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#	Research Title	Field	Abstract	Year of Publication Publishing	Publishing Link "URL"
1	Antecedents and Consequences of Frontline Employees' Job Crafting: The Mediating Role of Emotional Exhaustion	HR	Given the crucial role of employee job crafting in the hospitality industry that describes a process by which employees take an active role in commencing modifications to their approach to work or by personalizing the working environment to be more effective and efficient. Thus, the researcher in this study investigates the antecedents and consequences of frontline employees' job crafting. Further, investigating the mediating role of employees' emotional exhaustion in relation to their organizational outcomes. Survey data from 485 frontline employees in five-star hotels affiliated to chains in Egypt was conducted. Actually, by applying partial least squares structured equational model and path estimates using Smart-PLS (version 3), the results indicated that, perceived organizational support positively influences employees' job crafting. Also, job crafting influences strongly and positively employees' organizational outcomes (work engagement and service recovery performance). In addition, emotional exhaustion does not mediate the relationship between job crafting and employees' organizational outcomes. Actually, such findings suggest various implications for hospitality organizations, managers and frontline employees as well. Theoretical and managerial implications and directions of new future research were addressed in this study.	2022	https://mkaf.journals.ekb.eg/article_255409_964dd09ff9d61624d35bf6015880396a.pdf
2	Impact of Guest Misbehavior on Employees' Emotional	HR	Misbehavior on frontline employees' emotional traits (emotional dissonance and emotional exhaustion). Furthermore, distributive justice is taken as the moderating variable on the relationships between guest misbehavior and employees' emotional traits. The study mainly aims to achieve these objectives; (1) examining to what extent guest misbehavior	2023	https://pijth.journals.ekb.eg/article_262063.html

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	Traits: The Moderating Role of Distributive Justice		exists within working environment, (2) determining the impact of guest misbehavior on employees' emotional traits namely; emotional dissonance and emotional exhaustion, and (3) investigating the moderating role of distributive justice between guest misbehavior and the previously mentioned outcomes. Essentially, the research sampling technique is based on two main stages; firstly employed a stratified random sampling technique to select the hotels, the second stage employed the simple random sampling to select the respondents. Using structured equation modelling via Amos statistical program, surveyed data from 414 frontline employees in five-star hotels affiliated to chains in Egypt indicated that guest misbehavior was positively related to emotional traits, while distributive justice significantly moderating the relationship between workplace bullying and organizational outcomes.		
3	"From hurt to harmony: Investigating the impact of workplace bullying on food & beverage employees' outcomes"	HR	This study examines the impact of workplace bullying on food & beverage employees' organizational outcomes (job crafting and work engagement). Furthermore, emotional intelligence is taken as a mediating variable on the relationships between workplace bullying and employees' organizational outcomes. The study mainly aims to achieve these objectives; (1) examining to what extent workplace bullying exists within food and beverage working environment, (2) determining the impact of workplace bullying on food and beverage employees' organizational outcomes namely; job crafting and work engagement, and (3) investigating the mediating role of emotional intelligence between workplace bullying and the previously mentioned outcomes. However, the research sampling technique is based on a stratified random sampling technique to select the hotels, while employed the simple random structured equation modelling via Smart PLS statistical program, surveyed	2023	https://pijth.journals.ekb.eg/article_332017.html

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			data from 312 employees in five-star hotels affiliated to chains in Egypt indicated that workplace bullying was negatively related to organizational outcomes, while emotional intelligence significantly mediating the relationship between workplace bullying and organizational outcomes. According to the latest recent research, hotel management should give its staff the necessary emotional support and be selective when hiring new staff members to ensure that they have a high level of emotion intelligence.		
4	Hashtag Power through SNS Advertising: Achieving Brand Loyalty Based on Customer Engagement within the Egyptian Tourism and Hospitality Market	Marketing	Universally, Over 60% of people use social media platforms daily, which reflect the role of social media "reach" that organizations could have when launching a social media campaign. Including a hashtag in social media campaigns is an approach to increasing reach, as using hashtags helps increase social media audience and interaction. Hence, this paper aims to investigate the power of hashtags to boost hospitality and tourism services, especially after the dominance of social network services (SNS) in digital marketing during the last decade. In addition, the paper aims to explore the role of hashtags in achieving customer loyalty for tourism and hospitality organizations based on their engagement with the hashtag. Using the questionnaire form as a data collection tool, the research sample includes potential customers who use SNS to decide whether to use specific tourism and hostility services within the Egyptian market. All hypotheses were tested via PLS structural equation modeling. The research findings help tourism and hospitality organizations boost marketing campaigns via SNS and achieve more reach for their marketing campaigns. In addition, the research focuses on exposing the awareness of hashtag value to make marketing more reachable by customers. The research focuses on one of the most successful marketing approaches, which is widely used and achieves high reach percentages that reflect more customer engagement and loyalty.	2024	https://thalexu.journals.ekb.eg/article_368288_9d058997af4c250a53477142979632b7.pdf?lang=en
5	From turmoil to triumph: Does	Strategic Management	Based on contingency theory, resource-based view theory, and confusion theory, this research paper expresses new insights into various strategic and managerial theories that call for adaptation to environmental changes,	2024	https://www.tandfonline.com/doi/abs/10.1080/15256480.2024.2389536

