



## Publications Template

#	Research Title	Field	Abstract	Year of Publication	Publishing Link "URL"
1	Toward a smart retailing: An Empirical Investigation of factors influencing retailers in developing countries to be smart Using mixed-methods Research	Retail Marketing	As the retail industry continues to evolve in the digital age, there is a growing emphasis on retailers incorporating intelligent technologies and strategies into their operations to enhance customer experiences and drive business growth.	2023	
2	Predicting Citizens' Intention to use public e-services in developing countries: A Proposed Model and empirical study Using mixed methods research	e-commerce	In the rapidly evolving of digital government services, predicting citizens' intention to use public e-services is essential for service providers. Utilizing models such as the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT), literature has identified key factors that influence individuals' willingness to adopt e-services. Governments can anticipate citizens' behavior and tailor their service offerings accordingly by understanding these factors.	2023	
3	An Empirical Examination of Universities' strategies for Supporting Students with Special Learning Disorder in Developing Countries: A Predictive Model Using	Education	Universities have recognized the importance of providing support for students with special learning disorders in order to ensure their academic success. One major strategy employed is the implementation of comprehensive accommodations and services tailored to meet the individual needs of each student. Collaborating with faculty members to create a supportive learning environment for students with special learning disorders.	2022	



4	An Empirical Examination of the Relationships between the Perceived dimensions of Retail Store Environment and Customers' Loyalty Using Structural Equation	Consumer Behavior	The relationship between the perceived dimensions of a retail store environment and customer loyalty is critical to understanding consumer behavior in the retail industry. Studies have shown that elements such as store layout, design, lighting, cleanliness, and customer service all significantly shape customers' perceptions of a store. When customers perceive a retail store environment positively, they are more likely to develop loyalty towards that particular brand or retailer.	2020	
5	The Impact of Store Atmosphere on Customers Loyalty towards Retail Stores: An Empirical-based Structural Predictive Model for Clothing Retailing in Developing Countries	Retail Marketing	The impact of store atmosphere on customer loyalty towards retail stores is substantial and multifaceted. Research has shown that a well-designed and welcoming store environment can enhance customers' overall shopping experience, increasing the likelihood of repeat visits and fostering brand loyalty. Factors such as lighting, music, layout, cleanliness, and service quality all play a crucial role in shaping the atmosphere of a retail store. A visually appealing and organized store can create a sense of trust and comfort for customers, increasing customer satisfaction with their shopping experience. Additionally, a positive store atmosphere can differentiate a brand from its competitors and help foster a strong emotional connection with customers..	2020	



6	An Empirical Examination of Electronic Training in Developing countries from Innovation Perspective using mixed methods research	Human Resource Management	From an innovation perspective, electronic training in developing countries is a crucial tool to bridge the digital divide and enhance access to education. By leveraging technology, training programs can reach remote areas where traditional methods may not be feasible. These programs can provide skills training, professional development, and knowledge-sharing opportunities that empower individuals to improve their livelihoods and contribute to economic growth. Additionally, electronic training can adapt quickly to changing needs and incorporate interactive elements that engage learners more effectively.	2019	
7	Applying Corporate Governance For Sustainable Development: An Empirical Investigation in Developing Economics Using Structural Equation Modeling	Sustainability	Applying corporate governance for sustainable development involves aligning business strategies and operations with social, environmental, and ethical considerations. This approach aims to create long-term value for all stakeholders while minimizing negative impacts on the planet. Companies can ensure that their actions align with sustainable development goals by implementing effective corporate governance practices such as board oversight, transparency, accountability, and stakeholder engagement.	2018	



8	A Multidimensional CRM Approach for Enhancing Marketing Innovation Capabilities of construction companies Using structural Equation Modeling	Innovative Marketing	A multidimensional CRM approach for enhancing marketing innovation capabilities is a strategic methodology that leverages customer relationship management tools and techniques to drive innovation within an organization's marketing practices. Companies can better understand their target audience and tailor their marketing strategies by analyzing customer data, preferences, and behaviors across multiple touchpoints. This approach allows businesses to identify new opportunities for product development, brand positioning, and customer engagement, leading to competitive advantages in the market.	2017	
9	An empirical examination of customer relationship management (CRM) implementation in Islamic banks	Bank Management	Customer relationship management (CRM) implementation in Islamic banks is crucial for fostering solid customer relationships based on trust and transparency in adherence to Sharia principles. By leveraging CRM technology, Islamic banks can effectively manage customer interactions, anticipate their needs, and enhance overall satisfaction. This implementation allows for personalized services tailored to meet each customer's unique requirements, thus strengthening customer loyalty and retention. Additionally, CRM systems enable Islamic banks to track customer preferences, behavior patterns, and feedback, which can be used to improve products and services while ensuring compliance with ethical standards.	2016	



10	An empirical assessment of transition strategies to universities for special Educational needs Students: A proposed Predictive Paradigm Using Structural Equation	Education	As educators strive to create inclusive environments, assessing transition strategies for special educational needs (SEN) students entering universities becomes crucial. It is essential to conduct thorough assessments of individual student needs, strengths, and challenges to develop personalized transition plans that cater to their unique requirements. This process involves collaboration between educators, parents, support staff, and the students themselves to gather comprehensive information about academic abilities, social skills, communication preferences, and any additional accommodations necessary for a successful transition. Moreover, identifying potential barriers and creating proactive solutions in advance can ease the transition process and promote a smooth adjustment to university life for SEN students.	2014	
11	An Empirical based model for predicting managers' behavioral intention towards crisis strategic planning: Using extended theory of planning behavior	Strategic Planning	Predicting managers' behavioral intention toward crisis strategic planning is crucial to organizational preparedness in today's dynamic business environment. By understanding the factors that influence managerial decision-making during times of crisis, organizations can better anticipate and plan for potential threats and disruptions. Research in this area suggests that managers' attitudes towards crisis strategic planning are influenced by various internal and external factors.	2014	



