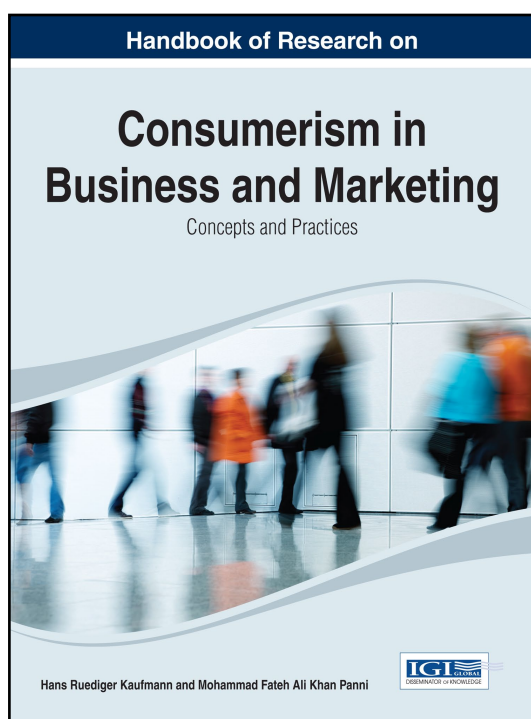


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## Handbook of Research on Consumerism in Business and Marketing: Concepts and Practices



Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

Hans-Ruediger Kaufmann (University of Nicosia, Cyprus & International Business School at Vilnius University, Lithuania) and Mohammad Fateh Ali Khan Panni (City University, Bangladesh)

The modern era of business has prompted an increased focus on the consumer and the responsibility of corporations to consider their ethical and social obligations to their customers. The rise of the consumerist movement has encouraged further research and development on the topic of consumerism, enabling business to succeed in a consumer-driven market.

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**Hans Ruediger Kaufmann** completed his sponsored PhD in 1997 and was as research assistant and then lecturer (p-t) at Manchester Metropolitan University After extensive experience in German Bank Management. Later, he worked in Budapest, first as Course Director Marketing for the Chartered Institute of Marketing and then as an Assistant Professor in Marketing at the International Management Centre Budapest as well as a contractual consultant. At the University of Applied Sciences Liechtenstein he was Academic Director Private Banking and, later, Head of the Competence Centre International Management. Since October 2006 he is an Associate Professor at the University of Nicosia. He has been a launching member and President (2007-2009) of the international research network on consumer behaviour, CIRCLE. He is currently Vice-President of the EuroMed Research Business Institute (EMBRI). He is member of the editorial board of a variety of journals and an Associate Editor of the *World Review of Entrepreneurship, Management and Sustainable Development*.



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