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		especially during uncertain times. Further, it expands our understanding of organizational agility as a moderating role in the relationship between environmental uncertainty and organizational outcomes within the hospitality context. The data were obtained from top-level managers in five-star chained Egyptian hotels. The findings indicated that environmental uncertainty has a considerable detrimental effect on organizational creativity and competitive advantage. Additionally, the negative relationship between organizational outcomes and environmental uncertainty is significantly moderated by organizational agility. The study's results have several theoretical and practical implications for the hotel industry.		
environmental uncertainty matter to organizational creativity and competitive advantage: the role of organizational agility				
Understanding The Impact Of Work Environment On Employee Wellbeing And Cynicism: Insights From The Hotel Industry	HR	The paper aims to deepen the understanding of various psychological and sociological theories that contend that people prefer to work in a healthy environment that provide favorable working conditions, such as affective events theory, well-being theory, leadership theory, and organizational support theory. Therefore, if the hospitality sector does not provide appropriate working conditions and does not support psychological wellbeing, it might be difficult to find motivated and devoted employees. The study used a self-administered questionnaire and opted for a descriptive-analytical design. Typically, the interviewer or a representative from an official position hands out this kind of questionnaire to the interviewees. The researcher contacted 396 front-line staff members at five-star hotels belonging to a chain in the most popular tourist areas in Egypt. The data were analysed using the Smart PLS statistical program to test the study hypotheses.	2024	https://doi.org/10.20867/thm.30.4.8
Deciphering Consumer Behaviours In The Innovative Hospitality	Consumer Behavior	This study aims to analyse the antecedents and consequences of consumer participation behaviour in the hotel industry. It investigates how citizenship behaviour influences the link between participation and switching intention. It also investigates hotel innovativeness, brand identification and consumer value co-creation using the frameworks of innovation diffusion	2024	https://doi.org/10.1108/CBTH-02-2024-0056

	Settings		theory, social identity theory and social exchange theory. By combining different academic perspectives, the study provides a thorough grasp of the elements that influence consumer behaviour and loyalty to hospitality brands. This study used a descriptive-analytical approach to survey 526 guests who stayed at five-star hotels affiliated with chains in Egypt. The hotels were chosen using stratified random sampling, which ensured representation across multiple segments. For practical reasons, convenience sampling techniques were used to pick research participants. To test the study hypotheses, structural equation modelling was used, which provided a strong statistical analysis to assess the correlations between variables and validate the suggested theoretical framework. The research indicates that hotel innovativeness has a substantial impact on consumers' brand identification and involvement behaviour, but not their propensity to move brands. The relationship between participation behaviours and intention to switch is mediated by consumer citizenship behaviour.		
	From Redundancy to Delight: Towards Optimized Organizational Outcomes	HR	This study expresses new insights into various stimuli that shape customers perceptions towards services provided. Further, it expands our understanding of customer delight mediating role between service redundancy and organizational outcomes within the hospitality context. The results indicated that, service redundancy was negatively related to organizational outcomes, while emotional customers delight mediating the relationship between service redundancy and organizational outcomes.	2024	https://doi.org/10.20867/thm.31.4.87
	Antecedents and Consequences Of The Creative Food Tourism Experience: Brand	Marketing	This study introduces the creative food tourism experience (CFTE) idea to the fine-dining restaurant market, thereby broadening the understanding of food tourism. It examines the CFTE triggers and possible outcomes and also investigates the role of brand equity. It also incorporates staff cohesion as a personal environmental component and ties the balance theory to the brand experience theory by examining brand equity as a distinct outcome of CFTE. The results of a study conducted on 574 food tourists in authentic Egyptian fine dining establishments show that sensory and personal	2024	https://doi.org/10.1177/14673584241276083

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	Equity Insights		environment elements have a large and favourable impact on consumers' CFTE, with restaurant atmosphere having the greatest influence. The results suggest that CFTE influences brand awareness, brand image, and perceived quality. Remarkably, brand trust moderates the relationship between perceived quality and brand loyalty but not the one between brand awareness, brand image, and brand loyalty. The study provided a significant contribution to restaurateurs.		
	Do Authentic Dimensions And Customer Knowledge Affect Overall Authenticity And Revisit Intention Via Interacting Gastronomic Experience? Perspective On Ethnic Restaurants	Consumer Behavior	Authenticity has been widely acknowledged as a pivotal determinant in the success of ethnic restaurants. This study explores the influence of authentic dimensions and customer knowledge on the overall authenticity and revisits intention of Omani ethnic restaurants by moderating the gastronomic experience. Using a positivist approach, data were collected from 330 customers of Omani ethnic restaurants in Oman. All dimensions of authenticity (atmosphere, food, service, and price) have a positive influence on revisit intention. Concurrently, empirical evidence substantiates that customer knowledge significantly and positively impacts customers' perceptions of authenticity and revisit intention. Gastronomic experience moderates the association between overall authenticity and revisit intention. Overall authenticity mediates the influence of authenticity dimensions revisit intention, except true to self. The study contributes to the literature on the importance of authenticity and customer knowledge in the success of ethnic restaurants. It provides valuable insights for restaurant managers and marketers in Oman.	2024	https://doi.org/10.1016/j.ijhm.2024.103941