



Publications Template
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| # | Research Title | Field | Abstract | Year of Publication Publishing | Publishing Link "URL" |
|---|---|-----------|--|--------------------------------|---|
| 1 | How Can We Predict and Evaluate E-Learning Service Quality? | Marketing | The rapid development of internet has motivated the educational institutions to provide their services through this electronic channel. With technology revolution, the internet became a critical and an important channel for providing learning services. So, issue of e-learning quality became pivotal and all educational institutions must shift the focus from just providing e-learning to e-learning quality providing. It becomes obvious that providing e-learning quality is essential for surviving in the highly competitive learning environment. To evaluate any e-learning service quality provided by educational institutions, we need tools that can be used to measure e-learning service quality provided by such institutions. This paper will explore the use of multiple discriminant analysis in developing a model to alert educational institutions that provide poor eLearning service quality | March 2017, | https://www.arcjournals.org/pdfs/ijmsr/v5-i3/2.pdf |
| 2 | E-LEARNING QUAL: THE WAY TO ACHIEVE E-LEARNING SERVICE QUALITY IN EGYPTIAN EDUCATION INSTITUTIONS | Marketing | Recently, the learning and education methods were highly affected by the technology evolution that has led to major changes in the way that service is delivered to the beneficiaries. In line with global trends, most education institutions in Egypt have been undergoing many changes and start to introduce many services based on these advanced technologies such as providing online training courses, online exams, undergraduate e-certificates,...etc. Providers of this service must keep in their mind that no one of those who want education or those who want training will | April 2020 | https://ijecm.co.uk/wp-content/uploads/2020/04/8411.pdf |



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| | | | give up the traditional method of learning to use the online service unless the new service is higher quality than traditional service. The main objective of this study is to clarify the dimensions that influence the quality of e-learning service that is provided in Egypt through the internet, and to develop a comprehensive multiple-item scale (instrument) for measuring eLearning service quality (E-Learning QUAL). | | |
| 3 | THE IMPACT OF ADOPTING GREEN MARKETING MIX STRATEGY ON CUSTOMER SATISFACTION IN EGYPTIAN MARKET | Marketing | In recent times, environmental issues play an important role in business environment due to increasing environmental awareness of consumers around the world. Moreover, in the modern age of globalization, it has become a challenge for any corporate to keep its customers due to the competition that has been drastically changed by the increasing concern toward environmental sustainability. So, it becomes vital requirement for all corporates to adopt new strategies to maintain their customers and attract new ones. One of these strategies is adopting green marketing mix strategy. | March 2021 | https://ijecm.co.uk/wp-content/uploads/2021/03/933.pdf |
| 4 | THE NEXUS BETWEEN DEMOGRAPHIC CHARACTERISTICS OF EGYPTIAN CONSUMERS AND GREEN PRODUCT PURCHASE DECISION | Marketing | With the growing environmental awareness and increasing knowledge of environmental problems and the damage they may cause to society and human health, it has become imperative for Egyptian companies to keep pace with this trend to ensure sustainable development and grantee a better life quality for the future generations. This trend puts a bigger pressure on the Egyptian companies to choose more sustainable solutions and provide green products to consumers. | Jan 2022 | http://ijecm.co.uk/wp-content/uploads/2022/01/1017.pdf |