



Publications Template

#	Research Title	Field	Abstract	Year of Publication Publishing	Publishing Link "URL"
1	Technological Innovation, Optimism, and ease of Use of Self-Service Technologies in Hotels"	Technological Innovation in hotel industry	paper address "Technological Innovation, Optimism, and ease of Use of Self-Service Technologies in Hotels" was submitted and presented at the 9th international tourism congress on the theme " The Image and Sustainability of Tourism Destinations" Which was held on the 29-30 November, 2017 at the school of tourism and maritime Technology in Peniche, Portugal	2017	https://www.ipleiria.pt/estm/itc17-ix-international-tourism-congress/
2	Customer acceptance of self-service technology in five-star hotels in Egypt	Technology characteristics	<p>Purpose: Self-service technology (SST) is constantly evolving to make many tasks easier, faster or more convenient. The main objective of this study was to explore the acceptance and intention to use SST in five-star hotels in Egypt by looking at its perceived usefulness as well as its perceived ease of use. Accordingly, four aspects of SST; technology acceptance, technology readiness, technology characteristics and intention to use are investigated in this research, and nine hypotheses were formulated as a result.</p> <p>Research Methods: Stratified random sampling was proposed to survey the Egyptian five-star hotel sector. The sampling technique was based on two stages. The first stage employed stratified random sampling technique to select hotels from five regions. The second stage employed a simple random sampling technique where a relatively small sample of respondents/tourists was randomly selected. The researcher utilized a sample of 46 five star hotels representing 30 percent of the 153- hotels population. A total of 940 respondents from 46 hotels answered a survey questionnaire.</p> <p>A field study using self-administered questionnaire was utilized in order to investigate guests' acceptance and intention to use SST. It was divided into two sections: the first section collected</p>	2021	4TH INTERNATIONAL SCIENTIFIC CONFERENCE "TOURMAN 2021" "RESTARTING TOURISM, TRAVEL AND HOSPITALITY: THE DAY AFTER" MAY 21-23, 2021, THESSALONIKI, GREECE https://www.tourman.gr/



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demographic information such as age, gender, experience, professional status, marital status, and so on; the second section included items to measure the study variables; technology readiness, technology characteristics, Technology acceptance and intention to use SST. Survey questions were based on a Likert 5-point scale where "1" was strongly disagree and "5" was strongly agree. Data was collected from customers who had been administered the questionnaire. Of the 1380 questionnaires distributed, 1050 were collected. Only 940 questionnaires were valid, counting for 68% of the total sample which represented a satisfactory response rate. Statistical Package for Social Sciences (SPSS) was used in this study to conduct tests that describe variable of the study as well as test its hypotheses.

Results and Discussion: The results indicated that technology readiness and technology characteristics correlate significantly with customers' acceptance to use SST in hotels. The study also pointed to a strong significant correlation between customers' acceptance to use SST and their intention to use it. Although the study stated that innovativeness and optimism correlated significantly and positively with the perceived ease of use SST. However, discomfort and insecurity were seen to have no significant correlation. There was a significant positive impact of perceived ease of use on customers' perceived usefulness of SST. In addition, the study supported that perceived ease of use had a significant positive impact on a customers' intention to use. Moreover, perceived usefulness had a significant positive impact on a customers' intention to use,

Implications: This study presents a comprehensive insight into SST practices in Egyptian five-star hotels, which would enable hotel managers and decision-makers to understand the great benefits SST would provide to the hotel industry in particular, and all entities including the government in general. Also, this study can be helpful for Egyptian and foreign investors who seek to expand their businesses and investments into the five-star hotel industry by allowing them to understand the benefits of using SST.

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4	Hotel employees' knowledge of monkeypox's source, symptoms, transmission, prevention, and treatment in Egypt	Hotel employees' knowledge	Background: The re-emerging human monkeypox virus (MPXV) poses a global threat. The rising number of confirmed MPXV cases worldwide is a significant reason for concern. This study aims to investigate (1) hotel employees' knowledge in Egypt of MPXV source, signs/symptoms, transmission, prevention, and treatment, (2) the primary sources of their information about MPXV, (3) whether or not they received information about MPXV from their hotels, and (4) the differences of employees' knowledge in terms of gender, age, marital status, level of education, type of contract, professional category, hotel department, type of hotel, seniority in the hotel, and the	Travel Medicine and Infectious Disease (2023). (Q1)	Elkhwesky Z, Derhab N, Elkhwesky FFY, Abuelhassan AE, Hassan H, Hotel employees' knowledge of monkeypox's source, symptoms, transmission, prevention, and treatment in Egypt, Travel Medicine and Infectious Disease (2023), doi: https://doi.org/10.1016/j.tmaid.2023.102574 .
5	The influence of optimism and innovativeness on customers' perceptions of technological readiness in five-star hotels	technological readiness	This study aims to investigate the impact of innovation and customer optimism on the ease of using self-service technologies. A total of 940 respondents from 46 hotels answered a survey questionnaire. A stratified random sampling technique was used to select participating hotels from five tourist regions in Egypt. Descriptive statistics are computed to show the level of agreement towards technological innovation and optimism. Regressions are then estimated to test the effects of innovation and optimism on perceived technological accessibility. With respect to technological innovation, survey participants generally enjoyed learning about new technology products. Similarly, the respondents were highly optimistic about the use of technology. Regression results indicate that technological innovation and customer optimism towards technology are positively correlated with the perceived accessibility of self-service technologies. The effective application of self-service technologies in hotels is not well understood in the current literature, despite the implications for higher-quality customer experiences. This study contributes to the fields of hotel/tourism and consumer technology research. The continuing challenges and fierce global competition that have emerged in today's business environment, especially in the hotel industry, were bound to shed light on the subject of customers' perceptions of technological readiness in five-star hotels in Egypt, which can be perceived as an issue of great importance for hotel management.	Pharos International Journal of Tourism and Hospitality (2024)	HG Hassan, M Nassar, MK Abdien - Pharos International Journal of Tourism and Hospitality, 2024



