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Introduce yourself in a brief paragraph: Venkata Yanamandram, Ph.D., received his doctorate from the University of Sydney, and is a lecturer in the Marketing discipline at the University of Wollongong, where he teaches Marketing Principles and Services Marketing at both the undergraduate and postgraduate levels.

Venkata's research has been published in the *International Journal of Services Industry Management* (currently published as *Journal of Service Management*), *Managing Service Quality*, *Journal of University Teaching & Learning Practice* and *Australasian Accounting Business and Finance Journal*. Venkat has also presented at and published articles in the proceedings of various national and international conferences that include, but not limited to, *Frontiers in Service, Services Marketing Special Interest Group (SERVSIG)*, *Academy of Marketing (AM)*, *Australia and New Zealand Marketing Academy Conference (ANZMAC)*, *Australasian Society for Computers in Learning in Tertiary Education (ASCILITE)*, and *Teaching & Learning (T&L) Forum*.