

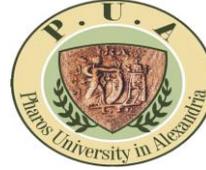


## Publications Template

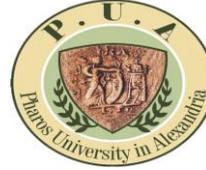
#	Research Title	Field	Abstract	Year of Publication Publishing	
1	The dynamics of coworker envy in the green innovation landscape: Mediating and moderating effects on employee environmental commitment and non-green behavior in the hospitality industry	Sustainability	the current study proposes to investigate the impact of employee green innovative behavior (EGIB) on coworker envy (CE), which in turn affects employee environmental commitment (EEC) and intention to engage in non-green behavior (NGB). Furthermore, it investigates the moderating role of individual green value (IGV) and perceived green organizational support (PGOS) and the mediating effect of coworker envy (CE) between the proposed model relationships. Operating PLS-SEM, the 389 valid questionnaires collected from the employees of five-star hotels were analyzed. The findings showed that employee green innovative behavior (EGIB) significantly enhanced	2025	<a href="https://doi.org/10.1177/14673584251324618">https://doi.org/10.1177/14673584251324618</a>



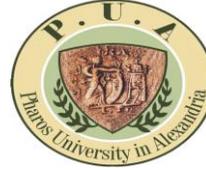
			coworker envy (CE), negatively influencing employee environmental commitment (EEC) and positively influencing intention to engage in non-green behavior (NGB). The results also proved the moderation role of individual green value (IGV) and perceived green organizational support (PGOS) between CE and EEC and CE and NGB, respectively		
2	Navigating green innovation via absorptive capacity and the path to sustainable performance in hotels	Sustainability	<p>Purpose</p> <p>The study scrutinizes the direct and indirect association between absorptive capacity as the independent variable and green innovation adoption and sustainable performance as the dependent variables. Similarly, the study assessed the mediating role of green innovation adoption between absorptive capacity and sustainable performance. The research also evaluates green organizational culture and environmental regulation as moderators.</p>	2025	<a href="https://doi.org/10.1108/JHTI-07-2024-0687">https://doi.org/10.1108/JHTI-07-2024-0687</a>



			<p>Design/methodology/approach The current study applied partial least squares structural equation modeling (PLS-SEM) and administered a questionnaire to general managers and department directors in 4- and 5-star hotels. Quantitative research was employed as the chosen method.</p> <p>Findings The PLS-SEM analysis revealed that absorptive capacity has a positive impact on the adoption of green innovation.</p>		
3	Navigating The Path to Sustainability and Overcoming Environmental Barriers in the Egyptian Hotel Industry	Sustainability	<p>This chapter presents the specific environmental practices of Egyptian hotels and identifies potential barriers to implementing sustainable initiatives. The aim was to gain a holistic perspective on the factors affecting hotel environmental sustainability practices rather than merely discussing ecological problems. The analysis was</p>	2025	DOI: 10.4018/979-8-3693-6110-8.ch009



			based on qualitative data from 42 semi-structured interviews with top management from a sample of four-and five-star hotels in Egypt. The chapter reveals seven internal barriers: staff capabilities, physical limitations, the attitudes of top management, cost concerns, access to resources, owner attitudes, and day-to-day activities. External factors include government regulations, incentives, and guest attitudes. This chapter also examines the theoretical implications and discusses how future research might address environmental challenges in hospitality.		
4	Consumer boycotts and fast-food chains: economic consequences and reputational damage	Food service	The increasing avoidance of international fast-food chains is a widespread phenomenon influenced by economic, social, and political factors. This study examines the risks and implications of restaurant boycotts, focusing on their role in social justice movements and economic shifts. The	2025	<a href="https://doi.org/10.3390/soc15050114">https://doi.org/10.3390/soc15050114</a>



