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Susan Freeman, Ph.D. is Professor of International Business and former Dean: Postgraduate and Professional Programs, University of South Australia. She is Associate Director of the Australian Centre for Asian Business (ACAB) and founder and director of Strategy, International Business and Entrepreneurship Research (SIBER) in the Business School. She is a Member of the Board and Vice-President of the Australia New Zealand International Business Association (ANZIBA); Member of the Board of the Council of International Trade and Commerce, South Australia (CITCSA) and member of the Australian Institute of Company Directors (ACID). Susan is Associate-Editor of International Marketing Review and Rutgers Business Review and on the Editorial Review Board of the Journal of Business Research, Journal of International Entrepreneurship and International Business Review. Her research interests include international business strategy with focus on early internationalizing smaller firms; international entrepreneurship; services internationalization; CSR and global business; and emerging markets, with a particular interest in the Asian region, and on qualitative research methodologies. In 2017, she was awarded the UniSA Business School Achievement in Teaching & Learning Award in the category of Students' Voice – Postgraduate – Inside the Classroom – the only staff member to be awarded in the post-graduate area.