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## About the Authors

**Jacob M. Brostoff** holds a B.A. in Linguistics from McGill University and a Master of Urban and Regional Planning from Portland State University. He was the urban planner on the award-winning másTransit team ([mastransit.net](http://mastransit.net)). Jacob lives in Portland, Oregon where he works for the City of Portland.



**Prof. Dr. Cinzia Dal Zotto** is Professor of Media Management at the Faculty of Economics and Business at the University of Neuchâtel, Switzerland. Before that and until December 2008 she was Research Director at the Media Management and Transformation Centre and Associate Professor at the Jönköping International Business School in Sweden. Dal Zotto received her Ph.D. in Organizational and Human Resource Development at the University of Regensburg in Germany. Between 2001 and 2003 she had a post doc scholarship funded by the German Ministry of Education and her research dealt with new ventures' growth in the media sector. In that program she supervised doctoral students and was a consultant for start-up firms. Dal Zotto has published three books, various book chapters, and papers in the fields of organization, human resources, entrepreneurship and strategy. She has taught at the universities

of Regensburg and Passau in Germany, at the University of Westminster in London, at Trento and Bolzano University, as well as at the ESC Toulouse in France. She further held seminars for the Joint Research Centre in Ispra, Italy. Dal Zotto was a visiting scholar at UC Berkeley in 2002. She also worked as Research Analyst at International Data Corporation in London during 1995 and at Reuters Venture Capital in Munich in 2001.



**Marie Denward** is employed as a senior researcher (Ph.D.) at The Interactive Institute Swedish ICT, an experimental IT and design research institute that conducts applied research and innovation. Her research interest comprises media use, different forms of game and play activities, transmedia storytelling, participatory culture and how new media imposes upon people's everyday life in the rapidly changing media landscape. She has been in leadership and management positions at the Interactive Institute since 2001. Marie has been involved in interdisciplinary research projects focusing on youth culture, media use, media production, media convergence, participatory culture and design research.



**Sandra Diehl** is Associate Professor at the Department for Media and Communications at the Alpen-Adria University of Klagenfurt, Austria. She received her Ph.D. and her habilitation in Business Administration from Saarland University in Germany. Her research interests include media and convergence management, international and intercultural advertising, CSR and health communication. Sandra Diehl has published in numerous journals, such as the International Journal of Advertising, Advances in International Marketing, Advances in Consumer Research, the International Marketing Review, and the European Advances in Consumer Research. She has authored and edited several books, among them the Advances in Advertising Research. She is also board member of the European Advertising Academy.



**Alexandre Fleury** first obtained a Master's degree in ICT from the french engineering school Ecole Centrale d'Electronique. He then moved to Aalborg University in Denmark where he obtained firstly a Master of Science in Engineering majoring in Intelligent Multimedia, and secondly a Ph.D. under the Wireless Communication programme during which he established near future trends in interactive media convergence while revisiting user experience evaluation methods. Throughout this education Alexandre published a number of peer-reviewed journal and conference articles.

His educational and professional experiences place Alexandre at the crossing of information technology, human-computer interaction, user research, and studies. Well versed in user-centred design, he prefers acting early in the product development cycle and enjoys exploring burgeoning concepts, developing prototypes and testing

them out with potential users. In parallel he finds user research in itself fascinating, and believes that people's experience with media products should be investigated using the largest set of methods, from standard usability to art-inspired ones.

### Selected Publications

- Fleury, A., et al. (2013). Evaluating user preferences for video transfer methods from a mobile device to a tv screen. *Pervasive and Mobile Computing*, 9-2, 228–241 (Elsevier).
- Fleury, A. (2013). *Near future trends in interactive media convergence using quantitative and qualitative approaches*, PhD thesis, Aalborg University.
- Fleury, A. (2012). Drawing and acting as user experience research tools. In *Proceedings of APCHI 2012* (pp. 269–278). ACM.
- Fleury, A., et al. (2011). Evaluating ubiquitous media usability challenges: Content transfer and channel switching delays. In: *LNCS 6770* (pp. 404–413). Springer.
- Fleury, A., et al. (2011). Acceptable channel switching delays for mobile tv. In *Proceedings of EuroITV 2011* (pp. 195–198). ACM.