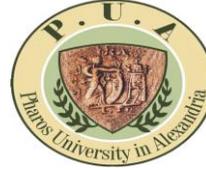
			<p>authors employed the qualitative approach; using an exploratory case study and a critical discourse analysis, we investigated consumer motivations for avoidance, the financial and reputational risks businesses face, and how corporate responses shape brand perception. By integrating political consumerism and social justice theory, we provide a comprehensive framework for understanding the psychological, ethical, and economic drivers of boycotts.</p>		
5	<p>From asymmetry to satisfaction: the dynamic role of perceived value and trust to boost customer satisfaction in the tourism industry</p>	<p>Customer service</p>	<p>The study investigates how information asymmetry affects customer satisfaction in the tourism industry by examining trust and perceived value as mediating factors. The research implements an integrated model to test and prove information asymmetry's direct and mediating effects on customer satisfaction by examining the literature gap. The research used a</p>	<p>2025</p>	<p><a href="https://doi.org/10.3390/tourhosp6020068">https://doi.org/10.3390/tourhosp6020068</a></p>



			quantitative approach based on opinion polls distributed to 408 customers of hotels, tourism companies, and travel agencies who were in Egypt. SmartPLS 3 software implemented the data analysis process using partial least squares structural equation modeling (PLS-SEM).		
6	From Authenticity to Sustainability: The Role of Authentic Cultural and Consumer Knowledge in Shaping Green Consumerism and Behavioral Intention to Gastronomy in Heritage Restaurants in Hail, Saudi Arabia	Restaurant industry	The present study investigates the association between perceived authenticity (PAU), GCON, and behavioral intention within heritage restaurants in Hail, Saudi Arabia. By integrating cognitive appraisal theory (CAT) and the Stimulus-Organism-Response (SOR) framework, this research explores how authenticity perceptions influence both cultural and gastronomic experiences and contribute to sustainable consumption behavior. Also, it investigates the moderating role of consumer knowledge (CKNOW) in enhancing	2025	<a href="https://doi.org/10.3390/su17083530">https://doi.org/10.3390/su17083530</a>



			<p>GCON and its subsequent impact on the behavioral intention (BINT) to dine at heritage restaurants. Employing a mixed-methods approach, this study first conducted a content analysis on online reviews to identify key attributes that shape authenticity perceptions. Subsequently, Smart PLS software was employed to conduct an analysis of 417 valid customers of heritage restaurants in Hail.</p>		
7	<p>Capturing culinary creativity: how and when foodstagramming boosts chef creativity</p>	<p>Restaurant Industry</p>	<p>Grounded in environmental psychology theory (EPT) and self-determination theory (SDT), this study investigates the influence of physical work environments (PWEs) on the benefits of foodstagramming (FSB) – the advantages of sharing food photos on social media – and their subsequent impact on chef creativity (CC). Additionally, the study examines the mediating role of FSB and explores the moderating effects of</p>	<p>2025</p>	<p><a href="https://doi.org/10.1108/JHTI-10-2024-1127">https://doi.org/10.1108/JHTI-10-2024-1127</a></p>



			perceived supervisor support (PSS) and climate for creativity (CFC) within the proposed framework.		
8	Boycott or check out? Exploring tourists' decisions regarding 'unethical' hotels through the extended theory of planned behaviour	Hospitality management	The current study investigates the intricate socio-psychological phenomenon affecting tourists boycotting environmentally unethical hotels by integrating the theory of planned behaviour TPB and the legitimacy theory. Furthermore, it examines the effect of ethical idealism (EI)/general legitimacy (GLY) on the theory of planned behaviour (TPB) constructs and turns to its role in boycotting usefulness (BUF) and intention to boycott (BI). Additionally, the study examines the mediating roles of TPB constructs between EI and GLY, on one hand, and BUF and BI on the other. Finally, it analyzes the mediating role of BUF between TPB constructs and BI. The quantitative methods were utilized to collect 541	2025	<a href="https://doi.org/10.1080/02508281.2025.2503993">https://doi.org/10.1080/02508281.2025.2503993</a>



