

# About the Editors

**Léo-Paul Dana** is Professor at Dalhousie University and at ICD Business School, Paris, France. He is currently Visiting Professor at LUT School of Business and Management, Lappeenranta University of Technology, Finland and associated with the Chaire ETI at Sorbonne Business School. A graduate of McGill University and HEC-Montreal, he has served as Marie Curie Fellow at Princeton University and Visiting Professor at INSEAD and at Kingston University.

**Rosy Boardman** is a Senior Lecturer in Fashion Business at the University of Manchester. Rosy's research primarily focuses on digital strategy and innovation in the fashion industry, utilising eye tracking and qualitative research methods. Her interest is in exploring fashion marketing's current and future developments in relation to the customer experience, as well as how technology can be used to help solve issues relating to environmental and social sustainability for fashion brands. Rosy has published several peer-reviewed papers in world-leading journals as well as two books, and has been invited as a keynote speaker at various universities / conferences based on her eye tracking & digital marketing expertise.

**Aidin Salamzadeh** is an assistant professor at the University of Tehran. His interests are startups, new venture creation, and entrepreneurship. Aidin serves as an associate editor for *the Journal of Enterprising Communities*; *Revista de Gestão*; *Innovation & Management Review* (Emerald), *Entrepreneurial Business and Economics Review*, *Journal of Women's Entrepreneurship and Education* as well as *The Bottom Line* (Emerald). Besides, he is a reviewer in numerous distinguished international journals. Aidin is a member of the European SPES Forum (Belgium), the Asian Academy of Management (Malaysia), Ondokuz Mayıs University (Turkey), and the Institute of Economic Sciences (Serbia). He co-founded the Innovation and Entrepreneurship Research Lab (London).

**Vijay Pereira** is Full Professor of International and Strategic Human Capital Management at NEOMA Business School. He was Associate Dean (Research) at the Australian University of Wollongong (Dubai). Professor Pereira is the Associate Editor (Strategic Management and Organizational Behavior) for the *Journal of Business Research*, the Global Real Impact Editor for the *Journal of Knowledge Management* and the editorial and advisory board for the journals *Production and Operations Management* and *Journal of Management Studies* (both listed in *Financial Times* ranking). He has a record of attracting funding and has published widely, in over 100 outlets, 20 special issues and 10 books, including in leading international journals such as the *Human Resource Management* (*Financial Times* ranked), *Academy of Management Perspectives*, *Academy of Management Discoveries*, and *Journal of Business Ethics*.

**Michelle Brandstrup** studied at Kingston University and obtained her post-graduate degree at the Designskolen Kolding. With a diploma in tailoring, and another in fashion design, she has been employed in Berlin, Paris and at Christianshavn, in Copenhagen. She is currently a fashion designer at Kabooki, where she has been heading the launch of a new brand. She was nominated for the Scandinavian Designers Nest award.

