




VICE PRESIDENT'S OFFICE FOR  
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مكتب نائب رئيس الجامعة لشئون الدراسات العليا

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|---|---|--|
|  | الاسم   | محمود إبراهيم صالح   |
|   | Name  | Mahmoud Ibraheam Saleh   |
|   | الاسم المستخدم في النشر العلمي  | Mahmoud Ibraheam Saleh   |
|   | الوظيفة الحالية وجهة العمل  | Lecturer, Faculty of Tourism and Hotel Management, Helwan University |
| الدرجة العلمية اسم الجامعة (والدولة)  | Ph.D. Economic and Management, Graduate School of Management, Saint Petersburg State University   |  |
| التخصص العام  | Management  |  |
| التخصص الدقيق   | Tourism marketing   |  |
| البريد الإلكتروني   | <a href="mailto:Mahmoudibraheam580@gmail.com">Mahmoudibraheam580@gmail.com</a><br><b>Note: This CV reflects experience up to 2025. For the most recent updates, please refer to my LinkedIn profile: <a href="https://www.linkedin.com/in/mahmoud-saleh-abb7bb114/">https://www.linkedin.com/in/mahmoud-saleh-abb7bb114/</a></b>  |  |
| المؤهلات العلمية  | 2020 – 2024 <b>Ph.D. Management</b><br>Graduate School of Management, Saint Petersburg State University.<br>Major: Management / Minor: Tourism Marketing<br>2019-2020 <b>Social science diploma and Russian language</b><br>Udmurt state university<br>2018-2019 <b>Presidential leadership program</b><br>National Training Academy, Cairo, Egypt<br>2017-2018 <b>Preliminary Ph.D. in Tourism Management</b><br>Tourism Management Department, Faculty of Tourism and Hotel Management, Helwan University |  |



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|                              |   |                |
|------------------------------|---|----------------|
| 2015-2017                    | <p><b>M.S. Tourism Management</b></p> <p>Tourism Management Department, Faculty of Tourism and Hotel Management, Helwan University, Egypt</p> <p>Title: <i>Evaluating The Environmental Management System (EMS) In Airlines: EgyptAir as A Case Study</i></p> |                |
| 2013-2014                    | <p><b>Preliminary Master's Degree in Tourism Management</b></p> <p>Tourism Management department, Faculty of Tourism and Hotel Management, Helwan University</p>  |                |
| 2009 – 2013                  | <p><b>B.A. in Tourism management</b></p> <p>Tourism Management department, Faculty of Tourism and Hotel Management, Helwan University, Egypt.</p> <p>Grade: <i>Excellent with honor</i></p>   |                |
| 2011                         | <p><b>Front Office Skills Development professional diploma</b></p> <p>American Hotel &amp; Lodging Educational Institute</p>  |                |
| <b>ACADEMIC APPOINTMENTS</b> |   | السيرة الذاتية |
| Feb. 2024- present           | <p><b>Lecturer</b></p> <p>Tourism Management Department, Faculty of Tourism and Hotel Management, Capital University (formerly Helwan University), Egypt, Egypt</p>   |                |
| Sep.2025-Jan 2026            | <p><b>Lecturer</b></p> <p>Joined program, October 6 University (O6U), Egypt and at IMC Krems, Austria</p>   |                |
| Sep.2020- 2024               | <p><b>Ph.D. Researcher</b></p> <p>Graduate School of Management, Saint Petersburg State University, Russia</p>  |                |
| March 2024 – July 2024       | <p><b>Lecturer</b></p> <p>Graduate School of Management, Saint Petersburg State University,</p>   |                |



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Russia.

January 2023- June 2024

**Research Assistant of the RFF research grant**

Department of Marketing, Enterprise and Tourism, Middlesex University London, UK. Supervisor: *Prof. Konstantinos Andriotis*  
*Work: remotely*

September 2024 – present

**Manager**

Education Quality Assurance Unit, Faculty of Tourism and Hotel Management, Capital University (formerly Helwan University), Egypt

2015-2018

**Education Quality Assurance Coordinator**

Heliopolis University for Sustainable Development, Cairo, Egypt

2015- 2019

**Assistant Lecturer**

Tourism Management Department, Faculty of Tourism and Hotel Management, Capital University (formerly Helwan University), Egypt.

