

About the Authors

Sajeel Ahmed is a researcher beginning his career at the University of Bedfordshire Business School. His PhD research is on emoji and their influence on communication on Facebook. He holds a BA (Hons) in Business Studies from Cardiff Metropolitan University, an MBA (International Business) from the University of Gloucestershire, as well as an MSc in Marketing and Business Management from the University of Bedfordshire. He has been a visiting lecturer in e-business-related units and supervises undergraduate dissertations. His areas of interest are computer-mediated communication, knowledge management, virtual communities, and gamification in higher education and other contexts. Email: sajeel.ahmed@beds.ac.uk

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Dr. Steve Elers, is a lecturer* at the School of Communication, Journalism and Marketing, Massey Business School, Massey University, New Zealand. In his doctoral research, he examined Māori perspectives of public information advertisements as part of wider social marketing initiatives (e.g., anti-drug driving television advertisement targeted at Māori fathers). Email: S.Elers@massey.ac.nz

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Tracy Flenady is a registered nurse, specialising in emergency nursing; she also maintains strong academic links and works predominantly with nursing students. Tracy is the project manager of a grant awarded to improve new nurses' awareness of patient safety issues through the use of simulation training, and is working towards achieving a PhD. Tracy has a particular interest in sociology, fuelled by her perpetual pursuit to understand human behaviour. Email t.flenady@cqu.edu.au

Barney G. Glaser is the cofounder of grounded theory (1967). He received his PhD from Columbia University in 1961. He then went to University of California San Francisco, where he joined Anselm Strauss in doing the dying in hospitals study and in teaching PhD and DNS students methods and analysis. He published over 20 articles on this research and the dying research. Since then, Glaser has written 14 more books using and about grounded theory and countless articles. In 1998 he received an honorary doctorate from Stockholm University. Email: bglaser@speakeasy.net

Dr. Markus Haag is Senior Lecturer in Business Systems at the University of Bedfordshire Business School. He has been teaching and researching various subjects related to information systems and business systems, e.g. e-business and database systems, as well as business communication and general management. His research is at the intersection of knowledge management, personal values, and e-learning, but also extends into social media and communication. He also worked on action research projects in relation to virtual knowledge communities and e-learning environments. He is a course co-ordinator for the MSc Information Systems Management and BA (Hons) Business Administration.

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Damian Stoupe is a final year PhD Candidate at the Graduate School of Education, University of Bristol developing a grounded theory of workplace behaviour. His main research focus is on the impact of workplace behaviour on relationships between individuals and teams with a special emphasis on the impact of conflict and mobbing. Damian is also a professional counsellor and

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