

Notes on Contributors

Douglas E. Allen received his PhD in marketing from the Pennsylvania State University. He is currently an associate professor of management at Bucknell University, Lewisburg, PA. Doug's teaching and research interests are in the area of consumer culture theory, focusing on the sociohistorically embedded nature of consumer practices. In addition to publishing articles on consumer culture in a wide array of journals, he has developed courses that explore trends in sustainable consumption. He is also a member of the Institute for Leadership in Technology and Management that focuses extensively on themes related to sustainability.

Geoff Archer is on the faculty of the College of Business at Oregon State University. He is also a PhD candidate in entrepreneurship and ethics at the Darden Graduate School of Business at the University of Virginia. The working title of his dissertation is "'Base of the Pyramid' Schemes: Who Cares About the Natural Environment in the Microfinance Process?" This multimethod research hopes to explain the existence of and the drivers behind a handful of microfinanced initiatives in which entrepreneurs have deployed "cleantech" solutions (i.e., solar panels in a remote Argentinean village). Receiving his MBA from Cornell University, Geoff was a member of the first class of Park Leadership Fellows, focusing his studies on entrepreneurship and international business. Geoff holds a bachelor's degree in public policy studies and a master of environmental management from Duke University. His concentration at Duke was resource economics and policy, which culminated in a thesis, "Corporate Communication of Environmental Performance," paying particular attention to start-ups.

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Mats A. Lundqvist is director and cofounder of Chalmers School of Entrepreneurship. The school operates with the dual objectives of developing entrepreneurs and new ventures by arranging partnerships with its students and inventors from Chalmers and the Gothenburg region, thereby constituting a new mechanism for increasing the commercialization of new technology. As a direct result, more than thirty high-tech start-ups have been initiated since 1997. As associate professor in innovation management, Mats carries out research, teaching, and collaborative development work in the areas of entrepreneurship and intellectual property management at the Center for Intellectual Property Studies. Mats is engaged in the board of several start-ups and in the steering of national-, regional-, and university-level programs concerned with commercialization of research.

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Mark White is associate professor of commerce at the University of Virginia's McIntire School of Commerce, where he teaches corporate finance, international finance, and courses examining business' relationship with the natural environment. He holds advanced degrees in both finance and ecology. His current research focuses on the use of ecological capital, a topic melding his expertise in financial modeling with his interests in environmental conservation. Professor White is actively engaged in the identification and evaluation of innovative business strategies for achieving a sustainable society. He currently holds a visiting professorship in environmental economics at the Technische Universitaet, Dresden.

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