



Publications Template

#	Research Title	Field	Abstract	Year of Publication Publishing	Publishing Link "URL"
1	Determinants of Consumer Advocacy for Personal Luxury Products through Brand Loyalty: Egyptian Consumers' Case Study		Over the past 20 years, luxury brands have attracted a lot of research attention in the marketing literature. Studies have focused on building and keeping long-term relationships between brands and their customers, as well as coming up with ideas for premium brand features. Also, customer advocacy for personal luxury brand products in Egypt hasn't been looked at in a lot of studies. In addition, relatively few researchers have looked into the relationships between luxury consumer brands and cosmopolitanism. Egyptians are rumored to strive to display products with perceived prestige through social recognition in flamboyant displays in order to express their economic standing in the most overt manner possible. Therefore, brand love and personal luxury brand products have been selected to be used in this study because they help consumers manage their self-image, give their owners status and prestige, and foster a personal connection. Objective: The current study aims to test the relationship between perceived luxury values dimensions (perceived financial value, perceived functional value, perceived social value, and perceived individual value), brand love, E-WOM, cosmopolitanism, and brand loyalty, and to understand the relationship between brand loyalty and consumer advocacy for personal luxury brand products. Methodology: A mono-method quantitative research design is adopted, where data is collected from Egyptians who purchase personal luxury brand products, with a total sample size of 496 consumers. Results: The findings revealed a positive relationship between perceived financial values and	2024	https://www.researchgate.net/journal/AUSTRALIAN-JOURNAL-OF-BASIC-AND-APPLIED-SCIENCES-2309-8414?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6InByb2ZpbGUjLCJwYXVlIjoicHVibGljYXRpb24iLCJwcmV2aW91c1BhZ2UiOiJwcm9maWxln19



			brand loyalty, as well as positive relationships between perceived functional values and brand loyalty, perceived individual values and brand loyalty, perceived social values and brand loyalty, and a positive relationship between brand love and brand loyalty. Additionally, there is a positive relationship between E-WOM and brand loyalty. Also, a positive relationship is found between cosmopolitanism and brand loyalty. Finally, there is a positive relationship between brand loyalty and consumer advocacy. Conclusion: To keep consumers from looking for competing brands and engaging in cross-shopping, most brand managers work to create favorable relationships with their clientele. Marketing departments should focus their efforts on developing and communicating these values to clients. In addition, maintaining a specific standard of product quality and the shopping experience is crucial since luxury buyers could view high levels of utilitarian and hedonistic qualities as fundamental requirements for luxury brands.		
2	Unveiling Naga Oun Village: Transforming Egypt's Hidden Gem into a Thriving Rural Tourism Destination		Rural tourism is a promising avenue for sustainable development, providing economic opportunities, and 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 partnerships to foster sustainable rural tourism. Stakeholders stress the importance of targeted initiatives to improve residents' skills and	2024	https://www.researchgate.net/journal/Pharos-International-Journal-of-Tourism-and-Hospitality-2812-6475?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6InByb2ZpbGUiLCJwYXN0IjoicHVibGljYXRpb24iLCJwcmV2aW91c1BhZ2U0Iiw9maWxln19



			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.		
3	The influence of optimism and innovativeness on customers' perceptions of technological readiness in five-star hotels		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.	2023	https://www.researchgate.net/journal/Pharos-International-Journal-of-Tourism-and-Hospitality-2812-6475?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6InByb2ZpbGUiLCJwYXN0IjoicHVibGljYXRpb24iLCJwcmV2aW91c1BhZ2UiOiJwcm9maWxln19



