Stef G. Nicovich earned a Ph.D. in Marketing from the University of Memphis. His published articles have appeared in a number of journals including The Journal of Consumer Behaviour, The Journal of Interactive Advertising, The Journal of Computer Mediated Communication, The Journal of Interactive Marketing, The Atlantic Marketing Journal and The Journal of Business and Economic Studies. Dr. Nicovich’s research focuses on psychological reactions to mediated environments.

Silvia L. Martin is an Assistant Professor of International Business and Marketing at California State University, LA. Her research has been published in the Journal of International Marketing, the Journal of Business Research, among others. Her scholarship has received best paper awards from the American Marketing Association, the McGraw-Hill Distinguished Paper Award from the Federation of Business Disciplines, and the Association of Collegiate Marketing Educators. She earned her PhD from Cardiff University, UK.