



**Publications Template**

#	Research Title	Field	Abstract	Year of Publication Publishing	Publishing Link "URL"
1	Antecedents and Consequences of Frontline Employees' Job Crafting: The Mediating Role of Emotional Exhaustion	HR	Given the crucial role of employee job crafting in the hospitality industry that describes a process by which employees take an active role in commencing modifications to their approach to work or by personalizing the working environment to be more effective and efficient. Thus, the researcher in this study investigates the antecedents and consequences of frontline employees' job crafting. Further, investigating the mediating role of employees' emotional exhaustion in relation to their organizational outcomes. Survey data from 485 frontline employees in five-star hotels affiliated to chains in Egypt was conducted. Actually, by applying partial least squares structured equational model and path estimates using Smart-PLS (version 3), the results indicated that, perceived organizational support positively influences employees' job crafting. Also, job crafting influences strongly and positively employees' organizational outcomes (work engagement and service recovery	2022	<a href="https://mkaf.journals.ekb.eg/article_255409_964dd09ff9d61624d35bf6015880396a.pdf">https://mkaf.journals.ekb.eg/article_255409_964dd09ff9d61624d35bf6015880396a.pdf</a>



Marketing Department

إدارة التسويق

			performance). In addition, emotional exhaustion does not mediate the relationship between job crafting and employees' organizational outcomes. Actually, such findings suggest various implications for hospitality organizations, managers and frontline employees as well. Theoretical and managerial implications and directions of new future research were addressed in this study.		
2	Impact of Guest Misbehavior on Employees' Emotional Traits: The Moderating Role of Distributive Justice	HR	This study examines the impact of guest misbehavior on frontline employees' emotional traits (emotional dissonance and emotional exhaustion). Furthermore, distributive justice is taken as the moderating variable on the relationships between guest misbehavior and employees' emotional traits. The study mainly aims to achieve these objectives; (1) examining to what extent guest misbehaviour exists within working environment, (2) determining the impact of guest misbehaviour on employees' emotional traits namely; emotional dissonance and emotional exhaustion, and (3) investigating the moderating role of distributive justice between guest misbehavior and the previously mentioned outcomes. Actually, the research sampling technique is based on two main stages; firstly employed a stratified random sampling technique to select the hotels, the	2022	<a href="https://pijth.journals.ekb.eg/article_262063.html">https://pijth.journals.ekb.eg/article_262063.html</a>



Marketing Department

إدارة التسويق

			second stage employed the simple random sampling to select the respondents. Using structured equation modelling via Amos statistical program, surveyed data from 414 frontline employees in five-star hotels affiliated to chains in Egypt indicated that guest misbehaviour was positively related to emotional traits, while distributive justice significantly moderating the relationship between workplace bullying and organizational outcomes.		
3	"From hurt to harmony: Investigating the impact of workplace bullying on food & beverage employees' outcomes"		This study examines the impact of workplace bullying on food & beverage employees' organizational outcomes (job crafting and work engagement). Furthermore, emotional intelligence is taken as a mediating variable on the relationships between workplace bullying and employees' organizational outcomes. The study mainly aims to achieve these objectives; (1) examining to what extent workplace bullying exists within food and beverage working environment, (2) determining the impact of workplace bullying on food and beverage employees' organizational outcomes namely; job crafting and work engagement, and (3) investigating the mediating role of emotional intelligence between workplace bullying and the previously mentioned	2023	<a href="https://pijth.journals.ekb.eg/article_332017.html">https://pijth.journals.ekb.eg/article_332017.html</a>



Marketing Department

إدارة التسويق

			<p>outcomes. Actually, the research sampling technique is based on a stratified random sampling technique to select the hotels, while employed the simple random sampling to select the respondents. Using structured equation modelling via Smart PLS statistical program, surveyed data from 312 employees in five-star hotels affiliated to chains in Egypt indicated that workplace bullying was negatively related to organizational outcomes, while emotional intelligence significantly mediating the relationship between workplace bullying and organizational outcomes. According to the latest recent research, hotel management should give its staff the necessary emotional support and be selective when hiring new staff members to ensure that they have a high level of emotion intelligence.</p>		
4	<p>Understanding the impact of work environment on employee well-being and cynicism: Insights from the hotel industry.</p>	HR	<p>The paper aims to deepen the understanding of various psychological and sociological theories that contend that people prefer to work in a healthy environment that provide favorable working conditions, such as affective events theory, well-being theory, leadership theory, and organizational support theory. Therefore, if the hospitality sector does not provide appropriate working conditions and does not support psychological wellbeing, it might be</p>	2024	<p><a href="https://doi.org/10.20867/thm.30.4.8">https://doi.org/10.20867/thm.30.4.8</a></p>