4	Digital Disinformation Effect on Hotels Customer Response: An Overview and Future Research Directions		The rapid proliferation of digital disinformation represents a critical issue facing consumers and industries such as hospitality. Various forms of fabricated multimedia content and fake narratives can permeate online spaces and sway customer decision-making. This article explores the potential effects of exposure to digital disinformation, including fake news, deep fakes, and misleading advertisements, on hotel booking intentions. It outlines existing perspectives on disinformation typologies and tactics for manipulating information in the digital sphere. The discussion synthesizes key theoretical frameworks concerning media richness and information manipulation that may explain consumer responses. While academic research on these complex dynamics in the hotel sector remains sparse, this article highlights crucial areas for further empirical investigation. It concludes by proposing important implications for both customers and hospitality practitioners in navigating today's disinformation landscape to make informed decisions and policies. More scholarly attention to digital disinformation and its impacts can offer timely insights into emerging risks for industry and consumers.	2023	https://www.researchgate.net/journal/Pharos-International-Journal-of-Tourism-and-Hospitality-2812-6475?_tp=eyJlb250ZXh0Ijpb7ImZpcnN0UGFnZSI6InByb2ZpbGUiLCJwYXdlIjoicHVibGJjYXRpb24iLCJwcmV2aW91c1BhZ2U0iOjwcm9maWxln19
5	The Impact Of Entrepreneurial Aspects, Family Factor & University Environment On Entrepreneurial Intention (Perspective Of Students Of Alexandria Universities)		Purpose-The research aimed to explore the influence of university environment, family factor and entrepreneurial aspects on the entrepreneurial intention of universities students. Design/methodology/approach-This research is based upon a questionnaire conducted to the students of Alexandria Universities. Findings-The findings from this research revealed that, universities students perceived their entrepreneurial passion, university environment and family factor impacting their entrepreneurial intention, with a higher priority if compared to the variables of risk-taking and emotional intelligence, which they considered with no impact on their mentioned entrepreneurial intention; additionally, they thought that their self-efficacy served as a mediator, allowing their entrepreneurial passion to positively influence their entrepreneurial	2023	https://russianlawjournal.org/index.php/journal/article/view/2180



			intention, however this latter mediator wasn't perceived to be affected neither by their planning nor innovation characteristics.		
6	Impact of green practices on hotel guests' satisfaction: The role of perceived motives, attributes, and service outcomes		Research on guest satisfaction with green practices in hotels has generated mixed results; some studies have shown a positive relationship with green practices and others have shown a negative relationship. To reconcile these two opposing views, the mediating effects of perceived motives, and perceived attributes was examined as potential psychological mechanisms explaining guests' reactions to green practices hotels. Besides, the moderating role of service outcomes in influencing guests' reactions to green initiatives was investigated. Results indicate that when service delivery is successful, guest satisfaction is higher for green practices. However, the advantage for green hotels vanishes when guests experience service failures. Furthermore, results show that guest satisfaction with green hotels is enhanced when a firm engages in green practices for public-serving (vs. self-serving) motives. In addition, the results indicate that green practices are accepted by guests if they are implemented in attributes that guests consider "extras" in the service rather than in the "core" attributes. Overall, the results show that perceived motives and attributes mediate the relationship between green practices and guest satisfaction, and perceived service outcomes moderate the relationship between green practices and guest satisfaction.	2023	https://www.researchgate.net/journal/Pharos-International-Journal-of-Tourism-and-Hospitality-2812-6475?_tp=eyJlb250ZXh0Ijp7ImZpcnN0UGFnZSI6InByb2ZpbGUiLCJwYXdlIjoicHVibGljYXRpb24iLCJwcmV2aW91c1BhZ2UiOiJwcm9maWxln19
7	Peer-To-Peer Accommodation as an Alternative to Hotels: Customers' Motivational Factors, Attitude and Behavioral Intentions		The current research aims to study the concept of sharing economy in the context of peer-to-peer accommodation in Egypt through Airbnb platform and to determine the factors which motivate customers to choose this intended service. The research applied a descriptive quantitative approach. A multiple-frame non-random sampling approach was deemed necessary. Data were collected via an online survey using anonymous link and 353 valid responses from Airbnb's adult users. Results indicated the influence of six factors that motivate customers to choose peer-to-peer accommodation; economic benefits,	2022	https://thalexu.journals.ekb.eg/



			home benefits, social benefits, local authenticity, novelty, and sharing economy ethos. Moreover, customers` attitude was significantly related to behavioral intentions and perceived value proved to be a mediator between motivating factors and customers` attitude towards peer-to-peer accommodation. Customers` attitude also came out to be a mediator between the motivating factors and behavioral intentions. Derived from the theory of planned behavior (TPB) which is based on the theory of reasoned action (TRA), the current research determined only six motivating factors for participating in peer-to-peer accommodation. Future researches may investigate other factors. The research provides implications for peer-to-peer accommodation providers and for hotel marketers.		
8	Tomorrow Taste Comes Today: Exploring Customers' Intention to Buy 3D Printed Food in Egyptian Restaurants		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, self-administrated questionnaire was conducted with customers who eat at restaurants. 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 on hedonic value. Moreover, hedonic and utilitarian perceived values have an effect on customer attitude 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 the 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 been recommended the marketers and decision makers to show the advantages of 3D printed food in ads.	2022	https://www.researchgate.net/journal/Pharos-International-Journal-of-Tourism-and-Hospitality-2812-6475?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6InByb2ZpbGUiLCJwYXdlIjoicHVibGljYXRpb24iLCJwcmV2aW91c1BhZ2UiOiJwcm9maWxln19