**Shaun Foster** is an assistant professor of 3D Digital Design at the Rochester Institute of Technology in Rochester, New York. He received his Masters in Fine Arts at RIT in 2002. He then went to four Directions Productions as manager of Animation and was also Lead Effects Artist there. He worked on multiple award winning, national and regional TV, advertising and the highly successful animated short "Raccoon and Crawfish". Shaun has developed two educational multimedia exhibits for museums prior to joining RIT. Foster is also the webmaster for the Professional SIGGRAPH chapter. He was recently awarded several grants (internal and external) dealing with next generation technologies (including Kinect and Augmented Reality tourism).



**Mr. Ganga Prasad R.** received the B.Tech. degree in Computer Science Engineering from Jawaharlal Nehru Technological University, Hyderabad, in 2008. His research interests include natural language processing, automatic speech recognition, augmented reality, machine learning and pattern recognition.

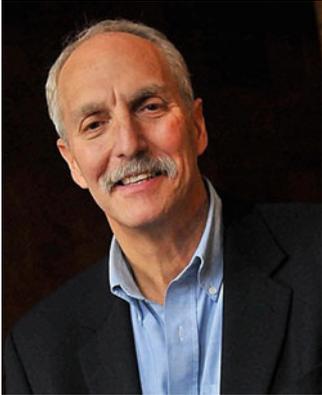


**Dr. Stavros Georgiades** is a Lecturer of Management at the Department of Economics, Accounting and Finance, Frederick University. He holds a Ph.D. in Management and a B.A. in Accounting and Economics from the Henley Business School, University of Reading, UK. Prior to his current appointment he was a Business Consultant in London, UK, for several years, his clients including the BBC.

Stavros has authored a monograph on “Employee Engagement in Media Management—Creativeness and Organizational Development” published by Springer in 2015. His work cuts across the fields of Organization Studies and Media Management and has been published in the Business and Management Research Journal and the Journal of Business and Economics.

He serves as an ad hoc book reviewer for Routledge Publisher, as a reviewer for the journals Organizational Change Management and Business and Economics, and for conferences like the Academy of Management. Stavros is currently a member of the Editorial Board of the Journal of Business and Economics, the Organizational Behaviour and the Human Resource divisions of the Academy of Management and the Organizational Behaviour division of the Brazilian Academy of Management (ANPAD).

He has carried out research projects in association with European, US and South American Media Organizations, including Channel 4 UK and Globo Brazil, the second-largest commercial TV network in annual revenue worldwide, and is an associate member of EU funded projects being responsible for their business plans. His most recent research deals with sensemaking in organizations, placing emphasis on such topics as the practicality of organizational change theory and the causal explanations of creativity assessment. In January 2014 he was appointed to the Board of Directors of the Cyprus Broadcasting Corporation (CyBC) by the President of the Republic of Cyprus.



**Richard A. Gershon, Ph.D.**, (Ohio University) is Professor and Co-Director of the Telecommunications and Information Management program at Western Michigan University where he teaches courses in Media Management and Telecommunications. He is the author of multiple books, including *Media, Telecommunications and Business Strategy* 2nd ed. (2013). Dr. Gershon is a Fulbright scholar having held visiting appointments at the University of Navarra, Spain and Nihon University, Japan. Dr. Gershon has twice been selected for national teaching honors, including the Steven H. Coltrin Professor of the Year Award (2000) by the International Radio and Television Society (IRTS) and the Barry Sherman Award for Teaching Excellence (2001) by the Management and Economics division of the Association for Education in Journalism and Mass Communication (AEJMC). He is a founding member of the Information and Research Association (ITERA) and currently serves as the

Telecommunications Education and Research Association (ITERA) and currently serves as the Chairman of the Board of Directors.



**Raphael Giesecke** after enjoying a 17 years long career in industry, he returned to academic work in 2007. He has directed various, often large-scale, multi-national and multi-disciplinary research projects at Airbus, the leading aircraft manufacturer, and at the department of Industrial Engineering and Management at Aalto University's School of Science in Finland. His research interest is in innovation networks on two levels—individual persons and organisations. Giesecke has studied a variety of innovation ecosystems in change and disruption, including electric mobility, the news media industry and live events ecosystems and, most recently, digital services.