Marketing Department

إدارة التسويق

			<p>difficult to find motivated and devoted employees. The study used a self-administered questionnaire and opted for a descriptive-analytical design. Typically, the interviewer or a representative from an official position hands out this kind of questionnaire to the interviewees. The researcher contacted 396 front-line staff members at five-star hotels belonging to a chain in the most popular tourist areas in Egypt. The data were analysed using the Smart PLS statistical program to test the study hypotheses.</p>		
5	<p>Do authentic dimensions and customer knowledge affect overall authenticity and revisit intention via interacting gastronomic experience? Perspective on ethnic restaurants.</p>	<p>Consumer Behavior</p>	<p>Authenticity has been widely acknowledged as a pivotal determinant in the success of ethnic restaurants. This study explores the influence of authentic dimensions and customer knowledge on the overall authenticity and revisits intention of Omani ethnic restaurants by moderating the gastronomic experience. Using a positivist approach, data were collected from 330 customers of Omani ethnic restaurants in Oman. All dimensions of authenticity (atmosphere, food, service, and price) have a positive influence on revisit intention. Concurrently, empirical evidence substantiates that customer knowledge significantly and positively impacts customers'</p>	<p>2024</p>	<p><a href="https://doi.org/10.1016/j.ijhm.2024.103941">https://doi.org/10.1016/j.ijhm.2024.103941</a></p>



Marketing Department

إدارة التسويق

			perceptions of authenticity and revisit intention. Gastronomic experience moderates the association between overall authenticity and revisit intention. Overall authenticity mediates the influence of authenticity dimensions revisit intention, except true to self. The study contributes to the literature on the importance of authenticity and customer knowledge in the success of ethnic restaurants. It provides valuable insights for restaurant managers and marketers in Oman.		
6	From Turmoil to Triumph: Does Environmental Uncertainty Matter to Organizational Creativity and Competitive Advantage: The Role of Organizational Agility.	Strategic Management	Based on contingency theory, resource-based view theory, and confusion theory, this research paper expresses new insights into various strategic and managerial theories that call for adaptation to environmental changes, especially during uncertain times. Further, it expands our understanding of organizational agility as a moderating role in the relationship between environmental uncertainty and organizational outcomes within the hospitality context. The data were obtained from top-level managers in five-star chained Egyptian hotels. The findings indicated that environmental uncertainty has a considerable detrimental effect on organizational creativity and competitive advantage. Additionally, the negative relationship between organizational	2024	<a href="https://doi.org/10.1080/15256480.2024.2389536">https://doi.org/10.1080/15256480.2024.2389536</a>



Marketing Department

إدارة التسويق

			outcomes and environmental uncertainty is significantly moderated by organizational agility. The study's results have several theoretical and practical implications for the hotel industry.		
7	Deciphering consumer behaviours in the innovative hospitality settings.	Consumer behavior	This study aims to analyse the antecedents and consequences of consumer participation behaviour in the hotel industry. It investigates how citizenship behaviour influences the link between participation and switching intention. It also investigates hotel innovativeness, brand identification and consumer value co-creation using the frameworks of innovation diffusion theory, social identity theory and social exchange theory. By combining different academic perspectives, the study provides a thorough grasp of the elements that influence consumer behaviour and loyalty to hospitality brands. This study used a descriptive-analytical approach to survey 526 guests who stayed at five-star hotels affiliated with chains in Egypt. The hotels were chosen using stratified random sampling, which ensured representation across multiple segments. For practical reasons, convenience sampling techniques were used to pick research participants. To test the study hypotheses, structural equation modelling was used, which provided a strong statistical	2024	<a href="https://doi.org/10.1108/CBTH-02-2024-0056">https://doi.org/10.1108/CBTH-02-2024-0056</a>