**RESEARCH & TEACHING INTERESTS**

- Tourism management
- Consumer marketing
- Methodology in consumer research
- Tourist behavior
- Tourism sustainability
- Tourism entrepreneurship
- Tourism digitalization
- Digital marketing

**KEYNOTE SPEECHES / INVITED LECTURES / PRESENTATIONS (NON-REFEREED)**

**2025** The AI Revolution in Tourism & Hospitality: Navigating Challenges, Seizing Opportunities / «Искусственный интеллект в туризме и гостеприимстве: Преодоление вызовов, использование возможностей». Guest Speaker, Plenary Session, Don State Technical University – National Academy of Tourism (Faculty of Tourism), Rostov-on-Don, Russia.

**2024** Speaker in a panel session titled “The Utilization of AI in findings the research gap” at *Faculty of tourism and Hotel Management, Helwan University*



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- 2023** Unlocking Productivity: Techniques for Rapidly Advancing Your Research, *Graduate School of Management, Saint Petersburg State University.*
- 2023** Managing tourism resorts through destination social responsibility and information adequacy lenses: Attribution theory perspective, *Graduate School of Management, Saint Petersburg State University.*
- 2022** Workshop on Research Skills in International Marketing, *online workshop, AIB's Latin America & the Caribbean chapter*
- 2022** From Many desk rejections to Publishing in ABS A level journal: A GSOM PhD Student Research Pipeline Perspective, *GSOM emerging market conference, Saint Petersburg, Russia.*
- 2019** Egyptian youth challenges and opportunities, *Representative for Egyptian youth in UNESCO conference held in Izhevsk city.*

#### GRANTS AND PROJECTS FUNDED

- 2022- Present** Research associate in more than 10 research grants from King Faisal University, Saudi-Arabia
- 2023- 2024** Research Assistant of the RFF research grant; Department of Marketing, Enterprise and Tourism, Middlesex University London, UK. Supervisor: *Prof. Konstantinos Andriotis*
- 2020 – 2024** Full funded Ph.D. scholarship from Graduate School of Management, Saint Petersburg State University & Ministry of higher education in Egypt.
- 2017** Grant from the Academy of Scientific Research and Technology, (ASRT) and was undertaken by Egyptian Young Academy of Science (EYAS) to study “*the status of young scientists in Egypt.*”

#### EDITORSHIP, EDITORIAL BOARD AND REVIEW EXPERIENCE

- Editorial board**
- Tourism analysis: An interdisciplinary Tourism & hospitality journal: *Editorial board*
  - International Journal of Tourism Policy (IJTP): *Editorial board*
  - Journal of Qualitative Research in Tourism (QRT): *Associate editor*
  - Research in Hospitality Management: *Editorial board*
  - Scientific committee in International Conferences on Tourism (ICOT 2024, 2025, 2026) will hold in Greece.



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**Reviewer in Journals**

- Journal of hospitality and tourism management (*Elsevier*)
- Journal of business research (*Elsevier publishing house*)
- Tourism management perspective (*Elsevier publishing house*)
- Tourism management (*Elsevier publishing house*)
- Tourism review (*Emerald publishing house*)
- Current issues in tourism (*Taylor & Francis publishing house*)
- Tourism recreation research (*Taylor & Francis publishing house*)
- Cities (*Elsevier publishing house*)
- Journal of Hospitality, Leisure, Sport & Tourism Education (*Elsevier publishing house*)
- International journal of hospitality management (*Elsevier*)
- Journal of sustainable tourism (*Taylor & Francis publishing house*)
- Annals of tourism research empirical insights (*Elsevier*)
- Research in Transportation Business & Management (*Elsevier*)
- International Journal of Tourism Research (*wiley*)

**Reviewer in  
Conference**

- Academy of international business conferences
- European International Business Academy conferences
- International Conferences on Tourism (ICOT 24, ICOT 25, ICOT 26)

