

### Author Biographies

**Dr Brinda Sampat** is an Assistant Professor at the NMIMS Global Access School for Continuing Education, NMIMS University, Mumbai, India. Her research interests are at the interface of Information Systems and Marketing Management which primarily focuses on consumer adoption and diffusion of emerging technologies (AI, mobile health, wearable devices, social media) and digital innovations through the lens of emerging economies.

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**Dr Nguyen Phong Nguyen** is an Associate Professor and the Head of the Department of Research Administration and International Relations, and a lecturer at the School of Accounting at the University of Economics Ho Chi Minh City, Vietnam. He has earned a Doctor of Business Administration degree at the Western Sydney University, Australia. His research focuses on organizational strategy and the interfaces between marketing and other disciplines. He has publications in *Human Resource Management*, *Industrial Marketing Management*, *Journal of Sustainable Tourism*, *European Journal of Marketing*, *Public Management Review*, *Journal of Product and Brand Management*, *Asia Pacific Business Review*, and *Journal of Accounting and Public Policy*.