**Sabiha Ghellal** is an assistant Professor for Experience and Interaction Design at the Stuttgart Media University. Her research explores the creation of new interactive designs to support future cultural and creative experiences, with particular emphasis on transmedia storytelling. As a former manager for Research and Innovation at Sony Europe, she has worked on several large productions in the area of mobile entertainment, game design and interactive television, in addition to researching mixed reality and pervasive gaming in the context of EU funded projects such as IPerG and IPCity on behalf of Sony Europe.



**Johanna Gröblbauer**, Deputy Head of The Austrian Institute of Media Economy and Senior Lecturer at Department of Media Economy, University of Applied Sciences St. Pölten. Degree in Media-Management, PhD in Media- and Communication Studies, University of Vienna, has worked as Manager for Market and Media Research. Current research projects: Digital Business & engaged Users as a Challenge for Content-Management; Strategic Content-Communities-Monitoring for Mainstream- and Social Media; Strategic Management of Traditional and Digital Media Companies.



**Dr. Peter Haric**, Degree and Ph.D. TU Berlin (Economic and Social Sciences, Economic History and Military History); Certified Rating Analyst (CRA); Certified Financial Manager (CFM). Since 1992, management consultant (i.e. for Evonik, Roche, Volksbank International, Commerzbank, Pimco, KfW, various middle-sized companies) with specialization on Strategic Management, market-oriented corporate management, Corporate Communications, restructuring/turnaround management (SMEs). Establishment and Management of the Leitbetriebe Austria Institut (Leading Companies Austria Institute); Lecturer Media Management FH St. Pölten (Austria); Editor Gabler Wirtschaftslexikon (Gabler Encyclopedia of Business

and Economics). Work areas/researchinterests: Strategic Management (focus: growth companies—Hidden Champions); Company analysis and valuation; Industry and sector analysis; Media Business and Managerial Economics.



**Indrek Ibrus**, Ph.D., is currently a Researcher at the Estonian Institute of Humanities at Tallinn University. He is also an advisor on audio-visual affairs at the Estonian Ministry of Culture. His main strand of research investigates the co-evolutionary effects of textual, social and institutional dynamics in shaping the new textual forms of multiplatform media and the associated institutional forms of production. He recently co-edited (with Carlos A. Scolari) “Crossmedia Innovations: Texts, Markets, Institutions” (2012). Dr. Ibrus received his Ph.D. in 2010 from London School of Economics and Political Science.



**Stina Immonen**, D.Sc.(Tech) works as senior lecturer at Aalto University's School of Science in Finland. Her area is work psychology and leadership at the department of industrial engineering and management. Her teaching and research involves organisational and human capital development in ICT-enabled business.



**Veronica Innocenti** is Assistant Professor at the University of Bologna, where she teaches History of Broadcasting and Film Marketing. She holds a Ph.D. in Film studies from University of Bologna. She has been a visiting scholar at UCLA and a speaker to several national and international conferences (among others, University of Lugano, University of Glasgow, University of Huddersfield, University of Nottingham). She has been the organizer of the international conferences Media Mutations 3 and 4, dedicated to narrative ecosystems. She is author of several publications, including books, books chapters and articles. She co-authored, with Guglielmo Pescatore, a book on television serial narratives: *Le nuove forme della serialità televisiva. Storia, linguaggio e temi* (2008). She is the co-editor, with Alice Autelitano, of a special issue of the journal *Cinéma and Cie* dedicated to TV serial narratives in Europe.



**Matthias Karmasin** is full professor and chair for media and communications sciences at the Alpen-Adria University of Klagenfurt, Austria. He is corresponding member of the philosophic-historic class of the Austrian Academy of Sciences and Director of Institute for Comparative Media and Communication Studies. He is an expert for media accountability and he has published extensively on media ethics and media management, political communication, communication theory, and media practice. Furthermore, Matthias Karmasin has developed the media stakeholders' theory. Recently, he has published an empirical study about the Austrian media and their managers. His professional experiences include business consultancy as cofounder of Medienhaus Wien (<http://www.mhw.at>) as well as several stations abroad.



