

CONTENTS

CLOUD AND MOOCS: THE SERVICITIZATION OF IT AND EDUCATION Nabil Sultan	1
BEYOND TRANSACTIONAL AND TRANSFORMATIONAL LEADERSHIP INTO THE DOUBLE HELIX: A CASE-STUDY OF BLENDED LEADERSHIP IN POLICE WORK Andrew Fisher, David Weir, John Phillips	16
THE BRAINS, BONES AND NERVES OF SERVANT-LEADERSHIP Sylvia Van de Bunt-Kokhuis, Rajeev Peshawaria	29
PROFILING TWENTY-FIRST-CENTURY WORKPLACES AND THE RISE OF STRESS Jana Javorska, Nabil Sultan, Will Thomas	47
ADVERTISING TO BOTTOM-OF-THE-PYRAMID CONSUMERS: DESCRIPTIVE ANALYSIS OF CSR ADVERTISING Mizan Rahman	63
BIOGRAPHY	70