**LANGUAGES**

|         |               |
|---------|---------------|
| Arabic  | Mother tongue |
| English | Excellent     |
| Russian | Intermediate  |

**TEACHING EXPERIENCE**

|               |   |
|---------------|---|
| 2024- Present | <b><i>Basic Research in Management for 80 hours. / Tourism IT, Introduction to Aviation Industry, Tourism Business and Management, Tourism Market Research and Marketing, Tourism Planning, Inflight Service Management</i></b> |
| 2020- 2023    | I had the opportunity to assist my research advisor in developing and teaching several international business courses. I was instrumental in  |



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finalizing course materials such as curating relevant **case studies for entrepreneurship exams** and grading assignments across multiple courses. This included providing detailed feedback to students on their business **model canvas proposals, X- business culture global competition assessment, literature reviews, and market analysis reports**. Working closely with the instructor, I reviewed submissions and collaborated on grading rubrics to evaluate students' understanding of key concepts and the strength of their analytical skills. This experience reinforced my abilities in research, critical analysis, and providing constructive feedback to help students improve - skills that are invaluable for an academic setting.

2015-2019

I had the opportunity to assist the Tourism Department Chair professors in developing and teaching several tourism management courses. Under their supervision, I helped finalize materials for courses like **Tourism Management, Consumer Marketing in Tourism, Tourist Behavior, and Tourism Sustainability**. I also graded assignments across different courses including **Methodology in Consumer Research, Tourism Digitalization, Digital Marketing** for Tourism, and **Aviation Management**. This involved providing detailed feedback to students on their projects, reports, and presentations. Working closely with the Chair professors, I reviewed submissions and collaborated on rubrics to assess students' grasp of concepts like sustainable tourism practices, tourist decision-making processes, and strategies for digital marketing to the travel industry. This experience strengthened my knowledge of the tourism field while further developing my skills in instruction, evaluation, and mentoring - abilities vital for an academic role within the department.

**INDUSTRY & PROFESSIONAL EXPERIENCE**

2013 – Present

**Tour operator**  
Free-lancer

2011

**Market salesperson**  
Dar-Elsrouk in the international book fair, Cairo (Egypt)

2015- Present

**International conferences and events organizations**



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- World Youth Forum in Sharm-Elshikh 2021
- World Youth Forum in Sharm-Elshikh 2019
- World Youth Forum in Sharm-Elshikh 2018
- The 5th Youth National conferences in Egypt 2018
- The 6th Youth National conferences in Egypt 2018
- The 7th Youth National conferences in Egypt 2018
- International conferences for heritage management 2017
- World Youth Forum in Sharm-Elshikh 2017
- International conferences for heritage management 2015

#### VOLUNTEERING EXPERIENCE

**2013- Present** Participate in national training academy (NTA Egypt) charitable activities

**2022-2023** Volunteer to organize some international conferences (Delegation sector)

- Saint Petersburg economic forum 2023
- Russian African forum RAF 2023
- Saint Petersburg economic forum 2022
- Saint Petersburg legal forum 2022

**2020-2023** Participate in an educational camp to raise awareness about children's lifestyles and languages

- School visits in Izhevsk city 2020
- Tour Campaigns with children 4-11 years old in Saint Petersburg city 2022-2023

**2009 – 2013** Student Union Member, Faculty of Tourism and Hotel Management, Capital University (formerly Helwan University), Egypt

Active participation as a member of the student union during your bachelor's stage, working to support fellow students and the community. This involvement included organizing events, coordinating student initiatives, advocating for student rights, and fostering a sense of community within the university.