**Isabell Koinig** is a Postdoctoral Researcher at the Department of Media and Communications at the Alpen-Adria University of Klagenfurt, Austria. She just finished her doctoral dissertation that investigated how different advertising appeals in non-prescription (OTC) drug promotions were received in a cross-cultural context. Her research interests predominantly concern the areas of health communication, intercultural advertising, organizational developments and communication practices, CSR reporting as well as media and convergence management.



**Artur Lugmayr** is A/Prof. at Curtin University, Australia, where he teaches and supervises students in visualization technologies, interactive media, media management, and digital humanities. Artur was Professor for digital media management at the Tampere Univ. of Technology (TUT), Finland 2009–2014 establishing the Entertainment and Media Management Lab. and the New Ambient Multimedia Lab. 2004–2009. Artur holds a Dr.-Techn. degree (Information Technology, TUT), and is pursuing his Dr.-Arts studies at Aalto Univ., Helsinki, Finland in motion pictures. He was visiting scientist in Singapore, Brisbane, Austria, Ghana; since 2000 raised/involved in 1.7+ MEUR funding (excl. 2014/2015 applications); 170+ publications; 24+ invited keynotes; and 27+ invited guest lectures. He founded and

chairs the Association for Information Systems (AIS) Special Interest Group “AIS SIG eMedia” and the International Ambient Media Association (iAMEA); and is active member of the ACM TVX steering board, IFIP TC 14 for Entertainment Computing, MindTrek Association, Academic MindTrek steering board, and IEEE IG MENIG. Previously he was international advisor for the NeoTV Lab/Buenos Aires/Argentina, founder/chair of the ISO/IEC SC29 WG 11 MPEG “MPEG-21 in Broadcasting”. He won the Nokia Award of 2003 with the text-book “Digital Interactive TV and Metadata—Future Broadcast Multimedia” published by Springer-Verlag in 2004; ELISA award for the text-book “Ambient Media and Beyond”; a special mention for his NAMU research group of the ELISA Ubimedia Award at MindTrek in 2007 for the open source Portable Personality (P2) software. Artur has founded the Academic MindTrek Conference series, the Semantic Ambient Media (SAME) workshop series, the Nokia Ubimedia MindTrek Award series, the EuroITV Grand Challenge series, and the Interactive Digital TV in Emerging Economies workshop series. He organized the Academic MindTrek Conference for 7 years, as well as EuroITV conference in Tampere in 2010. He also is publisher and founder of the open access journal and series entitled International Journal on Information Systems and Management in Media Industry (ISMMI). He acted as review/committee member and editorial board member of several publishers and journals, as e.g. SERC Press, Wiley&Sons, IGI-Global, Springer-Verlag, IEEE, Inderscience, Int. Journal on Media Management; and as part of the review/committees of several conferences, as e.g. ACM-MM, AmI, ICEC, MobileCHI, ICME, EuroITV, NordiCHI, UIC, MMEDIA, Interact, uxTV, ACM-CHI, EBRF, IEEE-IE, VC, PDP. However, in the future he will only accept these “positions” when knowing the organizers. He organized 8+ int. conferences, 20+ int. workshops at conferences, held 13+ conference tutorials, organized 6+ media awards, edited 6+ books; and edited 12+ special issues.



**Moisés de Lemos Martins** is Full Professor at the Department of Communication Sciences of the University of Minho (UM). He directs the Communication and Society Research Centre (CECS), which he founded in 2001; the journal *Comunicação e Sociedade*, also founded by him in 1999; and the *Revista Lusófona de Estudos Culturais*, which he created in 2013 with Maria Manuel Baptista. Currently, he is the Director of two doctoral programs, in *Cultural Studies* and *Communication Studies: Technology, Culture and Society*, promoted jointly by the University of Minho and other Universities and Higher Education Institutions. He is President of the SOPCOM—Associação Portuguesa de Ciências da Comunicação, since 2005; the Lusocom—Federação Lusófona de Ciências da Comunicação, since 2011; and Confibercom—Confederação Ibero-Americana

das Associações Científicas e Académicas, since 2012. Among other books, he published *Crise no Castelo da Cultura—Das Estrelas para os Ecrãs* (2011), *A Linguagem, a Verdade e o Poder. Ensaio de Semiótica Social* (2002), *Para uma Inversa Navegação. O Discurso da Identidade* (1996); *O Olho de Deus no Discurso Salazarista* (1990). He edited, with other authors, *Comunicação e Lusofonia. Para uma análise crítica da cultura e dos media* (2006) and *Comunicação e Cidadania* (Proceedings of the V Portuguese Congress on Communication Sciences, Braga, CECS, UM, 2008).