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6	Hotel employees' intention not to waste food: The role of environmental concern	Hotel Management	Drawing on the theory of planned behavior, the current research examined the effect of moral norms and injunctive norms on hotel employees' intention not to waste food. Besides, the moderating role of environmental concern was also investigated. Data were collected from 586 food and beverage employees in Egyptian hotels, by quantile regression, which allows us to obtain results for the median individual and for those who are wasteful (below the median). The results show that developing moral and injunctive norms is helpful in reducing food expenditure in the median employee ($q = 0.5$). However, if the focus is on the most wasteful employee ($q < 0.3$), the way to reverse this behavior is to develop norms more related to what an employee should or should not do in relation to food waste (injunctive norms) and less related to the feeling of guilt (moral norms). In addition, general environmental concern increases the positive effect of injunctive norms on the intention not to waste food for the wasteful employees, which was not the case for the median employee. These results help to orient information and training policies for employees to reduce food waste in the hotel industry and, from a theoretical point of view, a novel analysis is carried out by comparing employees with different intentions to behave responsibly.	Current Psychology (2024) (Q1)	Elkhwesky, Z., Castañeda-García, J. A., El Manzani, Y., Ur Rehman, S., & Hassan, H. (2024). Hotel employees' intention not to waste food: The role of environmental concern. Current Psychology, 1-18.
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,	2024	https://doi.org/10.1108/CBTH-02-2024-0056



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			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 analysis to assess the correlations between variables and validate the suggested theoretical framework.		
8	From Redundancy to Delight: Towards Optimized Organizational Outcomes.	HR	This study expresses new insights into various stimuli that shape customers perceptions 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	2025	https://doi.org/10.20867/thm.31.2.1



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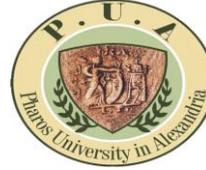
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			five-star branded hotels in Egypt. Further, applying stratified sampling method for hotels selection while using and simple random sampling methods for respondents' selection. The results indicated that, service redundancy was negatively related to organizational outcomes, while emotional customers delight mediating the relationship between service redundancy and organizational outcomes.		
9	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 favourable and significant effect on CFTE. Furthermore, the study discovered no significant relationship between social media use and CFTE.	2025	https://doi.org/10.1177/14673584241311295

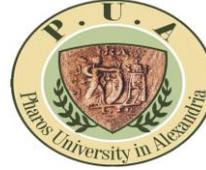
			Besides, cognitive engagement and affective participation had a substantial impact on CFTE. Surprisingly, behavioural engagement had no effect on CFTE. Furthermore, the CFTE significantly and favourably influenced respondents' intentions to continue foodstagramming. Finally, it was discovered that CFTE elements had a significant impact on diners' long-term intents to foodstagramming. These findings have significant implications for hospitality professionals.		
10	Exploring the social transmission of cyberloafing at hotels via sanction certainty	HR	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 between coworker behaviors, sanction perceptions,	2025	https://doi.org/10.1177/14673584251338466



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 coworker behaviors and the relationship between formal and informal sanctions in influencing cyberloafing.		
11	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	2025	https://doi.org/10.1177/14673584251343264



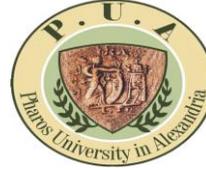
consumer interaction. Additionally, its availability and responsiveness foster a sense of emotional companionship, leading to increased emotional dependence and trust among users. The study results also supported that ChatGPT's psychological attributes influence consumer interaction positively. In addition, 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



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			ChatGPT.		
12	Does green intellectual capital matter for green ambidexterity? Insights from the hotel industry.		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 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	2025	https://doi.org/10.1177/14673584251361233



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			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.		
13	Behavioural and innovative traits driving digital transformation and competitive advantage: the role of entrepreneurship 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	2025	https://doi.org/10.1108/APJBA-03-2025-0231



			<p>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.</p>		
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