			Social implications-This study will help the community by offering them a new type of technology that has positive effect on environment. Besides, it will help the people with allergies and elderly people to have the food that is suitable for them.		
9	Customer Acceptance of Self-Service Technology in Five-Star Hotels in Egypt		Self-service technology (SST) is continuously improving to make a wide range of services easier, quicker, and more suitable. The current study aims mainly to explore customers' acceptance and intention to use SST in five-star hotels in Egypt based on its ease of use and usefulness. Therefore, the current research highlighted four issues of SST, namely; technology acceptance (perceived usefulness and ease of use), technology readiness (innovativeness, optimism, discomfort, and insecurity), technology characteristics (responsiveness and smartness), and customers' intention to use SST. Five main hypotheses were developed consequently. A survey form was completed by 940 hotel customers; they were selected randomly from five-star hotels in five regions. The findings revealed that customer acceptance of SST in hotels was significantly correlated with technology readiness and technology characteristics. In addition, there was a significant correlation between customers' acceptance of SST and their intention to use it. The research presents a comprehensive insight into SST practices in five-star hotels in Egypt. Furthermore, many implementations are provided that help hotel managers and decision-makers understand what motivates customers to accept SST.	2022	https://www.researchgate.net/journal/Pharos-International-Journal-of-Tourism-and-Hospitality-2812-6475?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6InByb2Z2pbGUiLCJwYWdlIjoicHVibGljYXRpb24iLCJwcmV2aW91c1BhZ2UiOiJwcm9maWxln19
10	Cause-related marketing and its impact on brand image and loyalty: Evidence from international fast-food chains		The work described in this paper investigates the impact of cause-related marketing on brand image and loyalty from the perspective of international fast-food chains. Fourteen semi-structured interviews were conducted with the managers to assess the current use of cause-related marketing practices (CrM) in fast-food chain restaurants. From the results of the interviews and review of literature, a model was developed including four variables, these are as follows: CrM, customer	2022	https://www.researchgate.net/journal/Journal-of-Foodservice-Business-Research-1537-8039?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6InByb2Z2pbGUiLCJwYWdlIjoicHVibGljYXRpb24i



			loyalty, brand image, and price increase. A self-administered structured questionnaire was designed to collect data on managers perspective of CrM, impact on brand image, customer loyalty, and price increase. Seven hundred and four questionnaires were distributed. Results from the study indicate that there is a correlation between CrM and brand and that there is a positive and significant and relationship between CrM and customer loyalty, CrM was found to have more effect on attitudinal loyalty than on behavioral loyalty. In addition, results revealed that brand image and customer loyalty are correlated. Regression analysis signified that customer loyalty is affected by brand image as the relationship between them is significant and positive. The study also found that brand image acted as a partial mediator between CrM and customer loyalty.		LCJwcmV2aW91c1BhZ2UiOiJwcm9maWxln19
11	The impact of organizational commitment on the relationship between the entrepreneurial characteristics of managers and improving the service quality A field study on hotel managers in the tourism service sector		After surveying the previous studies that dealt with entrepreneurial characteristics and their important role in organizations, the author noticed the interest of researchers in recent times in entrepreneurial characteristics due to their importance and positive impact on the performance of institutions. The researcher found that the work of other studies to measure the extent of activation of these properties on managers and interest in the organizations and the extent to which those characteristics impact on the performance of organizations so as to different time periods of previous studies , which dealt with the field of entrepreneurial and characteristics of leadership so touched on the current leadership characteristics as one of the attributes Leadership and its impact on improving service quality. The study used organizational commitment as a modified variable on the relationship between entrepreneurial characteristics and improving service quality. By distributing two questionnaires to two identical samples with a number of (187) guests and workers in the hotel sector in Alexandria Governorate, and the data obtained were analyzed using the program	2021	Conference: The 8th International Conference on Opportunities and Challenges in Management, Economics and Accounting At: Paris, France



			spss26, AMOS25, the results of the study concluded that there is a significant and statistically significant effect of the entrepreneurial characteristics on improving the quality of service provided to the guests The organizational commitment modifies the relationship between the entrepreneurial characteristics and the quality of the service provided. The study also came up with some recommendations that will be presented later.		
12	Customer acceptance of self-service technology in five-star hotels in Egypt		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. 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. 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 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	2021	Conference: TOURMAN 2021-4th International Scientific Conference "Restarting tourism, travel and hospitality: The day after" At: International Hellenic University, Greece



