List of Authors

Akpoviroro, Kowo Solomon is affiliated to the Department of Business and Entrepreneurship, Kwara State University, Malete, Nigeria.

Bălău, Mădălina has a Ph.D. in Marketing and she is a passionate researcher in consumer behavior, sustainable consumption, symbolic consumption, individual choice modeling, business and marketing strategies. Her background includes employment in education and automotive industry as a business developer. Currently she is Senior Lecturer at Danubius University of Galați, Romania, Faculty of Economic Sciences, and she teaches subjects like Marketing, Consumer Behavior, Marketing Research and International Marketing. She is also member of the Scientific Committee of the Research Centre on Socio-Economic Dynamics in Sustainable Development (DiSEDD).

Conti, Emanuela holds a Master of Philosophy in Economics and Business Administration from the University of Manchester (UK) and a PhD in Economics and Business Management from the Polytechnic University of Marche (Italy). She is Research Fellow at the Department of Economics, Society and Politics at the Carlo Bo University of Urbino, Italy, where she teaches Marketing and Business Management. Her main research interests concern: relational and experiential marketing; cultural heritage management; the economics and management of cultural and creative industries.

Curina, Ilaria is PhD in Economics and Management at the Department of Economics, Society, Politics of the Carlo Bo University of Urbino, Italy. Her research interests focus on the exhibition sector, the adoption and management of social media and information and communication technologies.

Danik, Lidia, PhD, is an Assistant Professor at the Faculty of World Economics, Warsaw School of Economics, Poland, where she teaches International Business Transactions, Cultural Determinants of International Business and Marketing. Her main research interests include intercultural relationships on the business-to-business market, early internationalization of SMEs, international business transactions and international marketing. She was twice granted DAAD Scholarship. She publishes in Polish and international scholarly journals and is a member of European International Business Academy.

Dugiel, Wanda, PhD, is an Associate Professor at the Faculty of World Economics, Warsaw School of Economics, Poland. She deals with the issues of broadly understood international economic relations, international economics, in particular integration processes on the European continent. She is author of the book, "The World Trade System - New Challenges and Reforms", nominated in 2014 for the Kronenberg Foundation Award for a special contribution to the development of science in the sphere of economics and finance.

Esposito, Gaetano Fausto is the author of numerous essays on the themes of financial economics and development, industrial economics, economic-territorial statistics and internationalization processes. He has been Director of the Studies and Research Area of the Istituto Guglielmo Tagliacarne, Italy, member of the Public Investment Evaluation Unit, professor of Applied Economics at different Italian Universities. He is currently General Secretary of Assocamerestero, Italy.

Gabbianelli, Linda holds a PhD in Economics and business management from the Carlo Bo University of Urbino, Italy. She is Research Fellow at the Department of Economics, Society and Politics of the same University, where she teaches International Business Communication. Her main research interests concern: management consulting, international strategies and international business marketing and communication.

Kadiri, Bola is affiliated to the Department of Business Administration, University of Ilorin, Nigeria.

Kowalik, Izabela, PhD, dr habil. is an Associate Professor at the Faculty of World Economics, Warsaw School of Economics, Poland, where she teaches International Marketing, International Entrepreneurship, Marketing Information Basics. Her main research interests include international marketing, early internationalization of SMEs, and marketing in the public sector. She has twice held the position of Chief Investigator in nationally sponsored research grants and is member of international research teams. She publishes in Polish and international scholarly journals and is a member of European International Business Academy.

Kowalska, Katarzyna, M.Sc., is a Teaching Assistant at the Institute of International Management and Marketing, Warsaw School of Economics, Poland, where she teaches Marketing, International Entrepreneurship, International Marketing. Member and co-founder or international cooperation alliances and clusters, she worked as an expert and coordinator of international cooperation in several EU projects implemented in Poland, Europe, and Latin America. Her research themes include network internationalization, intercluster collaboration, and cross-sectoral partnerships.

Latoszek, Ewa, is a Full Professor and Director in the Jean Monnet Chair of European Union, the Socio-Economic Collegium of Warsaw School of Economics, Poland. She is also Professor at the Warsaw Polytechnic, Collegium of Economic and Social Sciences. Fields of her teaching and scientific interest are: European integration, the EU policies, Poland in the European Union. She is member of different national and international bodies including the Committee of Economic Sciences of Polish Academy of Science.

Maculewicz, Łukasz M.A. is a PhD student at the Warsaw School of Economics. His research focuses on the analysis of conditions of armaments industry and the possibilities of its development in the aspect of balanced development of the entire economy in the international field. The author is an officer of the Polish Navy. Currently, he is employed by the Polish Ministry of National Defense, where he deals with issues related to the armaments policy of the state.

Masili, Giorgia is a PhD student in Economics and Business Management at the Department of Economics, Society and Politics of the Carlo Bo University of Urbino, Italy. She earned the Bachelor's degree in Economics and Business Administration at the University of Cagliari, Italy, and the Master's degree in Marketing and Business Communication at the School of

Economics of the Carlo Bo University of Urbino. Her research interests focus on the internationalization of small and medium-size enterprises, marketing and international marketing.

Owotutu, Sabitu Olalekan is affiliated to the Department of Business Administration, Ogun State Institute of Technology, Igbesa, Nigeria.

Silvestrelli, Patrizia is Professor of Economics and Business Management at the Department of Economics and Law of the University of Macerata, Italy, where she teaches International Marketing. Her research interests include the high-tech consumer industry, leadership in organizational change, tourism management and internationalization strategies of companies.