**Elsbeth McKay** is an Associate Professor of Information Systems (IS) at the RMIT University, School of Business IT and Logistics, Melbourne, Australia. She is passionate about designing effective eLearning resources for the education sector and industry training/reskilling programmes, including: investigations of how individuals interpret text and graphics within Web-mediated learning environments. She has designed e-Learning tools implemented through rich internet applications; including: ARPS—an advanced repurposing pilot system, COGNIWARE—a multi-modal e-Learning framework, GEMS—a global eMuseum System, eWRAP—Electronic work readiness awareness programme, EASY—Educational/academic (skills) screening for the young, offering enhanced accessibility through touch screen technologies. Over the last decade Dr. McKay has published extensively in the research fields of HCI and educational technology. In recognition of her contribution to the professional practice of IS research, she was elected as a Fellow of the Australian Computer Society (FACS).



**Ann Morrison** is Associate Professor at the Department of Architecture, Design and Media Technology, Aalborg University, Denmark. Her prior work with tangible computing, Mobile AR and natural user interfaces addresses situated use and the urban environment. Morrison's current research investigates wearable computing solutions while advancing open-ended styles of explorative interaction. Morrison is currently working with wearable (tactile and audio) computing in the EU funded CultAR project.



**N. K. Narayanan** received his Ph.D. degree under the Faculty of Technology from Department of Electronics, Cochin University of Science And Technology in 1990, in the area of Speech Signal Processing. From 1981 December to 2003 he worked as Lecturer in various Government Colleges in Kerala, India. He has published more than hundred research papers in reputed journals and conference proceedings in the area of Speech processing, Image processing, Neural network and Bioinformatics. He also guided many Ph.D. dissertations in the above said area. He was the founder Professor and Head of the School of Information Science and Technology, Kannur University, Kerala, India. Currently he is working as Senior Professor in the Department of Information Technology, Kannur University, Kerala, India.



**Carl Patrik Nilsson** holds a Ph.D. from the Umeå School of Business and is the CEO of the Stockholm Institute of Communication Science and researcher and lecturer at the Stockholm School of Economics Centre for Media and Economic Psychology. His research focus is on consumer behaviour and marketing management. He has published widely on consumer psychology and marketing management. He currently researches customer complain management.



**Marta Noronha e Sousa** is a doctoral student in Communication Sciences, in the Center for Communication and Society Studies (CECS), University of Minho (UM). Her field of inquiry is located at the threshold of adaptation, transmedia storytelling and other intertextual exercises, which extend through a diversity of media. Her main focus lies on narrative dynamics, formats and aesthetics in the new media environment, particularly on audiovisual and digital media, using a multimedia approach. Among other participations in conferences and journals, Marta has published *Narrative at a Crossroad: The Question of Fidelity in the Adaptation of Literary Works to the Cinema* (2010, CECS, UM, Braga), based on her Master's thesis, and participated in the research project *Processing Social Signals in Human-Computer Interaction* (engageLab, UM), working specifically on non-verbal communication.



**Damjan Obal** is a recent Ph.D. at the University of Maribor where his research focus was in the intersection of human-computer interaction, Interaction Design, Participatory Design, Human-centered design and ubiquitous computing. He is an interdisciplinary researcher and a UX designer who opened his own studio. He worked with numerous international clients such as the Mayo Clinic, Challenge: Future, CNN and others. In 2013 Damjan co-founded a startup called Edgar that helps people tell and share stories online.



**Ms. Supriya N. Pal** holds a Master's degree in Computer Science from the University of Mumbai. She is a Technical Lead in applied research projects of Software Engineering division in C-DAC, Electronics City, Bangalore. Her research interests include Software Engineering, Web technologies, Cloud and Mobile Computing and its applications.