			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. 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, 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.		
13	The City Next Door; Branding Alexandria, Egypt		The City Next Door; Branding Alexandria, Egypt Abstract Destination branding is a process of branding a place, a product, or a city, to attract investment, people, and capital. The growing role, significance and importance of destination branding and image in tourism is being widely explored. There is a growing body of research in destination branding and specifically with relation to tourism products and brands	2019	https://www.researchgate.net/journal/J-of-Tourism-and-Hospitality-Management-2328-2169?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6InByb2ZpbGUjLCJwYXdlIjoicHVibGljYXRpb24i



			around the world and how they can use certain elements (element mix) to develop a sense of identity to a place. Branding has become especially important in travel and tourism industry since it influences tourists' decisions to visit a place or a city and therefore it affects their level of satisfaction. The main aim of destination branding is to create value and enable destination marketers to successfully use the unique characteristics and attributes associated with the city (e.g., products, services, arts, technology, location, culture, etc.,) to differentiate, position their destinations and sustain a competitive advantage over other tourism brands around the globe. This paper, using case-study methodology, aims to report on a wider project with the aim to develop "Alexandria – the city next door" brand to be available for tourists' choices when selecting a destination to visit. Keywords: Destination branding, branding, destination image, attributes, Alexandria, case study, Egypt		LCJwcmV2aW91c1BhZ2UiOiJwc m9maWxln19 Conference: XI International Tourism Congress (ITC'19) At: Proceedings Book –XI International Tourism Congress (ITC'19), 05-07 November 2019, Funchal, Portugal
14	Human resource management practices and organizational commitment in four- and five-star hotels in Egypt		Previous studies have shown that human resource management practices affect hotel performance by influencing employees' commitment to their organization. Organizational commitment, in turn, influences workforce turnover, organizational citizenship behavior, and job performance. This study analyzed the relationship between human resource management practices and organizational commitment in 257 employees in nine four- and five-star hotels in Cairo and Alexandria, using partial least squares structural equation modeling to test models predicting organizational commitment. Hiring, training and development, performance appraisals, remuneration, and communication were all positively and significantly related to affective commitment, but only communication affected continuance commitment.	2018	https://www.researchgate.net/journal/Journal-of-Human-Resources-in-Hospitality-Tourism-1533-2853?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6InByb2Z2pbGUiLCJwYXdlIjoicHVibGljYXRpb24iLCJwcmV2aW91c1BhZ2UiOiJwc m9maWxln19
15	Customer Satisfaction and Hotel Brand Equity: A		In this paper, a structural equation modelling technique was used to examine the effect of brand equity on customer satisfaction in the Egyptian hotel industry. Brand equity was separated into four	2017	https://www.researchgate.net/journal/J-of-Tourism-and-Hospitality-Management-2328-



	Structural Equation Modelling Study		constructs (brand loyalty, perceived quality, brand awareness and brand associations), and each one was examined individually. A sample of hotel guests, who accommodated at four- and five-star branded hotels, in four tourism destinations in Egypt, was selected. A structured questionnaire that included established scales was then used to measure brand loyalty, perceived quality, brand awareness, brand associations and customer satisfaction. Data were collected from 280 usable questionnaires answered by hotel guests, and the relationships among the four variables of brand equity and customer satisfaction were examined using correlation analysis and structural equation modelling. The study found that brand loyalty, brand awareness and brand associations all had a significant positive effect on customer satisfaction. Perceived quality, however, did not have any effect. These findings suggest that customer satisfaction is a reasonable measure for the success of branding activities, and that branding managers should focus on brand loyalty, awareness and associations to raise their customers' satisfaction. Keywords: brand equity, customer satisfaction, hotel industry, structural equation modelling, Egypt		2169?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6InByb2ZpbGUiLCJwYWdlIjoicHVibGljYXRpb24iLCJwcmV2aW91c1BhZ2UiOiJwcm9maWxln19
16	Psychological empowerment and organizational change among hotel employees		Empowering employees has a significant impact on increasing job satisfaction, efficiency and productivity in the hotel industry. This paper aims to investigate the effect of empowerment on readiness for and acceptance of organizational changes among employees in Egyptian chain hotels. The study uses a survey questionnaire to examine psychological empowerment across four dimensions (meaning, competence, self-determination, and impact) and readiness for change. Data was collected from 386 employees in chain hotels in Egypt, and the relationships between variables were examined using correlation and multiple regression analysis. The results showed that there were no correlations between acceptance of change and any individual dimension of psychological empowerment. However, the regression	2017	Conference: ITC'17 – IX International Tourism Congress At: Peniche- Portugal