			<p>valid questionnaires from international tourists. The finding proved that ethical idealism and general legitimacy have a significant effect on attitudes toward boycotting (ATB) and perceived behavioural control towards boycotting (PBCB) respectively. In addition, it proved the mediating role of TPB constructs and the mediating role of BUF. Theoretically, the study extended the theory of planned behaviour TPB by integrating it with the legitimacy theory. Moreover, the study provided some practical implications for the hospitality businesses such as developing an ethical sustainability culture, enhancing operations legitimacy, and collaborating with influencers, environmental and social leaders.</p>		
9	Integrating ChatGPT in tourism and	Tourism and hospitality education	This study aims to identify the role of ChatGPT in addressing existing gaps and offering new	2025	<a href="https://doi.org/10.1177/14673584251357510">https://doi.org/10.1177/14673584251357510</a>



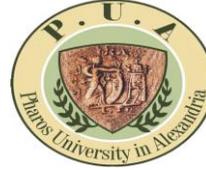
	hospitality education: A systematic and bibliometric analysis of research trends, applications, and implications		opportunities in tourism and hospitality (T&H) education. In this evolving educational landscape, the study outlines emerging trends, practical applications, and potential avenues for implementing ChatGPT in educational contexts. Relevant research papers were retrieved from online databases indexed by Scopus, and a systematic literature and bibliometric review was conducted, focusing on studies published between 2018 and 2024. To this end, the Scopus database was used, with a focus on articles evaluating the use of ChatGPT in education within the T&H sectors. Following a defined protocol that included specific inclusion and exclusion criteria, 26 relevant studies were selected for final synthesis and analysis		
10	Unveiling Naga Oun Village: Transforming Egypt's Hidden	Rural Tourism	Rural tourism is a promising avenue for sustainable development, providing economic opportunities, and	2024	<a href="https://pijth.journals.ekb.eg/article_340390_64e7b84a54c0d6685ccb208f69Be186">https://pijth.journals.ekb.eg/article_340390_64e7b84a54c0d6685ccb208f69Be186</a> .pdf



	<p>Gem into a Thriving Rural Tourism Destination</p>		<p>preserving culture in underdeveloped regions. This study focuses on Naga Oun village in Egypt, delving into its potential and challenges as a rural tourism destination. Qualitative methods, including interviews and observations, reveal key themes of what this unique spot needs to flourish and overcome its pressing challenges, including capacity building, marketing, and development strategies. Despite possessing abundant natural and cultural resources, the village encounters obstacles such as limited visibility, technological gaps, and skill deficiencies. The research suggests a comprehensive approach, encompassing capacity building, cultural preservation, technology integration, community empowerment, sustainable practices, infrastructure development, monitoring, and public-private</p>		
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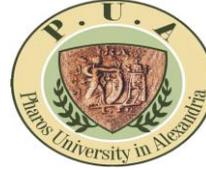


			<p>partnerships to foster sustainable rural tourism. Stakeholders stress the importance of targeted initiatives to improve residents' skills and propose a marketing campaign to establish Naga Oun as an authentic rural destination. The development plan advocates diverse tourism offerings, such as immersive farm experiences and festivals. The study presents a roadmap for rural tourism development in Egypt, outlining key recommendations and practical insights. Successful implementation can underpin sustainable development, generate economic opportunities, safeguard cultural heritage, and enrich the overall tourism experience in rural Egypt.</p>		
11	Innovating Gastronomy through Information Technology: A Bibliometric	Food and beverage	Three-dimensional food printing (3DFP) has now emerged as the new paradigm shift in culinary arts and is leading to a dramatic transformation of traditional	2024	<a href="https://www.mdpi.com/2078-2489/15/8/471">https://www.mdpi.com/2078-2489/15/8/471</a>

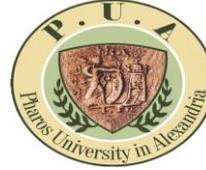


Analysis of 3D  
Food Printing for  
Present and  
Future Research

cuisine. This paper aims to conduct a bibliometric analysis of the literature associated with 3DFP research. In the Scopus database, an initial search provided 2188 documents. Applying the PRISMA criteria reduced these documents by narrowing the research to 545 articles. The bibliometric analysis confirmed the growth of research interest in the topic over the past ten years, demonstrating a substantial rise in publications between 2021 and 2023. We also investigated major journals and authors who play the most significant role in the field. The study also provides insight into how 3DFP is applied to deliver delicious, healthy, and visually appealing meals and mitigate food waste. It also highlights and strengthens the argument for design possibilities to manufacture such shapes and include other raw materials. This bibliometric analysis not only