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## SKILLS & ACTIVITIES

- Self-Management skills** Good command of quality control processes / Leadership skills/ manage personal reactions and attitudes towards responsibilities and challenges.  
“*Development of thinking and managerial skills (Pathways to higher education diploma), Cairo university: GPA :4.43 out of 5.*”
- Computer and Software** Professional user of PC windows, MAC:
- Office packages
  - internet digital platform
  - digital marketing tools
  - SPSS, PLS SEM, STATA
- “*International Computer Driving License, Faculty of Engineering, Helwan University*”
- Leadership skills** Leader of many events regarding my field of work and study (tourism and hospitality)

## PROFESSIONAL MEMBERSHIP AND CERTIFICATION

- Academy of international business (AIB)
- Egyptian association scientific tourism experts

## REFEREED JOURNAL ARTICLES

- Saleh, M. I.** (2025). Generative artificial intelligence in hospitality and tourism: future capabilities, AI prompts and real-world applications. *Journal of Hospitality Marketing & Management*, 1-32.  
<https://doi.org/10.1080/19368623.2025.2458603>
- Karasakal, S., **Saleh, M. I.**, Andriotis, K., Farooq, N., & Kashif, M. L. (2025). From screen to destination: how Turkish and Korean TV series shape tourism preferences through visual, vocal, and celebrity appeals. *Tourism Recreation Research*, 1-16. <https://doi.org/10.1080/02508281.2025.2598878>
- Saleh, M. I.**, & Bogatyreva, K. (2025). Tracing entrepreneurship theory development in business and tourism: a bibliometric approach. *Journal of Entrepreneurship and Public Policy*, 1-29.  
<https://doi.org/10.1108/JEPP-01-2025-0015>
- 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

الابحاث  
المنشورة



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investigation. *International Journal of Hospitality Management*, 130, 104227.

<https://doi.org/10.1016/j.ijhm.2025.104227>

Salem, A. E., Eissa, A. T., Hassan, T. H., & Saleh, M. I. (2025). Preserving the Past: A Dynamic Analysis of Heritage Tourism and Land Conservation in Mamluk Cairo. *Heritage*, 8(1), 30.

<https://doi.org/10.3390/heritage8010030>

Saleh, M. I. (2025). Advantaging Tourism Through Influencers: Applying Transaction Cost Theory to Recognize Top Hero, Hub, and Hygiene Content Tactics for Tourism Marketing. *Journal of Travel Research*, 00472875231214727. (<https://doi.org/10.1177/00472875231214727>)

Saleh, M. I. (2025). From tourism in the Darkverse to tourism with digital detox: designing responsible Metaverse tourism experiences. *Current Issues in Tourism*, 1-21.

<https://doi.org/10.1080/13683500.2024.2322694>

Salem, A. E., Hassan, T. H., Abdelmoaty, M. A., Alfehaid, M. M., Saleh, M. I., & Mansour, N. M. (2025). Perceived Value and Consumer Intention to Use Smart Farm Restaurant Systems in Al Ahsa, Saudi Arabia: A Value–Attitude–Behavior Model. *Tourism and Hospitality*, 6(5), 245.

<https://doi.org/10.3390/tourhosp6050245>

Salem, A. E., Hassan, T. H., Alfehaid, M. M., Alhuqbani, F. M., Saleh, M. I., Ahmed, I. S. B., & Noreldeen, M. A. (2025). The transformative role of place attachment in converting sustainability perceptions into active tourist advocacy. *Geojournal of tourism and geosites*, 63, 2840-2850.

Hassan, T., & Saleh, M. I. (2025, August). Managing the impact of alcohol restrictions at mega sports tourism events: Institutional theory perspective. In *Journal of Convention & Event Tourism* (Vol. 26, No. 4, pp. 243-266). Routledge. <https://doi.org/10.1080/15470148.2025.2560445>

Salem, A. E., Alfehaid, M. M., Saleh, M. I., & Mahmoud, H. M. E. (2025). Customer segmentation and travel behavior analysis of expedia users: a data-driven approach to personalized tourism marketing. *Geojournal of tourism and geosites*, 62(4), 2523-2532.

Alfehaid, M. M., Hassan, T. H., & Saleh, M. I. (2024). Demography and organisational commitment in air industry: Strategies for guaranteeing high performance of airport employees' wellbeing. *African Journal of Hospitality Tourism and Leisure*, 13(2), 245–254.