Marketing Department

إدارة التسويق

			analysis to assess the correlations between variables and validate the suggested theoretical framework.		
8	Antecedents and consequences of the creative food tourism experience: Brand equity insights.	Food tourism	This study introduces the creative food tourism experience (CFTE) idea to the fine-dining restaurant market, thereby broadening the understanding of food tourism. It examines the CFTE triggers and possible outcomes and also investigates the role of brand equity. It also incorporates staff cohesion as a personal environmental component and ties the balance theory to the brand experience theory by examining brand equity as a distinct outcome of CFTE. The results of a study conducted on 574 food tourists in authentic Egyptian fine dining establishments show that sensory and personal environment elements have a large and favourable impact on consumers' CFTE, with restaurant atmosphere having the greatest influence. The results suggest that CFTE influences brand awareness, brand image, and perceived quality. Remarkably, brand trust moderates the relationship between perceived quality and brand loyalty but not the one between brand awareness, brand image, and brand loyalty. The study provided a significant contribution to restaurateurs.	2024	<a href="https://doi.org/10.1177/14673584241276083">https://doi.org/10.1177/14673584241276083</a>



Marketing Department

إدارة التسويق

9	Unlocking organizational ambidexterity via the role of cross-functional competition in quick-service restaurants.	Strategic management	The study seeks to understand the antecedents influencing the effectiveness of cross-functional competition and the consequences that go deeper into the significance of cross-functional competition within Quick-Service Restaurants (QSRs) by examining its impact on organisational ambidexterity, specifically exploitative and exploratory innovation. Using partial least structural equation modelling (PLS-SEM), data was collected from 336 employees in QSRs. While the results confirmed the hypothesized relationships, development culture and hierarchy culture have no relationship to cross-functional competition. There is a link between cross-functional competitive ability and competition in (a) exploitative innovation and (b) exploratory innovation, but social cohesion makes that link stronger. Cross-functional competition partially mediates the relationship between both 'organisational structure and culture' and organisational ambidexterity. General implications of the findings for competition and research on both 'organisational structure and culture' and organisational ambidexterity are discussed.	2025	<a href="https://doi.org/10.1177/14673584241313353">https://doi.org/10.1177/14673584241313353</a>
10	From Redundancy to Delight:	HR	This study expresses new insights into various stimuli that shape customers perceptions	2025	<a href="https://doi.org/10.20867/thm.31.2.1">https://doi.org/10.20867/thm.31.2.1</a>



Marketing Department

إدارة التسويق

	Towards Optimized Organizational Outcomes.		towards services provided. Further, it expands our understanding of customer delight mediating role between service redundancy and organizational outcomes within the hospitality context. The data were obtained from 632 residents in five-star branded hotels in Egypt. Further, applying stratified sampling method for hotels selection while using and simple random sampling methods for respondents' selection. The results indicated that, service redundancy was negatively related to organizational outcomes, while emotional customers delight mediating the relationship between service redundancy and organizational outcomes.		
11	Foodstagramming unleashed: Examining the role of social media involvement in enhancing the creative food tourism experience	Food tourism	This study examines how social cognition and engagement components influence diners' creative food tourism experiences (CFTE) during their visit, as well as how the CFTE influences their continuous goal of foodstagramming. The survey comprised 783 guests who ate at a local destination restaurants and uploaded images of their experiences. Using PLS-SEM for data analysis, the evidence shows a link between meal experience value and social influences on CFTE. As social cognitive components, food experience value and social influence have been shown to have a	2025	<a href="https://doi.org/10.1177/14673584241311295">https://doi.org/10.1177/14673584241311295</a>



Marketing Department

إدارة التسويق

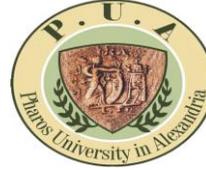
			<p>favourable and significant effect on CFTE. Furthermore, the study discovered no significant relationship between social media use and CFTE. Besides, cognitive engagement and affective participation had a substantial impact on CFTE. Surprisingly, behavioural engagement had no effect on CFTE. Furthermore, the CFTE significantly and favourably influenced respondents' intentions to continue foodstagramming. Finally, it was discovered that CFTE elements had a significant impact on diners' long-term intents to foodstagramming. These findings have significant implications for hospitality professionals.</p>		
12	<p>Beyond reality: Harnessing the metaverse for transformative education through UTAUT-2 and task-technology synergy</p>	Education	<p>The study investigates the impact of adopting metaverse technology for learning activities on university students' behavioral intentions (BI). The results of a combined model of UTAUT-2 and TTF were tested for the moderating role of TTF in such relationships. A positive, significant relationship exists between Metaverse adoption factors and BI as tested using the PLS-SEM analysis of data collected from 326 university business students in Oman. This affects students' belief that adopting metaverse technology would augment their</p>	2025	<p><a href="https://doi.org/10.1016/j.ijme.2025.101169">https://doi.org/10.1016/j.ijme.2025.101169</a></p>



