



VICE PRESIDENT'S OFFICE FOR
POSTGRADUATE STUDIES & RESEARCH

مكتب نائب رئيس الجامعة لشئون الدراسات العليا

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	Helal M. Y. I.	الاسم المستخدم في النشر العلمي
	1. Post-Doctoral Fellow, Interdisciplinary Research Center for Finance and Digital Economy, King Fahd University of Petroleum and Minerals, Saudi Arabia. 2. Lecturer, Hotel Management Department, Faculty of Tourism and Hotel Management, Helwan University, Egypt.	الوظيفة الحالية وجهة العمل
Ph.D. in Management, Kazan (Volga Region) Federal University, Kazan, Russia.	الدرجة العلمية (اسم الجامعة والدولة)	
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Ph.D. in Management, General Management Department, Institute of Management, Economics, and Finance, Kazan (Volga Region) Federal University, Kazan, Russia. (2020 – 2023). Dissertation: Digital customer value management in the restaurant business. Major: 5.2.6. Management. M.Sc. in Hotel Management, Hotel Management Department, Faculty of Tourism and Hotel Management, Helwan University, Cairo, Egypt. (2013 – 2017) Dissertation: Measuring the relationship between job stress and service quality in quick- service restaurants. B.Sc. in Hotel Management (Excellent Honor), Hotel Management Department, Faculty of Tourism and Hotel Management, Helwan		المؤهلات العلمية



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<p>University, Cairo, Egypt. (2009 – 2013) Graduation Project: Aqua Blast Resort. (Excellent).</p>	
<p>A committed academic and researcher with a Ph.D. in Management (Tourism/Hospitality) from Kazan (Volga Region) Federal University, Russia, and over 11 years of experience in teaching and research. Currently appointed as a Postdoctoral Fellow at King Fahd University of Petroleum and Minerals, Saudi Arabia, and serving as a Lecturer at the Faculty of Tourism and Hotel Management, Helwan University, Cairo, Egypt. My areas of expertise include hospitality and tourism management, digital marketing, technology adoption, strategic management, and entrepreneurship. I have authored over 20 publications in esteemed academic journals and international conferences and actively contribute to the scholarly community as an editor and peer reviewer for several reputable journals. I seek opportunities to advance further innovative research and high-impact teaching in the field.</p>	السيرة الذاتية
<ol style="list-style-type: none">1. Marghany, M. N., Elmohandes, N. M., Mohamad, I., Elshawarbi, N. N., Saleh, M. I., Ghazy, K., & Helal, M. Y. (2025). Robots at your service: Understanding hotel guest acceptance with meta-UTAUT investigation. <i>International Journal of Hospitality Management</i>, 130, 104227. https://doi.org/10.1016/j.ijhm.2025.104227 (Q1; SSCI Indexed; ABDC: A*; ABS: 3)2. Hassan, T.H., Al-Hyari, H.S., Helal, M.Y., Elshawarbi, N.E., Mahamoud, H.M.E., Hashish, M.E-S., Anas, A.M., Bilalov, B., Ahmed, I.S. & Moustafa, F.A.S. (2024). Meeting Online Customers' Expectations: How Do E-Service Quality and E-Reputation Impact Restaurant E-Customer Satisfaction?. <i>African Journal of Hospitality, Tourism and Leisure</i>, 13(3):494-503. DOI: https://doi.org/10.46222/ajhtl.19770720.533 (Q2; Scopus Indexed)3. Helal, M. Y., Palei, T., & Safiullin, M. (2024). Developing and Validating a Perceived Digital Customer Value Scale in Restaurants. <i>Journal of Quality Assurance in Hospitality & Tourism</i>, 1-32. https://doi.org/10.1080/1528008X.2024.2381201 (Q1; Scopus Indexed; ABDC: B; ABS: 1)4. Almakhayitah, M. Y., Hassan, T. H., Abdelmoaty, M. A., Abdul-Rahman, M. N., Helal, M. Y., Saleh, M. I., ... & Salem, A. E. (2024). Enhancing sustainable passenger experience through duty-free shopping at King Fahd Airport: A multimodal perspective. <i>Journal of Infrastructure, Policy and Development</i>, 8(4), 3358. https://doi.org/10.24294/jipd.v8i4.3358 (Q3; Scopus Indexed)5. Alfehaid, M. M., Hassan, T. H., Alfisal, A. A., Saleh, M. I., Bumbak, S. V., & Helal, M. Y. (2024). POST-PANDEMIC DIGITAL TRANSFORMATION: MITIGATING TECHNOSTRESS AND INCREASING WELL-BEING IN THE HOSPITALITY INDUSTRY VIA THE PERSON-TECHNOLOGY FIT MODEL. <i>Geojournal of Tourism and Geosites</i>, 53(2), 388-399. https://doi.org/10.30892/gtg.53202-1214 (Q1; Scopus Indexed)6. Helal, M. Y. I., & Saleh, M. I. (2024). <i>The Art of Artificial Intelligence Illusion: Exposing Digital Deception in the Hospitality industry.</i> <i>Journal of Global Hospitality and Tourism</i>. 3(1), 265-272. https://www.doi.org/10.5038/2771-5957.3.1.10377. Helal M. Y. I. (2023). The impact of fast-food restaurant customers' digital transformation on perceived value and well-being. <i>Journal of Hospitality and</i>	الابحاث المنشورة