			analysis showed that psychological empowerment had a significant positive effect on acceptance of organizational change. The overall model explained 2.7% of the variance in organizational change. Both 'meaning' and 'impact' constructs were significant, although 'meaning' had a slight negative effect. These findings suggest that hotel managers should consider the effect of psychological empowerment when preparing for organizational change, although this is only one factor which should be considered		
17	Psychological empowerment and organizational change among hotel employees in Egypt		Empowering employees can have a significant impact on increasing job satisfaction, efficiency and productivity in the hotel industry. This paper aims to investigate the effect of empowerment on readiness for and acceptance of organizational changes among employees in Egyptian chain hotels. The study used a survey questionnaire to examine psychological empowerment across four dimensions (meaning, competence, self-determination, and impact) and readiness for change. Data were collected from 386 employees in chain hotels in Egypt, and the relationships between variables were examined using correlation and multiple regression analysis. The results show that there were no correlations between acceptance of change and any individual dimension of psychological empowerment. However, the regression analysis shows that psychological empowerment had a slight, but significant, positive effect on acceptance of organizational change. The overall model explained 2.7% of the variance in organizational change. Both "meaning" and "impact" constructs were significant, although "meaning" had a slight negative effect. These findings suggest that hotel managers should consider the effect of psychological empowerment when preparing for organizational change, although this is only one factor which should be taken into account.	2017	https://www.researchgate.net/journal/Research-in-Hospitality-Management-2415-5152?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6ImhvbWUiLCJwYWdlIjoicHVibGljYXRpb24iLCJwcmV2aW91c1BhZ2UiOiJwcm9maWxlliwicG9zaXRpb24iOiJwYWdlSGVhZGVyIn19
18	Perceived Supervisor Support as a Mediator between Organizational		The purpose of this study is twofold. First, it explores the effect of employees' perception of justice on trust in their supervisor in the context of performance appraisal. Second, it assesses the role of	2015	https://www.researchgate.net/journal/International-Review-of-Business-Research-Papers-



	Justice and Trust in Supervisor: Evidence from Kuwaiti Banks		perceived supervisor support as a mediator between organizational justice and trust in the supervisor in a non-Western society such as Kuwait. A total of 415 employees working at different hierarchical levels in three major banks in Kuwait were surveyed. Hierarchical regression analysis was used to test the research hypotheses. The results supported the hypothesized relationships between distributive, informational and interpersonal justice and trust in the supervisor but no evidence was found that procedural justice positively and significantly relates to trust in the supervisor. The relationships were partially mediated by perceived supervisor support. Data were obtained from the same industry, which limits the generalizability of this study to other industries. A longitudinal study would be helpful to examine the mediating relationship. The findings provide valuable information for the development of common understanding between Western and non-Western societies about the perception of justice in performance appraisal. The paper explores relationships related to justice perceptions in the Kuwaiti banking sector. Previous research focused mainly on procedural and distributive justice as predictors of trust in the supervisor.		1832-9543?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6ImhvbWUiLCJwYWdlIjoicHViGljYXRpb24iLCJwcmV2aW91c1BhZ2UiOiJwcm9maWxlliwicG9zaXRpb24iOiJwYWdlSGVhZGVyIn19
19	Perceived performance appraisal justice in Egyptian chain hotels		Purpose – This paper aims to examine the relationships between perceptions of organizational justice, perceived competence of supervisor and perceived supervisory support (PSS) in hotel employees in Egypt. Design/methodology/approach – Employees who worked in chain hotels in two cities completed questionnaires on each dimension. Principal component analysis and hierarchical regression analysis were used to evaluate relationships among the dimensions to test the hypothesis that PSS mediates the relationship between perceived organizational justice and perceived competence of supervisor. Findings – Measures of organizational justice, perceived competence of supervisor and PSS were all positively related to one another. PSS partially mediated the relationship between organizational justice and	2015	https://www.researchgate.net/journal/International-Journal-of-Culture-Tourism-and-Hospitality-Research-1750-6182?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6ImhvbWUiLCJwYWdlIjoicHViGljYXRpb24iLCJwcmV2aW91c1BhZ2UiOiJwcm9maWxlliwicG9zaXRpb24iOiJwYWdlSGVhZGVyIn19