Marketing Department

إدارة التسويق

			abilities and chances of achieving learning objectives. It was also evident that TTF moderated the association between the constructs of Metaverse adoption and BI. The study, therefore, sought to advance understanding through integration and by developing a broader framework combining different perspectives on technology adoption, learning outcomes, and behavioral intentions.		
13	Eco-wise travels: cultivating regenerative tourism through eco-literacy, net-zero commitment and pro-environment attitudes	Eco-wise travels	This study aims to investigate the interaction of eco-literacy, pro-environmental behavior and net-zero commitment in developing destination-focused intentions toward regenerative tourism. This paper seeks to address key gaps in the existing literature on regenerative tourism and attempts to present a more vital understanding of how individual-level variables, such as pro-environmental attitude, are likely to mediate the relationship between eco-literacy and intentions toward regenerative tourism. This study accordingly highlights the significance of these factors for developing regenerative tourism as a strategic key in destination management. This study used PLS-SEM to collect data from 434 tourists at popular Omani destinations, using an online survey disseminated through a QR code. The findings revealed a positive and significant	2025	<a href="https://doi.org/10.1108/TR-10-2024-0957">https://doi.org/10.1108/TR-10-2024-0957</a>



Marketing Department

إدارة التسويق

			<p>impact of eco-literacy on pro-environment attitude, pro-environment attitude on regenerative tourism intention and regenerative tourism intention on tourism development. It can be inferred that net-zero commitment concern strengthens the positive association between pro-environment attitudes and regenerative tourism intentions. It is revealed that pro-environmental attitudes help to safeguard the association between eco-literacy and regenerative tourism intention. Interestingly, regenerative tourism intentions partially mediate the effect on proenvironmental attitudes and tourism development.</p>		
14	<p>Exploring the social transmission of cyberloafing at hotels via sanction certainty</p>	HR	<p>This study leverages the transactional theory of stress to examine the social transmission of cyberloafing within the workplace, specifically in the context of five-star luxury hotels in Egypt. A key focus is placed on how coworkers' cyberloafing behaviors influence employees' own cyberloafing, mediated by perceptions of formal and informal sanction certainty. Unlike prior studies that have primarily explored cyberloafing as an individual act, this research introduces a novel perspective by investigating it as a socially influenced behavior, highlighting the interplay</p>	2025	<p><a href="https://doi.org/10.1177/14673584251338466">https://doi.org/10.1177/14673584251338466</a></p>



Marketing Department

إدارة التسويق

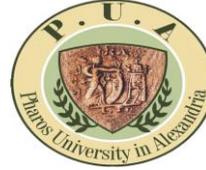
between coworker behaviors, sanction perceptions, and employee responses. The luxury hospitality sector in Egypt offers a unique and significant context, as it combines a high-pressure work environment with the widespread adoption of advanced technologies, creating both opportunities and challenges for managing employee behavior. Using partial least squares structural equation modeling (PLS-SEM), data from 525 employees reveal that coworkers' cyberloafing positively affects employees' cyberloafing and diminishes their perceived certainty of both formal and informal sanctions. Formal sanctions refer to official organizational rules, policies, or penalties, while informal sanctions involve peer pressure, social norms, and unwritten expectations within the workplace. The study finds that as employees observe more cyberloafing behaviors among their coworkers, their perception of the certainty of formal sanctions (e.g., fines or disciplinary actions) decreases, which in turn reduces the certainty of informal sanctions (e.g., peer disapproval or social ostracism). This sequential decrease in the certainty of both types of sanctions encourages employees to engage in cyberloafing. The study uncovers the cascading effects of