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Tourism Technology, Vol. ahead-of-print No. ahead-of-print.

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8. Hassanin, M.A., Salem, A.E., **Helal**, M.Y., Elshawarbi, N.N., Ahmed, I.S., & Mansour, N. (2023). The power of integration towards sustainable performance: a model to minimize technostress among frontline restaurant employees by combining job and employee resources. *GeoJournal of Tourism and Geosites*, 49(3), 934–945. <https://doi.org/10.30892/gtg.49310-1094> (Q1; Scopus Indexed)
9. Habobati, M. S., Hassan, T. H., **Helal**, M. Y., Bilalov, B. A., Ali, O. M., & Elshawarbi, N. N. (2023). Enhancing sustainability and reducing customer technostress through food-ordering apps. *GeoJournal of Tourism and Geosites*, 51, 1738-1748. <https://doi.org/10.30892/gtg.514spl14-1169> (Q1; Scopus Indexed)
10. Gouda, M. A., Salem, A. E., Abdelmoaty, M. A., Mabrouk, S., **Helal**, M. Y., Mohamed, A. S. D., ... & Ghazy, K. (2023). Locus of control theory in treating tourist behavior: the theory roots and research direction in destination branding field. *GeoJournal of Tourism and Geosites*, 47(2), 542-550. <https://doi.org/10.30892/gtg.47222-1054> (Q1; Scopus Indexed)
11. Al-Moustafa, S. S., Hassan, T. H., Saleh, M. I., **Helal**, M. Y., Salem, A. E., & Ghazy, K. (2023). Unlocking Tourism's Potential: Pricing Strategies for the Post-COVID Renaissance. *Sustainability*, 15(19), 14400. <https://doi.org/10.3390/su151914400> (Q1; SSCI Indexed)
12. Alonazi, B.S., Hassan, T.H., Abdelmoaty, M.A., Salem, A.E., Saleh, M.I., **Helal**, M.Y., Mohamed, Y.A., Abuelnasr, M.S., Gebresslassie, D.A., Aleedan, M.H., Radwan, S.H., (2023). Tourist Behavior in the Cruise Industry Post-COVID-19: An Examination of Service Quality, Corporate Image, and Intentions to Pay and Revisit. *Sustainability*, 15, 8623. <https://doi.org/10.3390/su15118623> (Q1; SSCI Indexed)
13. Alshreef, M. A., Hassan, T. H., **Helal**, M. Y., Saleh, M. I., Tatiana, P., Alrefae, W. M., ... & Elsayed, M. A. (2023). Analyzing the Influence of eWOM on Customer Perception of Value and Brand Love in Hospitality Enterprise. *Sustainability*, 15(9), 7286. <https://doi.org/10.3390/su15097286> (Q1; SSCI Indexed)
14. Daradkeh, F. M., Hassan, T. H., Palei, T., **Helal**, M. Y., Mabrouk, S., Saleh, M. I., ... & Elshawarbi, N. N. (2023). Enhancing Digital Presence for Maximizing Customer Value in Fast-Food Restaurants. *Sustainability*, 15(7), 5690. <https://doi.org/10.3390/su15075690> (Q1; SSCI Indexed)
15. Alamrawy M. A. T., Hassan T. H., Saleh M. I., Abdelmoaty M. A., Salem A. E., Mahmoud H. M. E., Abdou A. H., **Helal** M. Y., Abdellmonaem A. H., and El-Sisi S. A (2023). Tourist attribution toward destination brands: what do we know? What we don't know? and where should we be heading? *Sustainability* 15, no. 5: 4448. <https://doi.org/10.3390/su15054448> (Q1; SSCI Indexed)
16. Helal, E. A., Hassan, T. H., Abdelmoaty, M. A., Salem, A. E., Saleh, M. I., **Helal**, M. Y., ... & Szabo-Alexi, P. (2023). Exploration or Exploitation of a Neighborhood Destination: The Role of Social Media Content on the Perceived Value and Trust and Revisit Intention among World Cup Football Fans. *Journal of Risk and Financial Management*, 16(3), 210. <https://doi.org/10.3390/jrfm16030210> (Q2; SSCI Indexed)
17. Maki Z. E. Y., Hassan T. H., **Helal** M. Y. I., and Saleh M. I (2023).