			perceived competence of supervisor. Research limitations/implications – Results indicate that employees who perceive their managers to be supportive and their organizations to be fair and just also believe that their supervisors are more competent. However, these results are only a cross-sectional snapshot, and future studies could examine how employee attitudes change over time and what factors contribute most to establishing perceptions of managerial competence and trust in the organization. Practical implications – The findings suggest that organizations should develop policies that allow managers to foster supportive and transparent relationships with employees to establish confidence between employee and both manager and organization. Originality/value – This study is the first of its kind to evaluate the mediating effects of PSS on organizational justice and perceived competence of supervisor in Egypt and in the hospitality industry.		
20	Factors influencing travel to Islamic destinations: An empirical analysis of Kuwaiti nationals		Purpose – The purpose of this paper is to analyze the influence of travel motivation, Muslim-friendly amenities and lifestyle, cognitive and affective destination image and quality of service on Kuwaiti travelers' intentions to visit Islamic tourism destinations. Design/methodology/approach – A self-administered questionnaire consisting of multiple-item scales was developed. A convenience sample of 224 Kuwaitis was surveyed. The hierarchical regression analysis tested whether and how much the influencing factors predicted a significant amount of the variance in travel. The analysis was controlled for the effects of demographic variables. Findings – Travel motivation and cognitive and affective image had the largest significant effects on the Kuwaiti travelers' intention to visit Islamic destinations. Contrary to expectations, the findings suggested that Muslim-friendly amenities and quality of service did not affect Kuwaitis' travel decisions. Originality/value – This study provides a starting point for future empirical research into Islamic tourism in the Middle East. It	2015	https://www.researchgate.net/journal/International-Journal-of-Culture-Tourism-and-Hospitality-Research-1750-6182?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6ImhvbWUiLCJwYWdlIjoicHVibGljYXRpb24iLCJwcmV2aW91c1BhZ2UiOiJwcm9maWxliiwicG9zaXRpb24iOiJwYWdlSGVhZGVyIn19

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			was controlled for the effects of demographic variables. Findings – Travel motivation and cognitive and affective image had the largest significant effects on the Kuwaiti travelers’ intention to visit Islamic destinations. Contrary to expectations, the findings suggested that Muslim-friendly amenities and quality of service did not affect Kuwaitis’ travel decisions. Originality/value – This study provides a starting point for future empirical research into Islamic tourism in the Middle East. It provides an understanding of the importance of travel motivation and destination image in attracting Kuwaiti travelers to Islamic destinations.		saWNhdGlvbilslbnBvc2l0aW9ulj oicGFnZUNvbnRlbnQifX0
23	Brand-building website design for independent hotels: a replicated model		This paper aims to explore the opportunities that online marketing has to offer and contribute towards small independent hotels in view of the recent decline in hotel brand loyalty. This decline has been fueled by consumer trends for ‘getting their money’s worth’ and the ability for the small or medium-sized hospitality establishments to reach consumers via Web Based Marketing Strategies. This has narrowed the competition gap with larger international hotel chains considerably. The paper includes a study which identifies the features of hotel websites that are essential to the building and structure of an effective hotel website. The six key elements identified in this paper are accessibility, information, credibility, e-commerce, customer relationship and immediacy. The reliability and validity of this six-element framework as a reflection of user requirements was ‘derived’ and established using empirical data from a survey. These six elements are established factors in granting online customer satisfaction and gaining customer loyalty. An important or crucial sector covered by this study is the Guest User Interface (GUI) of websites (accessibility). It has proven to be evident that attractive, easy to use or a user friendly interface is vital to keep consumers on the site without navigating them to another site long enough to make decisions. The conclusion of this paper is that independent hotels must leverage this opportunity by establishing a strong Web presence and capitalize on other sideline	2012	https://www.researchgate.net/journal/Innovative-Marketing-1816-6326?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6ImhvbWUiLCJwYWdlIjoicHVibGljYXRpb24iLCJwcmV2aW91c1BhZ2UiOiJwcm9maWxlliwicG9zaXRpb24iOiJwYWdlSGVhZGVyIn19