Hassan, T. H., Fazia, C., Abdelmoaty, M. A., Bekzot, J., Gozner, M., Almakhayitah, M. Y., Saleh, M. I., Hassan, T., & Saleh, M. I. (2024). Tourism digital detox and digital-free tourism: What do we know? What do we not know? Where should we be heading?. *Journal of Tourism Futures*. (<https://doi.org/10.1108/JTF-12-2023-0274>)

Chatterjee, S., Bryla, P., & Saleh, M. I. (2024, October). Influences of Demographics on Fragrance Marketing Purchase Behavior: A Cross-Cultural Investigation. In *The International Conference on Strategic Innovative Marketing and Tourism* (pp. 447-455). Cham: Springer Nature Switzerland.

Hassan, T. H., Fazia, C., Abdelmoaty, M. A., Bekzot, J., Gozner, M., Almakhayitah, M. Y., Saleh, M. I., & Salem, A. E. (2024). Sustainable pathways: understanding the interplay of environmental behavior,



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personal values, and tourist outcomes in farm tourism. *Discover Sustainability*, 5(1), 153.

<https://doi.org/10.1007/s43621-024-00354-8>

**Saleh, M. I.** (2024). When do tourists defend tourism service providers' reputations? Insights from Attribution Theory. *International Journal of Hospitality & Tourism Administration*, 25(4), 686-708.

<https://doi.org/10.1080/15256480.2022.2142998>

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. *Journal of Infrastructure, Policy and Development*, 8(4).

<https://doi.org/10.24294/jipd.v8i4.3358>

Chatterjee, S., & **Saleh, M. I.** (2024). Tourists' attribution and ambiance scents in tourism destination

brands. *Middle East Journal of Management*, 11(3), 322-339. DOI: 10.1504/MEJM.2023.10054128

Chatterjee, S., Bryla, P., & **Saleh, M. I.** (2024). Cross-cultural differences in the effects of the ambient scent on in-store behavior: the role of companionship. *Decision*, 1-16. <https://doi.org/10.1007/s40622-024-00400-4>

Nazarenko, E. & **Saleh, M. I.** (2024). A New Conceptual Model for Consumer Willingness to Pay Premium Prices for Sustainable Products. *Social responsibility Journal*. Ahead of print (<https://doi.org/10.1108/SRJ-10-2023-0566>)

Hassan, T. H., Almakhayitah, M. Y., & **Saleh, M. I.** (2024). Sustainable Stewardship of Egypt's Iconic Heritage Sites: Balancing Heritage Preservation, Visitors' Well-Being, and Environmental Responsibility. *Heritage*, 7(2), 737-757. (<https://doi.org/10.3390/heritage7020036>)

Hassan, T. H., Salem, A. E., Hamza, Y. E., Safarov, B., & **Saleh, M. I.** (2024). Between authentic feedback and greedy behavior: Strategies for mitigating tourists' exaggerated negative reviews. *African Journal of Hospitality Tourism and Leisure*, 13(3), 460-468.

Salem, A. E., **Saleh, M. I.**, Hassan, T. H., Hassanin, M. A., & Meged, S. A. T. S. A. (2024). Maximizing tourists' engagement and revisitation through multi-sensory heritage destination marketing in Egypt. *African Journal of Hospitality Tourism and Leisure*, 13(4), 869-879.

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. *Geojournal of Tourism and Geosites*, 53(2), 388-399. (DOI [10.30892/gtq.53202-1214](https://doi.org/10.30892/gtq.53202-1214))

**Saleh, M. I.** (2023). Attribution Theory Revisited: Probing the Link Among Locus of Causality Theory, Destination Social Responsibility, Tourism Experience Types, and Tourist Behavior. *Journal of Travel Research*, 62(6), 1309-1327. (<https://doi.org/10.1177/00472875221119968>)

**Saleh, M. I.**, & Bogatyreva, K. (2023). Tourism Scholars' Confusion About the Locus of Causality and Locus of Control Theories: A New Theoretical Tendency and a New Measurement Scale. *Tourism: An International Interdisciplinary Journal*, 71(1), 98-105. (<https://doi.org/10.37741/t.71.1.6>)



