent University, Nova Scotia, Canada. She was recently appointed Docent in Home Economics at the University of Helsinki. In 2009, she was awarded the *TOPACE International Award* (Berlin) for distinguished consumer scholar and educator in recognition of her work on transdisciplinarity. She has delivered over 35 keynotes/invited talks in 10 countries, has over 120 peer-reviewed publications, 11 book chapters, and six monographs. She has published two books, *Transformative Practice* (2006) and *Consumer Moral Leadership* (2010). Dr. McGregor is affiliated with 20 professional journals and is Associate Editor of three journals, including the newly launched *Transdisciplinary Journal of Engineering and Science* (2010). She is a Principal Consultant for The McGregor Consulting Group (founded in 1991) <http://www.consultmgregor.com>.

Professor Marcel Meler, Ph. D. (1950) is a full professor in tenure at the Faculty of Economics, University of Osijek where he, for almost 40 years, lectures various marketing courses at undergraduate, graduate, postgraduate and doctoral levels. He also lectures marketing courses and courses related to tourism at postgraduate and doctoral levels at four universities in Croatia. He acquired his Ph.D. diploma in marketing in tourism in 1982. He has authored and co-authored 18 books and 220 papers mostly in the field of marketing. His papers have been published in journals and conference proceedings in 26 countries throughout the world.

In one mandate (88/90), he held the position of Vice-Chancellor for Teaching, University of Osijek, and since the end of 1996, he was the Dean at the Faculty of Economics in Osijek. From 1998 to 2003, he was the Vice Dean for Science at the Faculty of Economics in Osijek and he headed the Marketing Department at the University of Osijek, Croatia. He is a member of the Editorial Advisory Board of the British Journal of Small Business & Enterprise Development, member of EMAC (European Marketing Academy) and member of Aiest (International Association of Scientific Experts in Tourism). Currently, he is a member of the Tourism Council of the Croatian National Tourist Board. He is also a recipient of the Croatian national award "Order of Danica Hrvatska with the image of Rudjer Boskovic" for his particular achievement in science in 1996.

Dr. Parisa Rungruang received her PhD degree in Human Resource Management from Monash University, Australia. Currently, she teaches Management, Organisational Behaviour and Human Resource Management, and Business Research at the College of Management, Mahidol University, in Thailand. Her research interests include organisational commitment, perceived organisational support, organisational justice, role stressors, and organizational citizenship behaviour.

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Prof. Dr. Esmeralda Uruçi finished her graduate studies at the Faculty of Economics, University of Tirana, and then postgraduate studies at the University of Padova, Italy. She has carried out scientific research at the University of Padua, Perugia and Bologna in Italy; University TEI of Piraeus, Greece; University of Ljubljana, Slovenia; University of Nebraska, USA; Academy of Science of Bulgaria; University of Belgrade, Serbia; and School of Economics and Business, Sarajevo, Bosnia and Herzegovina.

She obtained the title "Professor" in 2004. Dr. Uruçi has worked as a professor, and then as the Dean of the Faculty of Economics at the University of Shkodra "Luigj Gurakuqi". During the period 2000-2001, she held the position of Minister of Culture, Youth and Sports of Albania. Furthermore, during 2002-2005, she worked as the Director of Public Relations Department at the Bank of Albania.

She has lectured as visiting professor at University of Podgorica, Montenegro, Universities in Kosovo and University "Nostra Signora del Buon Consiglio".

She is the Deputy Dean of Faculty of Business at "Aleksandër Moisiu" University in Durrës. She is involved in a wide range of academic and scientific activities, including publishing activity, which is mainly related to the economic problems of the transition period. In 2007, she was elected as the Vice Chairman of Municipality Council of Shkodra.

Ms. Maimona Abdul Wahab graduated with a Bachelor in Communications (Journalism) from Edith Cowan University (Perth, Australia) in 2003. Apart from taking communications subject, she also took Modern Political Thoughts and Film Studies as electives. She also obtained a Diploma in Mass Communication from Ngee Ann Polytechnic in 2000. She has two years of experience working in a radio station and four years in other media-related fields, particularly in the publishing and trade journal areas. She has some relief teaching experience, specialising in English and English Literature for secondary school students. She has also edited two novels for a local writer and several government documents as a freelance editor. She is currently a Senior Lecturer at TMC Academy, Singapore.

Dr. Ambika Zutshi is currently a Senior Lecturer at Deakin University, Australia. Dr. Ambika Zutshi's qualifications include a Bachelor's degree in Environmental Sciences, a Masters' degree and a PhD in Environmental Management. Her current research is focused in the areas of corporate social responsibility, role of stakeholders in the Environmental Management Systems (EMS), business ethics and supply chain management. She has articles accepted for publication in journals such as Business Process Management Journal, Managerial Auditing Journal, Management of Environmental Quality: An International Journal, Australian Accounting Review; Alternative Law Journal and the International Journal of Environmental and Sustainable Development.