			recommendations which include collaborations with third-party booking sites (such as Hotels.com) and developing informative, feature-rich websites of their own.		
24	Effects of television advertising on children in the Middle East		Purpose The purpose of this paper is to describe exploratory work which investigated the negative effects of television commercials on children in the Middle East. Design/methodology/approach The extant literature on issues relating to the effects of television advertising on children was critically reviewed. Data were collected by conducting a series of 15 projective techniques and a series of semi-structured interviews with a sample of 12 parents and six psychology and marketing experts from the Middle East. Findings The results indicate that negative impacts of advertising lead to major social and behavioral problems in children such as physical and verbal violence, materialism and other "values issues" identified by parents, and health problems such as low nutrition and obesity. The results also indicate that although many forms of advertisement affect children negatively, the effects of television commercials are particularly noticeable. Practical implications The study provides a list of practical recommendations for marketers and policymakers to help mitigate the negative effects of television advertising on children in the Middle East. Originality/value This research is one of very few studies to consider the effects of television advertising on children in the Middle East.	2012	https://www.researchgate.net/journal/Education-Business-and-Society-Contemporary-Middle-Eastern-Issues-1753-7983?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6ImhvbWUiLCJwYWdlIjoicHVibGljYXRpb24iLCJwcmV2aW91c1BhZ2UiOiJwcm9maWxliiwicG9zaXRpb24iOiJwYWdlSGVhZGVyIn19
25	The Impact Of Organizational Objectives On The Selection Of Defensive Marketing Strategies: Empirical Evidence From A Small Open Economy		span style="font-family: Times New Roman; font-size: small;">Defensive Marketing Strategies (DMSs) do not receive enough attention as offensive or attacking marketing strategies in literature. This gap in the research constitutes a serious weakness in the marketing field . This paper aims to fill this gap in literature by conducting the first study to explore the determinants of the implemented DMSs in Kuwait. Empirically, this study examines the relationship between eight DMSs, demographics, and organizational objectives to define the most prevalent and appropriate DMSs to be deployed in the small open	2012	https://www.researchgate.net/journal/Journal-of-Applied-Business-Research-JABR-2157-8834?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6ImhvbWUiLCJwYWdlIjoicHVibGljYXRpb24iLCJwcmV2aW91c1BhZ2UiOiJwcm9maWxliiwicG9zaXRpb24iOiJwYWdlSGVhZGVyIn19



			economy of Kuwait. Factor analysis and canonical correlation are used in this study to analyses the obtained data from surveyed board members, CEOs and executive managers of listed companies in the financial sector of Kuwait Stock Exchange (KSE). Results reveal a significant relationship between the eight DMSs and the two sets of identified variables in Kuwait context. Cost leadership strategy ranked the most effective defensive marketing strategy by respondents. Also, results show that organizational objectives are mostly affecting the choice of DMSs.		
26	Exploring current benchmarking practices in the Egyptian hotel sector		Purpose The purpose of this paper is to investigate the current state, understanding and opinions of benchmarking in the Egyptian hotel sector in order to establish its perceived benefits, obstacles, and possible improvements. Design/methodology/approach By way of a three part structured self-administrated questionnaire, a representative sample of 128 two, three, four and five star hotels (giving a response rate of 29 percent) in Sharm El-Sheikh, Cairo, Alexandria and Luxor were examined. Descriptive statistics were drawn from general hotel data, in addition to data pertaining to the understanding of benchmarking and the impressions or experiences of its barriers and future use. Findings A generally positive attitude towards benchmarking predominated, with the majority of participants understanding benchmarking to be a quality enhancement tool that can bring about better service. Most perceived it to be a useful and inexpensive strategy to connect to other businesses. Furthermore, senior management staff were seen to play a crucial role in quality improvement. However, barriers to its wider or continuing use exist, with 25 percent of participants unwilling or unsure to consider its usage in the future. Limitations of benchmarking included too much data collection and the unwillingness of potential benchmarking partners in sharing data. Research limitations/implications Identifying specific	2012	https://www.researchgate.net/journal/Benchmarking-An-International-Journal-1463-5771?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6ImhvbWUiLCJwYWdlIjoicHVibGljYXRpb24iLCJwcmV2aW91c1BhZ2UiOiJwcm9maWxliiwicG9zaXRpb24iOiJwYWdlSGVhZGVyIn19