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- Hassan, T. H. & **Saleh, M. I.** (2023). Tourism Metaverse from The Attribution Theory Lens: A Metaverse Behavioral Map and Future Direction. *Tourism review*, in press. ([DOI: 10.1108/TR-07-2023-0516](https://doi.org/10.1108/TR-07-2023-0516))
- Hassan, T. H. & **Saleh, M. I.** (2023). Investigating the Effectiveness of Tourism Pricing Strategies in Mitigating Post COVID-19 Economic Challenges: An Attribution Theory Perspective. *Journal of Hospitality and Tourism Insights*, ahead of prin. ([DOI:10.1108/JHTI-04-2023-0261](https://doi.org/10.1108/JHTI-04-2023-0261))
- Alamrawy, M. A. T., Hassan, T. H., **Saleh, M. I.**, Abdelmoaty, M. A., Salem, A. E., Mahmoud, H. M. E., ... & El-Sisi, S. A. W. (2023). Tourist Attribution toward Destination Brands: What Do We Know? What Do We Not Know? Where Should We Be Heading?. *Sustainability*, 15(5), 4448. (<https://doi.org/10.3390/su15054448>)
- 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>)
- 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>)
- Saleh, M. I.** & Helal, M. Y. I. The Art of Artificial Intelligence Illusion: Exposing Digital Deception in the Hospitality industry. *Journal of Global Hospitality and Tourism*, in press.
- Maki, Z. E., Hassan, T. H., Helal, M. Y., & **Saleh, M. I.** (2023). Sustainability of Leisure Tourism Events from a Destination Social Responsibility Perspective: Do Attribution Theory Dimensions Matter?. *International Journal of Environmental Research and Public Health*, 20(6), 4847. (<https://doi.org/10.3390/ijerph20064847>)
- Abdul-Rahman, M. N., Hassan, T. H., Abdou, A. H., Abdelmoaty, M. A., **Saleh, M. I.**, & Salem, A. E. (2023). Responding to Tourists' Intentions to Revisit Medical Destinations in the Post-COVID-19 Era through the Promotion of Their Clinical Trust and Well-Being. *Sustainability*, 15(3), 2399. (<https://doi.org/10.3390/su15032399>)
- Abdel-Gayed, A. H., Hassan, T. H., Abdou, A. H., Abdelmoaty, M. A., **Saleh, M. I.**, & Salem, A. E. (2023). Travelers' Subjective Well-Being as an Environmental Practice: Do Airport Buildings' Eco-Design, Brand Engagement, and Brand Experience Matter?. *International Journal of Environmental Research and Public Health*, 20(2), 938. (<https://doi.org/10.3390/ijerph20020938>)
- Aldahmashi, F. A., Hassan, T. H., Abdou, A. H., **Saleh, M. I.**, Helal, M. Y., Gebreslassie, D. A., ... & Radwan, S. H. (2023). Managing Airline Emissions, Noise, and Bird Strikes: Passengers' Perspectives on Airlines' Extrinsic and Intrinsic Environmental Practices. *Sustainability*, 15(17), 12734. (<https://doi.org/10.3390/su151712734>)
- Alonazi, B. S., Hassan, T. H., Abdelmoaty, M. A., Salem, A. E., **Saleh, M. I.**, Helal, M. Y., ... & Radwan, S. H. (2023). Tourist Behavior in the Cruise Industry Post-COVID-19: An Examination of Service Quality,



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Corporate Image, and Intentions to Pay and Revisit. *Sustainability*, 15(11), 8623.

<https://doi.org/10.3390/su15118623>

Abouseada, A. A. A. H., Hassan, T. H., **Saleh, M. I.**, & Radwan, S. H. (2023). The Power of Airport Branding In Shaping Tourist Destination Image: Passenger Commitment Perspective. *Geojournal Of Tourism And Geosites*, 47(2), 440-449. <https://doi.org/10.30892/gtg.47210-1042>

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>

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>

**Saleh, M. I.** (2022). The effects of tourist's fading memories on tourism destination brands' attachment: locus of control theory application. *Current Issues in Tourism*, 25(8), 1198-1202. <https://doi.org/10.1080/13683500.2021.1910215>

**Saleh, M. I.** (2022). A new conceptual model to treat tourist behaviour: locus of control theory application. *International Journal of Management Concepts and Philosophy*, 15(2), 113-133. <https://doi.org/10.1504/IJMCP.2022.122103>