**Guglielmo Pescatore** is full professor at the University of Bologna. His work is characterized by the attention to the phenomena of mutation, both for what concerns the textual forms, as well as the social valences of audiovisual media. His research on TV series gave rise to a line of study dedicated to narrative ecosystems and “vast” narratives, that is to say extended in time and space. Recently he devoted several essays, articles and speeches to this topic. The study of narrative ecosystems led him to adopt an interdisciplinary approach that ranges from studies in media economics and marketing to those related to information technologies, up to an emerging discipline such as information architecture. This has fostered interdisciplinary reconsideration of film studies and audiovisual media in a new key, which aims to promote

dialogue between different disciplines, in order to account for the complexity and degree of articulation achieved by contemporary media. The study of narrative ecosystems has found its expression in the international conference Media Mutations (of which he is promoter and member of the Scientific Committee) devoted to this topic.



**Mr. Pradeep Kumar Ch.** received the B.Tech. degree in Computer Science Engineering from Jawaharlal Nehru Technological University, Vizianagaram, in 2011. Since 2011, he has been working with center for development of advanced computing. His research interests include Image Processing, Computer Vision, Artificial Intelligence, Machine Learning and Internet of Things.



**Claudia Rademaker** is Assistant Professor at Stockholm Business School, Stockholm University. Claudia holds a Ph. D. degree in business administration from Stockholm School of Economics. Her doctoral thesis entitled “Green Media: exploring green media selection and its impact on communication effectiveness” was conducted at the Center for Media and Economic Psychology. She has published her academic work in peer-reviewed journals such as Journal of Cleaner Production. Before conducting academic research, Claudia has worked internationally for over 15 years with marketing and international business development.



**Peter Reichl** has been studying mathematics, physics and philosophy in Munich and Cambridge (UK). After finishing his Ph.D. studies in Computer Science at RWTH Aachen and ETH Zurich, he became Key Researcher at FTW Telecommunications Research Center Vienna, Austria, where he was responsible for the research area “User-centered Interaction and Communication Economics”. Dr. Reichl has published more than 100 journal and conference papers in the areas of telecommunication economics, user perception of telecommunication services and Quality-of-Experience, next generation networks, and future mobile networks and services. Following his habilitation at TU Graz, he became holder of the SISCOM and RBUCE WEST International Research Chairs on “Network-based Information and Communication Ecosystems” (NICE) at Université Européenne de Bretagne/INRIA/Télécom Bretagne in Rennes, France. In 2011 he has been appointed Professor for Networking Technology at Aalto University Helsinki, Finland, and from 2013/14 on

he is affiliated with the University of Vienna as Full Professor for Computer Science and head of the Research Group “Cooperative Systems (COSY)”.



**Luca Rosati** is a practitioner information architect and assistant professor of Information Architecture at the University for Foreigners of Perugia, in Italy. He has a long practice in designing complex information systems for large companies and organizations in order to ensure a graceful user experience. Luca spoke at several international conferences, is member of the editorial staff of the Journal of Information Architecture and of the board of the first Italian Master of Information Architecture (University for Foreigners of Perugia in partnership with Information Architecture Institute). His last book, with Andrea Resmini, is *Pervasive Information Architecture: Designing Cross-channel User Experiences* (Morgan Kaufmann 2011). He supports a holistic approach to information architecture, and its application to media studies. His website is [lucarosati.it](http://lucarosati.it).



**Professor Damian Schofield** is the Director of Human Computer Interaction at the State University of New York (SUNY) at Oswego, USA. He also currently an Adjunct Associate Professor at Edith Cowan University, Perth, Western Australia. Professor Schofield also remains a director of Aims Solutions Ltd., a UK based simulation company.



**Mr. N. S. Sreekanth**, is a Graduated in Physics from University of Calicut, Kerala, India in 1999. He secured his Masters Degree in Computer Applications from Visveswariah Technological University, Belgam, Karnataka, India, in 2003. His research interest includes Speech recognition, Image processing, Gesture recognition, Multimodal Computing and Human Computer Interaction. Currently He is working as Senior Technical Officer in Center for Development of Advanced Computing—Bangalore, India.