			obstacles to effective benchmarking must be undertaken so that they may be practically overcome. In addition conducting multiple case studies to compare benchmarking practices around the Arab world, or in conjunction with the US and UK, would be of great value to the industry. Originality/value There is an absence of empirical research into benchmarking applications in the hospitality industry, especially in North Africa and the Middle East. The present study addresses the lack of data regarding benchmarking within the context of the Egyptian hotel sector.		
27	Political Unrest Costs Egyptian Tourism Dearly: An Ethnographical Study		This study uses ethnographical research methodology to observe the negative impact of political unrest on the tourism industry and overall economy of Egypt during the nation's revolution. In the paper, a number of proactive strategies are suggested to insulate Egypt from future acts of violence. Emphasis on the implementation of a destination management system is also recommended to enhance overall knowledge and efficiency in the Egyptian tourism sector and to help alleviate negative turns in the market caused by regional unrest and political instability.	2012	https://www.researchgate.net/journal/International-Business-Research-1913-9012?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6ImhvbWUiLCJwYWdlIjoicHVibGljYXRpb24iLCJwcmV2aW91c1BhZ2UiOiJwcm9maWxliiwicG9zaXRpb24iOiJwYWdlSGVhZGVyIn19
28	An Investigation of Hoteliers' Attitudes toward the Use of Social Media as a Branding Tool		This study investigates how hoteliers view social media as a branding strategy and elucidates the motivational factors that determine the adoption of social media as a branding tool. It was based on a survey of 491 hotels from the USA, the UK, and Egypt that ranged from one-star to five-star hotels. Data on hotels' locations, grades, numbers of rooms, positions of respondents, usages and perceptions of social media, types of social media used by hoteliers, and perceptions were collected. A major finding of this paper is that higher grade hotels have a higher probability of using social media. Furthermore, the study reveals that hotels in the USA and the UK use social media more often compared with those in Egypt.	2012	https://www.researchgate.net/journal/International-Journal-of-Marketing-Studies-1918-7203?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6ImhvbWUiLCJwYWdlIjoicHVibGljYXRpb24iLCJwcmV2aW91c1BhZ2UiOiJwcm9maWxliiwicG9zaXRpb24iOiJwYWdlSGVhZGVyIn19
29	Harnessing the power of social networks for		The creative and innovative marketing opportunities offered by social networks marketing have been widely explored and utilized by a variety	2012	https://www.researchgate.net/journal/Innovative-Marketing-



	branding hotel services: evidence from the Egyptian hotel sector	of businesses, including those within the hotel sector. Although this is a fairly new strategy that is yet to be rigidly defined, it possesses a great deal of potential for companies looking to harness the power of the online interpersonal influence through in expensive, easy to implement promotional campaigns. The Egyptian hotel sector, both chains and independent hotels, has already begun to utilize social networks marketing techniques through third-party websites and social media platforms in order to create, support and increase awareness of their brands. The purpose of this paper is to examine the concept of social networks marketing and to explore how it is being used by Egyptian hoteliers to increase awareness of their hotel brands. Data was collected by means of questionnaires issued to a sample of 164 hoteliers in four major tourist destinations in Egypt, including South Sinai, Cairo, Aswan and Alex-Andria. Analysis of data from these questionnaires reveals that respondents demonstrate a positive attitude toward social networks marketing, while exhibiting a negative attitude toward blogs and monitoring guest reviews. The paper concludes that social networks marketing holds significant potential for the Egyptian hotel sector and that, if implemented carefully and strategically, it might prove useful in aiding the sector in its post-revolutionary recovery.	1816-6326?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6ImhvbWUiLCJwYWdlIjoicHVibGljYXRpb24iLCJwcmV2aW91c1BhZ2UiOiJwcm9maWxliwicG9zaXRpb24iOiJwYWdlSGVhZGVyIn19
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