			visualizes 3DFP's research trend but also provides future research directions, focusing on its role in the food industry and gastronomy as well as its contribution to sustainable development.		
12	From data to delight: Leveraging social customer relationship management to elevate customer satisfaction and market effectiveness	Customer service	The current study aims to investigate ways through which the data on social customer relationship management (SCRM) enhance customer satisfaction (CS) as well as market effectiveness (ME) in the hotel industry. Moreover, it examines the mediator role of customer involvement using social media data (CIUSM). The moderating role of customer information processing capability (CIPC) between social customer relationship management (SCRM) and customer involvement using social media (CIUSM) was examined. Therefore, following the suggestions from Dominant (S-D) Logic, Social Exchange Theory (SET), and	2024	<a href="https://doi.org/10.3390/info16010009">https://doi.org/10.3390/info16010009</a>



Dynamic Capabilities Theory (DCT), this research explores the role of SCRM in co-creation and organizational performance through the social media data of customers. Using PLS-SEM through SmartPLS, data from 389 participants were analyzed. The findings proved that SCRM directly improves both customer satisfaction and the effectiveness of the market due to the indirect effect of CIUSM data as a mediator among them. Also, it showed that SCRM improves directly CIUSM. Moreover, it proved the direct effect of CIUSM on customer satisfaction and market effectiveness. Moreover, CIPC, as a moderator, enhances SCRM impacts by demonstrating how hotels leverage data from social media activity as a competitive advantage. Based on the findings of this study, the three integrated theories provide a single framework to



			delve deeply into the intricate association between social media customer involvement to enhance hotel performance		
13	<a href="#">Resilience for Sustainability: The Synergistic Role of Green Human Resources Management, Circular Economy, and Green Organizational Culture in the Hotel Industry</a>	Green Human Resources	This research explores the extent to which Green Human Resource Management (GHRM) practices in the Egyptian hotel sector contribute to the adoption of Circular Economy (CE) practices and, eventually, organizational resilience. Using a sample of 402 employees from green-certified Egyptian hotels, the current study applied Partial Least Squares Structural Equation Modeling (PLS-SEM) on the data collected. The results show the positive effect of GHRM on the adoption of a circular economy that significantly enhances both internal and external organizational resilience. In addition, high Green Organizational Culture (GOC) strengthens the positive	2024	<a href="https://doi.org/10.3390/admsci14110297">https://doi.org/10.3390/admsci14110297</a>



			relationship of GHRM with the adoption of a circular economy. From this work, some empirical evidence is provided to show that circular economy practices can play a partial mediating role between GHRM and organizational resilience. These findings also present valuable insights for hotel managers and policymakers on how to achieve sustainability and resilience by means of integrated GHRM and circular economy strategies.		
14	<a href="#">Generative AI insights in tourism and hospitality: A comprehensive review and strategic research roadmap</a>	AI	This study used bibliometric analysis and a systematic literature review (SLR) to examine how the tourism and hospitality industries use generative artificial intelligence (GAI), identifying developed patterns, theoretical frameworks, strengths and limitations, and future research challenges. We conducted a systematic review using the Scopus database, adhering to PRISMA principles. We	2024	<a href="https://doi.org/10.1177/14673584241293125">https://doi.org/10.1177/14673584241293125</a>



			analyzed a sample of 25 articles published between 2019 and 2023 through narrative synthesis and bibliometric analysis using the VOSviewer software, a tool for visualizing network analysis. The USA, China, India, and Saudi Arabia are the major countries engaged in GAI research in tourism and hospitality. Significant research topics emphasize decision-making, chatbots, deep learning, and sentiment analysis, mainly through the Technology Acceptance Model (TAM), Stimulus-Organism-Response (S-O-R), and Human-Computer ...		
15	Innovating Gastronomy through Information Technology: A Bibliometric Analysis of 3D Food Printing for	Food and beverage	Three-dimensional food printing (3DFP) has now emerged as the new paradigm shift in culinary arts and is leading to a dramatic transformation of traditional cuisine. This paper aims to conduct a bibliometric analysis of the literature associated with 3DFP research. In the Scopus	2024	<a href="https://doi.org/10.3390/info15080471">https://doi.org/10.3390/info15080471</a>



