

## About the Contributors

**José Duarte Santos** received his PhD in Management from the University of Vigo, Spain. He is also Master of Marketing and has a Bachelor degree in Business Sciences. Additionally, he obtained the title Specialist in Marketing and Advertising in accordance with Portuguese Decree-Law No. 206/August 31, 2009. Between 1987 and 2002, he has played various roles in sales, marketing, and management of companies in the information technologies sector. From 2003, he has performed functions of management and marketing consultant. Since 1999, he has been a professor in higher education in Portugal in the field of management and marketing. He is currently a professor at the Instituto Superior Politécnico Gaya (ISPGaya) and at the Instituto Superior de Contabilidade e Administração do Porto (ISCAP). He is also research at the Centre for Organisational and Social Studies of Polytechnic of Porto (CEOS.PP). His current research areas include, social media marketing, social customer relationship management and social selling.

**Oscar Silva** has a PhD in Tourism Science from University of Perpignan (France) and ISCET (Portugal). He is a full professor at Higher Polytechnic Institute of Gaya (ISPGaya) and member of the Association of Tourism Professionals of Minho (APROTURM), with the position of President of the Supervisory Board. He is co-author of several publications involving touristic events in the city of Porto, such as *Essência do Vinho*, *Serralves em Festa*, *Nós – Primavera Sound*, and *Marés Vivas*. His current research areas include tourism policies, strategic planning in tourism, and evaluation of tourism projects.

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**Hayat Ayar Senturk** was born in Istanbul in 1988. Senturk graduated Canakkale 18 Mart University, Department of Business Administration in 2008. After she got his doctoral degree from Gebze Technical University, Department of Business Administration in 2016. She currently works in Yildiz Technical University, Faculty of Economics and Administrative Sciences.

**Muammer Bezirgan** was born in 1982. He is currently working as an assistant professor at Balıkesir University. He carries out his studies in the fields of tourism management, tourism marketing and gastronomy. He is married with two children.

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**Miha Bratec** joined Faculty of Economics, University of Ljubljana as a teaching assistant and PhD candidate following his international industry experience in e-tourism working for the corporate e-distribution giants such as Booking.com and Bookassist. His research interests include hospitality management & operations, e-commerce and e-marketing in tourism.

**Dennis Joseph** works as assistant professor in the Department of Marketing & Strategy of IBS Hyderabad, India. He has a teaching experience of more than 6 years. He has earned his PhD from IFHE University Hyderabad and has got more than 15 publications in reputed international and national journals. Their area of research interest lies in strategic management, retail marketing, services marketing, online consumer behavior, knowledge management etc.

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**Katarzyna Minor** is a Lecturer in Hospitality and Researcher at Cardiff Metropolitan University. Her research interest include hospitality and tourism management, with a focus on digital media, specifically the impacts of daily deal websites, user generated content and social media upon hospitality industry. Her approach is qualitative aimed at focusing on individual stakeholders' views, experiences and attitudes.

**Pedro Palos-Sanchez** has a PhD in Business Economics from the University of Seville, Spain. Information Systems Engineer and Market Techniques Research, MBA Business Administration from Camilo José Cela University. More than 20 years working in companies of the sector of Information Technology in different

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management positions. He is Associate Professor in the Department of Business Management and Marketing, teaching at the Faculty of Business Studies of the University of Sevilla, Spain. He has participated with various lectures, courses and articles in various congresses and programs on digital economy, entrepreneurship and management both nationally and internationally, being his research lines Digital Marketing and Information Systems.

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**Jakson Renner Rodrigues Soares** did postdoctoral studies at the State University of Ceará with the theme “Innovation in the community tourism network and its contribution to the development of the territory”. 2018-2020. Postdoctoral studies in Territorial Development at the University of Minho (Portugal), with the theme: “The residents’ perceptions about tourism and its importance for the sustainability of tourism” 2016-2018. He holds a degree in Business Administration from the Federal University of Ceará (2007), specialization in Human Resource Management and Work Sciences from the University of Santiago de Compostela (2008) and a Master’s Degree in Tourism Management and Planning from the University of Coruña (2010). Doctor in Direction and Planning of the Tourism by University of Coruña (2015). Professor of the Professional Master’s degree in Tourism Business Management at the UECE (State University of Ceará-Brazil). He is also professor of the tourism course at the University of Coruña (Spain) and the Department of Organization and Commercialization of Companies at the University of Santiago de Compostela (Spain).

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