12	Enhancing the effectiveness of Adaptive Strategies for Special Educational Needs Students: An Empirical Examination and Proposed Predictive Model	Education	Enhancing the effectiveness of adaptive strategies for special educational needs (SEN) students is paramount in fostering their academic and social growth. By tailoring instructional approaches to accommodate individual learning styles, educators can provide personalized support that addresses each student's unique challenges and strengths. Teachers can use assistive technology, multi-sensory learning materials, and differentiated instruction techniques to create a more inclusive and accessible learning environment for SEN students.	2013	
13	Factors Influencing Citizen's Usage of E-Government Services in Developing Countries: The Case of Egypt	e-commerce	Several factors can influence citizens' usage of e-government services in developing countries. Firstly, the population's digital literacy level plays a crucial role in determining their ability to access and utilize online government platforms. Limited internet connectivity and infrastructure gaps can also hinder participation in e-government initiatives. Trust in the security and confidentiality of personal information shared online is another critical factor that may impact citizens' willingness to engage with electronic government services. Furthermore, the accessibility and user-friendliness of online platforms can greatly influence adoption rates. Lastly, cultural norms and socioeconomic disparities within developing countries can also shape citizens' perceptions and behaviors toward e-government services.	2013	



14	Toward Successful E-Learning Implementation in Developing Countries: A Proposed Model for Predicting and Enhancing Higher Education Instructors' Participation	Education	E-learning implementation has become increasingly important in higher education as institutions strive to adapt to the demands of the digital age. "E-Learning Implementation: A Model for Predicting Higher Education Instructors' Participation" proposes a unique approach to understanding and predicting instructors' participation in e-learning initiatives. The model considers factors such as instructor beliefs, attitudes toward technology, perceived usefulness of e-learning tools, and institutional support for online learning. Educators can better anticipate and address barriers to engagement with e-learning platforms by identifying key predictors. This model provides valuable insights into instructor behavior and offers practical recommendations for fostering greater participation and success in online teaching and learning environments.	2013	
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15	An Empirical-Based Model For Examining E-purchasing Intention In Electronic Commerce at Developing Counties	Online Consumer Behavior	Examining E-purchasing intention in electronic commerce in developing countries is crucial to understanding the shifting landscape of consumer behavior and preferences in these regions. With the rapid advancement of technology and increasing internet penetration, e-commerce has become an integral aspect of the modern economy. Consumers in developing countries increasingly turn to online platforms for shopping, leading to significant growth in e-purchasing intention.	2011	
16	E-Learning As a New Technological Application in Higher Education and Research: An Empirical Study And Proposed Model	Education	As a new technological application in higher education and research, E-learning has revolutionized how students access information and engage with course material. Through online platforms, students can now participate in virtual classrooms, browse digital libraries, and communicate with professors and peers from anywhere in the world. This technology has opened up new avenues for research collaboration, allowing researchers to share findings instantly and work together across borders. Additionally, e-learning offers flexible learning opportunities for working professionals looking to further their education or acquire new skills.	2010	





17	A Proposed Model For Predicting The Use Of E-Learning In Higher Education: An Empirical Investigation	Education	Predicting e-learning in higher education is essential for educational institutions looking to leverage technology in their instructional delivery. Our proposed model provides valuable insights into the likelihood of successful implementation and adoption of e-learning initiatives. Through a combination of qualitative and quantitative data analysis, educators can assess the readiness of both students and teachers for e-learning, identify potential barriers to adoption, and develop strategies to overcome these challenges. Additionally, by forecasting trends in technology usage and adapting instructional practices accordingly, institutions can stay ahead of the curve and meet the growing demand for flexible and efficient learning opportunities.	2010	
18	Using Website as an interactive marketing tool and its implication on Hotel E-sales in Egypt	Digital Marketing	In Egypt, utilizing a website as an interactive marketing tool has profound implications for hotel e-sales. By investing in a user-friendly and visually appealing website, hotels can effectively engage with potential customers, showcase their unique offerings, and drive more online reservations. Through features such as live chat support, virtual tours, and personalized booking options, hotels can provide a seamless booking experience that caters to the needs of modern travelers. Furthermore, leveraging social media integration and email marketing campaigns can help hotels reach a wider audience and build lasting relationships with guests.	2009	



19	An Empirical-based model for Examining Customers Adoption of the Internet as a Banking Delivery Channel and its impacts on Egypt Bank Physical Branches	Consumer Behavior	Examining customer's adoption of the Internet as a banking delivery channel is a critical topic in today's digital age. With the increasing reliance on technology for everyday tasks, such as banking, financial institutions need to understand how and why customers choose to utilize online platforms for their banking needs. Banks can better tailor their online services to meet customer expectations and increase user adoption rates by conducting thorough research and analysis of customer behaviors, preferences, and motivations. Furthermore, studying the factors influencing customer trust and satisfaction with online banking can help institutions build more secure and user-friendly digital platforms	2009	
20	Internet Application in Banking Intelligence: An Empirical Investigation in Egyptian Banking Marketing	Bank Marketing	Internet applications in banking intelligence have revolutionized how financial institutions gather, analyze, and utilize data to make strategic decisions. Through sophisticated algorithms and real-time data processing, banks can track market trends, customer behaviors, and potential risks with unprecedented speed and accuracy. This technology enables institutions to optimize their operations by identifying areas for cost savings, improving customer experience through personalized services, and detecting fraudulent activities promptly.	2008	