**Mattias Svahn** is a research fellow at the Stockholm School of Economics Institute of Research, Visiting Professor at the Stockholm School of Economics in Riga, and senior consultant to We Are Insight: <http://weareinsight.se/>. He researches the media psychology of pervasive games and gamification. His work bridges consumer behaviour sciences, game design sciences and play theory, see e.g. <http://nordicgame.com/games-can-persuade-families-to-save-energy/>. He has published and presented at many international conferences on the consumer psychology of ambient media and pervasive advertising, and is currently working on a book on gamification that blends science with short stories from fiction authors to illustrate the future of gamification and transmedia <https://www.facebook.com/gamificationframtiden> to be published 2016.



**Professor Tatiana Aires Tavares** is a researcher of Digital Video Applications Lab at the Federal University of Paraiba (UFPB) at Joao Pessoa, Brazil. She is also a Visiting Professor at State University of New York (SUNY) at Oswego, USA. Her research interests include design interaction, accessibility and multimedia.



**Ms. Nobby Varghese** received the B.Tech. degree in Computer Science and Engineering from University Of Kerala, India in 1999. Her research interests include Natural Language processing, Human Computer Interfaces and Accessibility. Currently she is working as Senior Technical Officer in Center for Development of Advanced Computing—Bangalore, India.



**Vaishali Pal** has received the B.Tech. degree in Information Technology from West Bengal University of Technology and has been working in C-DAC, Bangalore since 2011. Her area of interest include Machine learning, data analysis, Image processing and speech processing. She also worked in e-learning projects.



**Zvezdan Vukanovic** is an Associate Professor and the Director of Master's Program in Media Economy at the University of Donja Gorica (UDG), Podgorica, Montenegro where he teaches courses in New Media Management and Economy and Network Economy in Media Industry and Business at the Faculty of International Economics, Finance and Business, Faculty of Humanities and Faculty of Information Systems and Technology. He obtained a post-doctoral fellowship at the McLuhan Program in Culture and Technology, Coach House Institute, Faculty of Information, University of Toronto in 2008. Vukanovic received a Ph.D. in economics at the Faculty of Business—The Megatrend University of Applied Sciences, Belgrade in 2006; M.A. in Arts and Media, The University of Arts, Belgrade 2004 and B.A. in Arts and Media, University of Victoria, British Columbia, Canada in 1999. During 2008–2009 he was a visiting lecturer at the School of Business and Economics,

Thompson Rivers University, Canada. Vukanovic is the author/editor of seven books and numerous articles and book chapters related to topics in media management.



**Richard Wahlund** is The Bonnier Family Professor in Business Administration, especially Media, at the Stockholm School of Economics (SSE). He is also Head of the Department of Marketing and Strategy and of the Research Center for Media and Economic Psychology at SSE. In addition to media, his research and publications concern economic behaviors (e.g. financial and tax behavior, and consumer behavior), economic expectations, the psychology of decision making, branding and corporate image, other aspects of marketing communications, gender issues, business ethics and market oriented risk management, where economic-psychological theories and methods is the uniting link.



**Annika Wiklund-Engblom**, M.A. in developmental psychology (Åbo Akademi University, Finland), and IT-pedagogics (Kalmar University, Sweden) has worked as an educational consultant for e-learning development projects in the industry and is now the research coordinator at MediaCity at Åbo Akademi University, where the focus lies on user experience design and research using cross media and transmedia design approaches. Her current Ph. D. thesis investigates learning experiences and self-regulation of corporate e-learners.



**Nelson Zagalo** is Assistant Professor at the University of Minho (UM). His main research is centered at the edge meeting points between film studies and entertainment virtual reality, developing knowledge on the adaptation of cinematic emotions to videogames, and employing a multi-disciplinary approach bringing together cognitive psychology, art theory, new media, and computer science. He created and coordinates the master program on Interactive Media at UM; founded and co-heads the laboratory EngageLab; founded the Portuguese Society for Videogames Sciences and is an integrated researcher at the Communication and Society Research Centre (CECS). Nelson has published the book *Interactive Emotions, from Film to Videogames* (2009), edited the book *Virtual Worlds and Metaverse Platforms: New Communication and Identity*

*Paradigms* (2011), and in 2012 has created the ebooks imprint engagePress.