Marketing Department

إدارة التسويق

			coworker behaviors and the relationship between formal and informal sanctions in influencing cyberloafing.		
15	Building consumer trust in the ChatGPT's era: Insights from the hospitality industry.		The research integrates the Technology Acceptance Model (TAM) and Social Presence Theory to analyze consumer responses to ChatGPT. This study gathered data from 632 consumers staying at five-star hotels in Egypt's major tourist attractions. The current study employed convenience sampling by relying on the electronic questionnaire approach, where the researchers selected an appropriate sample and the questionnaires were sent via the Internet, which contributed to facilitating the participation process, increasing the chances of their response, and rapid data collection. To test the study hypotheses, structural equation modeling (SEM) was used, which provided a strong statistical analysis to assess the correlations between variables and validate the suggested theoretical framework. Results indicate that ChatGPT's emotional expression accuracy, richness, and personalization significantly enhance consumer interaction. Additionally, its availability and responsiveness foster a sense of emotional companionship, leading to increased emotional dependence and trust among users. The study	2025	<a href="https://doi.org/10.1177/14673584251343264">https://doi.org/10.1177/14673584251343264</a>



Marketing Department

إدارة التسويق

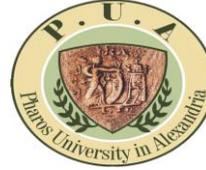
			<p>results also supported that ChatGPT's psychological attributes influence consumer interaction positively. In addition, the study found that ChatGPT's ability to accurately express emotions and enable personalized interactions had a substantial impact on consumer interaction. This research contributes to the understanding of AI's role, such as ChatGPT, in hospitality by identifying key emotional and psychological factors that enhance consumer trust. It provides actionable insights for luxury hotels to effectively integrate AI technologies such as ChatGPT, ultimately improving guest experiences and fostering loyalty. This study aims to examine the consumers' ChatGPT emotional attributes, including emotional intelligence and emotional companionship, and ChatGPT psychological attributes on their interaction and investigate the influence of the consumers' interaction on their emotional dependence and trust towards ChatGPT.</p>		
16	Does green intellectual capital matter for green ambidexterity? Insights from the hotel		<p>This study addresses a significant gap in the literature by examining the influence of intellectual capital (human, social, and structural capital) on organisational ambidexterity within the context of five-star chain hotels in Egypt, while also exploring the</p>	2025	<p><a href="https://doi.org/10.1177/14673584251361233">https://doi.org/10.1177/14673584251361233</a></p>



Marketing Department

إدارة التسويق

	industry.		<p>moderating role of entrepreneurial orientation and the mediating role of organisational culture in this relationship. While prior research has explored intellectual capital and organisational ambidexterity separately, few studies have integrated these concepts within the luxury hotel industry, particularly in emerging markets like Egypt. Using survey data from 98 managers in five-star chain hotels, the study reveals that intellectual capital has a significant and positive impact on organisational ambidexterity. Additionally, entrepreneurial orientation slightly moderates this relationship, while organisational culture fully mediates it. These findings contribute to the theoretical understanding of how intellectual capital drives ambidexterity and how entrepreneurial orientation and organisational culture shape this dynamic. Practically, the study suggests that hotels should integrate environmental measures into their core business objectives, ensuring sustainability goals are embedded in their mission and vision to enhance resource allocation, decision making, and performance monitoring. By doing so, sustainability becomes a central operational focus rather than a peripheral concern.</p>		
--	-----------	--	---	--	--



Marketing Department

إدارة التسويق

17	Behavioural and innovative traits driving digital transformation and competitive advantage: the role of entrepreneurs hip orientation	HR	This study investigates how digital transformation contributes to increased competitive advantage in several service businesses in the Sultanate of Oman. It focuses on organizations with 25 or more people and investigates the relationships between entrepreneurial orientation, behavioural and innovative traits and digital transformation activities. A standardized questionnaire was issued to senior management-level employees from several sectors, such as hotels, banking, healthcare, travel agencies and logistics organizations. A quantitative online questionnaire gathered data from a broad group of 609 employees. The results show a considerable positive association between the entrepreneurial approach and acceptance of digital transformation, emphasizing the necessity of cultivating a creative organizational culture. Furthermore, behavioural and innovative traits were proven to improve the effectiveness of digital transformation programs. The findings highlight the crucial significance of digital transformation in giving a competitive advantage, with differences noted across sectors.	2025	<a href="https://doi.org/10.1108/APJBA-03-2025-0231">https://doi.org/10.1108/APJBA-03-2025-0231</a>
----	---	----	---	------	---