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<p>Sustainability of Leisure Tourism Events from Destination Social Responsibility Perspective: Do Attribution Theory Dimensions Matter? <i>International Journal of Environmental Research and Public Health</i>, 20, no. 6: 4847. https://doi.org/10.3390/ijerph20064847 (Q1; SSCI Indexed)</p> <p>18. Nabobati M.S., Hassan T.H., Helal M.Y., Bilalov B.A., Ali O.M., & Elshawarbi N.N. (2023). Enhancing Sustainability and Reducing Customer Technostress through Food-ordering Apps. <i>GeoJournal of Tourism and Geosites</i>, 51(4spl), 1738–1748. https://doi.org/10.30892/gtg.514spl14-1169 (Q1; SSCI Indexed)</p> <p>19. Хелал М., Палей Т.Ф. Исследование влияния технологической готовности стран к цифровой трансформации и внедрение бизнесом современных технологий для создания ценности. <i>Вестник Российского экономического университета имени Г. В. Плеханова</i>. 2023;20(2):178-194. https://doi.org/10.21686/2413-2829-2023-2-178-194</p> <p>20. Хелал, М. Ю., & Палей, Т. Ф. (2023). Исследование динамических способностей ресторанов к созданию потребительской ценности в условиях цифровой трансформации. <i>Вестник Российского экономического университета имени ГВ Плеханова</i>, 20(5), 223-234. https://doi.org/10.21686/2413-2829-2023-223-234</p> <p>21. Helal M.Y.I. (2023). The role of the covid-19 pandemic in advancing digital transformation infrastructure in Egypt and how it affects value creation for businesses and their customers. <i>Human Progress</i>, 19(1), pp. 1 - 22.</p> <p>22. Helal, M. Y. I. (2022). The role of customer orientation in creating customer value in fast-food restaurants. <i>Journal of Hospitality and Tourism Insights</i>, (ahead-of-print). https://doi.org/10.1108/JHTI-08-2022-0394 (Q2; SSCI Indexed)</p> <p>23. Doeim, A. R., Hassan, T. H., Helal, M. Y., Saleh, M. I., Salem, A. E., & Elsayed, M. A. (2022). Service Value and Repurchase Intention in the Egyptian Fast-Food Restaurants: Toward a New Measurement Model. <i>International Journal of Environmental Research and Public Health</i>, 19(23), 15779. https://doi.org/10.3390/ijerph192315779 (Q1; SSCI Indexed)</p> <p>24. Helal, M.Y.I. (2022). Evolution of Value Techniques: A Literature Review. <i>HumanProgress</i>, 8(1), 1.</p> <p>25. Хелал, М. Ю. И., & Палей, Т. Ф. (2021). ЭВОЛЮЦИЯ КОНЦЕПЦИИ УПРАВЛЕНИЯ ЦЕННОСТЬЮ: ОБЗОР ЛИТЕРАТУРЫ. <i>Электронный экономический вестник Татарстана</i>, (1), 81-88.</p> <p>26. Tantawy, A., Abbas, T., and Helal, M., (2016). Measuring the Relationship between Job Stress and Service Quality in Quick-Service Restaurants, <i>Egyptian Journal of Tourism Studies</i>, Vol. 1^o, No2.</p>	
<ol style="list-style-type: none"> 2024 – Thanking Letter, Faculty of Tourism and Hotel Management, Helwan University, Cairo, Egypt. 2024 – Second place in Helwan University's International Publication Excellence Awards for 2023. 2023 – Selected as one of the 25 best students in the Republic of Tatarstan, Russian Federation. 2022 – Best Research Award in Tourism and Hospitality – XI International Youth Symposium on Management, Economics and Finance (Russia). 2020 – Thanking Letter, Udmurt State University, Izhevsk, Russia. 	<p>الجوائز</p>



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|---|--|
| <ol style="list-style-type: none">6. 2020 – Second Place, Russian Language Olympics, Udmurt State University, Izhevsk, Russia.7. 2020 – Active Participation, Russian Language Olympics, Kazan Federal University, Kazan, Russia.8. 2020 – Third Place in Russian History and Social Science – Russian Language Olympics, Kazan Federal University, Kazan, Russia.9. 2019 – Best Dish Award, International Dinner, Udmurt State University, Izhevsk, Russia.10. 2019 – Thanking Letter, Career Development Center, Helwan University, Cairo, Egypt. | |
|---|--|