<p>Present and Future Research Information 2024, 15, 471.</p>		<p>database, an initial search provided 2188 documents. Applying the PRISMA criteria reduced these documents by narrowing the research to 545 articles. The bibliometric analysis confirmed the growth of research interest in the topic over the past ten years, demonstrating a substantial rise in publications between 2021 and 2023. We also investigated major journals and authors who play the most significant role in the field. The study also provides insight into how 3DFP is applied to deliver delicious, healthy, and visually appealing meals and mitigate food waste. It also highlights and strengthens the argument for design possibilities to manufacture such shapes and include other raw materials. This bibliometric analysis not only visualizes 3DFP's research trend but also provides future research directions, focusing on its role in the food industry</p>		
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			and gastronomy as well as its contribution to sustainable development.		
16	<a href="#">Building digital trust and rapport in the tourism industry: a bibliometric analysis and detailed overview</a>	Consumer behavior	In the rapidly changing environment of the tourism business, building digital trust and rapport has appeared as a critical factor for sustaining profitable customer relationships and confirming long-term business survival. This study aims to provide a comprehensive overview of the research landscape with respect to digital trust and rapport establishment within the tourism context using techniques for bibliometric analysis in conjunction with visualization. This research paper explores publication trends, identifies key journals and authors, and determines the most productive countries, academic institutions, and primary research keywords. It involves analyzing publications from the Scopus database focusing on the duration between 2014 and	2024	<a href="https://doi.org/10.3390/info15100598">https://doi.org/10.3390/info15100598</a>



			2023. The findings show that the digital trust and rapport-building literature expands its importance within the tourism industry due to factors such as competition pressure; customers' high expectations; the incorporation of technology; and, most recently, the occurrence of pandemics like the COVID-19 pandemic		
17	Tomorrow Taste Comes Today: Exploring Customers' Intention to Buy 3D Printed Food in Egyptian Restaurants	F&B management	<p>Purpose To explore the effect of 3D printed food characteristics on the Value-Attitude-Behavioral model in Egyptian restaurants. Design/methodology/approach Using a quantitative design, a self-administrated questionnaire was conducted with customers who eat at restaurants.</p> <p>Findings Four characteristics of 3D printed food: health, fun, creativity and natural content were explored. The primary result identified was 3D printed characteristics have a positive and significant effect</p>	2022	<a href="https://pijth.journals.ekb.eg/article_264346_632e36a583a0399964b7a2b532c">https://pijth.journals.ekb.eg/article_264346_632e36a583a0399964b7a2b532c</a>



on hedonic value. Moreover, hedonic and utilitarian perceived values have an impact on customer attitudes toward 3D-printed food. Respondents indicated attitude toward 3D-printed food led to the intention to buy it.

Originality/value  
This research highlights the need for 3D food printing technology in restaurants in Egypt. Moreover, this study adapted the Value-Attitude-Behavioral model in the context of 3D-printed food.

Research limitations/implications  
In the present study, 4 characteristics of 3D-printed foods are being considered. In future, additional factors could be considered to deal with advancements in the food and beverage industry.

Practical implications  
The study has recommended that marketers and decision-makers show the advantages of 3D-printed food in ads.



			<p>Social implications This study will help the community by offering them a new type of technology that positively affects the environment. Besides, it will help people with allergies and elderly people to have food that is suitable for them.</p>		
18	<p>TESTING THE THEORY OF PLANNED BEHAVIOR TPB IN DETERMINING INTENTION AND BEHAVIOR TO HIRE PEOPLE WITH DISABILITIES IN EGYPTIAN HOTELS</p>	<p>Management</p>	<p>Purpose: The current study aims to analyze the hotels' managers' intention to hire PWDs in the hotel industry by using the theory of planned behaviors model. Design/methodology/approach: It has employed a quantitative approach with the TPB model to collect the data. The survey has been developed based on literature, and a total of 207 valid questionnaires distributed among senior hotel managers in four and five-star hotels in Egypt, then were analyzed. Findings: Results of the path analysis showed that attitude and subjective norms significantly affect senior hotels managers' intention, also</p>	<p>2022</p>	



the intention has a positive effect on their behavior to hire PWDs. Moreover, the attitude affects directly the behavior of hiring PWDs.

