

## ABOUT THE EDITORS

**Almir Pestek** is an Associate Professor at the School of Economics and Business, University of Sarajevo, Bosnia and Herzegovina where he teaches E-marketing and Global Marketing. He was a Fulbright post-doctoral scholar and served at Loyola University Chicago – Quinlan School of Business. He has participated in many domestic and international conferences and has published 60 scientific and professional papers. He has also authored or co-authored several research monographs and book chapters. His research interests focus on marketing, e-marketing, and tourism. He has more than 15 years of consultancy and research experience.

**Sanda Renko** is a Professor at the Department of Trade of the Faculty of Economics and Business at the University of Zagreb, Croatia. She has carried out research on topics such as retailing and wholesaling, category management, logistics and channels of distribution. She was the editor of the book “Challenges for the Trade in Central and Southeast Europe” published by Emerald Group. Also, she was the guest editor in journals such as the *British Food Journal*, *Journal of Food Products Marketing*, and *World Journal of Retail Business Management*. She has presented papers at several conferences such as CIRCLE, EUROMED, International Retailing Conference, and Oxford Retail Futures Conference. She is involved in FP7 EU Project “Focus Balkans.”