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## REFEREED CONFERENCE PROCEEDINGS AND PRESENTATIONS (SELECTED)

- Chatterjee, S., Bryla, P., **Saleh, M.I.** (2025). Influences of Demographics on Fragrance Marketing Purchase Behavior: A Cross-Cultural Investigation. In: Kavoura, A., Briciu, VA., Briciu, A. (eds) Strategic Innovative Marketing and Tourism. ICSIMAT 2024 conference Brasov, Romania the International Conference on Strategic Innovative Marketing and Tourism . Springer Proceedings in Business and Economics. Springer, Cham. [https://doi.org/10.1007/978-3-031-81962-9\\_49](https://doi.org/10.1007/978-3-031-81962-9_49)
- Nazarenko, E & **Saleh, M. I.** (2023, December). Developing a Framework to Understand Consumer Trade-offs Between Sustainability and Price, in *5th Nordic International Business, Export Marketing, International Entrepreneurship, Entrepreneurship, Brand Management, Consumer Behaviour and Tourism Conference 2023*, Nicosia, Cyprus.
- Saleh, M. I.** & Bogatyreva, K. (2022, December). Defending tourism destinations' reputation with tourists' attribution trajectory, *48th European International Business Academy, EIBA Annual Conference – EIBA 2022 Oslo, Norway*: <https://www.eiba.org/UserFiles/proceedings-eiba-2022.pdf>
- Saleh, M. I.** & Bogatyreva, K. (2022, July). Destination Social Responsibility Effects on Tourist Attribution: Insights from Tourism Events' Stability, Controllability and Information Adequacy *Academy of international business – AIB 2022 MIAMI, USA*: <https://www.aib.world/wp-content/uploads/2022/06/AIB-2022-web-final.pdf>
- Saleh, M. I.,** & Chatterjee, S. (2021, October) Olfactory marketing for tourists: insights from the attribution theory. *GSOM emerging marketing conference 2021, Saint Petersburg, Russia*
- Saleh, M. I.,** (2020, October). Tourist commitment toward destination brands: Attribution theory perspective. *Doctoral colloquium, GSOM emerging marketing conference 2020, Saint Petersburg, Russia*

## BOOK CHAPTERS

| Book/Chapter Name  | Publishing house                           |
|--|--|
| Saleh, M. I. (2025). <i>Innovations in tourism and hospitality amidst geopolitical tensions: Digital warfare</i> . In <i>Digitalization in tourism</i> .   | Taylor and Francis & Apple Academic Press. |
| Chatterjee, S., Bryla, P., Saleh, M.I. (2025). <i>Influences of Demographics on Fragrance Marketing Purchase Behavior: A Cross-Cultural Investigation</i> . In: Kavoura, A., Briciu, VA., Briciu, A. (eds) <i>Strategic Innovative Marketing and Tourism</i> . ICSIMAT 2024. | Springer                                   |



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*Proceedings in Business and Economics. Springer, Cham.*  
[https://doi.org/10.1007/978-3-031-81962-9\\_49](https://doi.org/10.1007/978-3-031-81962-9_49)

- *Business Management Techniques*
  - *Information Technology and Tourism*
  - *Tourism Planning*
  - *Microsoft Office In Tourism Management Business*
- Capital University  
(formerly Helwan  
University), Egypt*

- 2025** The best Researcher in management and social science award from Capital University (formerly Helwan University), Egypt
- 2024** Received the best reviewer award from the Tourism analysis: An interdisciplinary Tourism& hospitality journal
- 2022** Received an award scholarship competition to participate in the 2022 AIB annual conference in Miami.
- 2021** Second Place Winner of the Zoom Background Competition, The Summit, USA. Department of Tourism and Hospitality Management, The U.S.-Asia Centre for Tourism and Hospitality Research, Temple University
- 2020** Excellent Student Award from Udmurt State University rector, Izhevsk, Russia.
- 2018** Received a certificate award from the President of Egypt for organizing the inaugural launch of the World Youth Theatre at the World Youth Forum in Sharm El-Sheikh

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