Theoretical Implications:

The attitude can affect directly the behavior of hiring PWDs. The intention plays a vital role as a mediator between subjective norms and behaviors.

Practical Implications:

The managers should be trained and motivated to accept PWDs to enhance the hotel image. PWDs should be trained by using Knowledge Management KM and assistive technology. The government should create employment opportunities for PWDs through vocational training courses.

Research Limitations and Further Researches: Further research should work to overcome current limitations.

Future comparative studies can be conducted between the



			<p>hospitality grades, management style, hotel departments, and sectors. Also, the socio-demographic factors may play a vital role in hotel managers' opinions.</p> <p>Originality/Value: This is a pioneering effort to apply TPB to measure the intention and behavior of hotel managers to hire Egyptian PWDs.</p>		
19	Factors affecting the intention to use Airbnb in Egypt: A PLS-SEM Approach	Hospitality management	<p>The aim of this study is to assess the intention of Egyptian travellers to consider using Airbnb platform as one of the sharing economy and peer-to-peer accommodation. This study proposes and tests the theory of planned behaviour (TPB) constructs as the determinants of the Airbnb intention to use Airbnb by using PLS-SEM approach. The findings show that attitude is a significant determinant of using intention, whereas subjective norms and perceived behavioural control are not. This study adds to the body of knowledge by</p>	2021	<a href="file:///C:/Users/Dr.Amr%20Fouad/Downloads/Factors_Affecting_the_intention_to_use_Airbnb_in_Egypt.pdf">file:///C:/Users/Dr.Amr%20Fouad/Downloads/Factors_Affecting_the_intention_to_use_Airbnb_in_Egypt.pdf</a>

			employing TPB to analyse customer intention to use Airbnb, providing a theoretical basis and a starting point for further investigation of Airbnb's structural linkages with the sharing economy. The ability to design successful strategies for Airbnb to promote favourable purchase behaviours will be aided by a thorough knowledge of Airbnb guests' purchase intentions.		
20	Examining Customers' Intention and Attitude Towards Reading Restaurants' Menu Labels by Using the Theory of Planned Behaviour	Food and beverage management	Availability of nutritional information through menu labels is important not only for consumers, as it helps them make informed and healthier food choices, but also for restaurants as a marketing tool. While the Theory of Planned Behaviour (TPB) focused on attitudes, subjective norms, perceived behavioural control, and intention constructs; this study depended on that theory to examine effects of menu nutritional information on customers' attitude and intention to read such	2019	<a href="https://www.researchgate.net/profile/Amr-Fouad-3/publication/337654072_Examining_Customers'_Intention_and_Attitude_Towards_Reading_Restaurants'_Menu_Labels_by_Using_the_Theory_of_Planned_Behaviour.pdf">https://www.researchgate.net/profile/Amr-Fouad-3/publication/337654072_Examining_Customers'_Intention_and_Attitude_Towards_Reading_Restaurants'_Menu_Labels_by_Using_the_Theory_of_Planned_Behaviour.pdf</a>



information. This aim was accomplished through a number of sub-objectives and hypotheses towards reading menu labels by which investigating new relationships on the (TPB) in the context of independent or standalone, four, and five-star restaurants in Alexandria, which considers the second major conurbation in Egypt. Furthermore, A five-point Likert scale questionnaire was used for testing hypotheses. The results indicated that customers had a positive attitude and intention to read menu labels. Besides, there was no correlation between subjective norms and the behaviour, and similarly between both attitude and behaviour of reading menu labels. Finally, the study presented suggestions to restaurants' decision makers for using various methods to display menu labels effectively.