

Prof. Mohamed Battour

Professor of Marketing

Address: Effat University, College of Business, 8482 Qasr Khuzam, Al-Nazlah Al-Yamaniyah, 22332, Jeddah, Kingdom of Saudi Arabia

Email: mbattour@effatuniversity.edu.sa

EDUCATION

2007 – 2011	Ph.D. (Distinction), Faculty of Business and Accountancy, University of Malaya, Malaysia (AACSB accredited)
2005 – 2007	M.Sc. Tanta University, Egypt
1994 – 1998	B.Sc. Bachelor's degree in Business Administration (Honours degree), Tanta University, Egypt

Area of expertise — Major: Management; Minor: Destination Marketing, Islamic Marketing, Halal Tourism

ACADEMIC EXPERIENCE

Nov 2024 – Present	Professor of Marketing, Nahda University (NUB), Egypt
Sept 2024 – Present	Professor of Marketing, Supreme Council of Universities, Egypt
Jan 2023 – July 2026	Associate Professor, College of Business Administration, A'Sharqiyah University (ASU), Oman
Aug 2020 – Sept 2022	Associate Professor, College of Business Administration, University of Sharjah, United Arab Emirates
June 2018 – July 2020	Associate Professor, Faculty of Leadership and Management, Universiti Sains Islam Malaysia (USIM), Malaysia
Dec 2016 – Feb 2018	Associate Professor, Faculty of Commerce, Tanta University, Egypt
June 2014 – Jan 2016	Senior Lecturer, Faculty of Business and Accountancy, University of Malaya, Malaysia
Jan 2013 – Nov 2016	Assistant Professor, Faculty of Commerce, Tanta University, Egypt (unpaid leave)
Jan 2012 – Jan 2013	Senior Lecturer, Graduate School of Management (GSM), Multimedia University, Malaysia
Sept 2003 – Dec 2006	Lecturer, Faculty of Commerce, Tanta University, Egypt
Feb 1999 – May 2003	Teaching Assistant, Egypt

RESEARCH EXPERIENCE

Research Interests

- Islamic marketing / tourism marketing
- AI and the tourism experience
- Sustainability, entrepreneurship and eco-innovation

- International marketing
- Customer Relationship Management (CRM)

Citation Metrics

- **Google Scholar citations:** 8,515
- **Scopus citations:** 2,855
- **Scopus h-index:** 27

Google Scholar: <https://scholar.google.com/citations?user=dZhMfU4AAAAJ&hl=en>

Scopus: <https://www.scopus.com/authid/detail.uri?authorId=54683503400>

ResearchGate: <https://www.researchgate.net/profile/Mohamed-Battour-2>

PUBLICATIONS

Journal Articles (46)

1. Battour, M., Bhardwaj, S., Sujood, & Ashraf Fauzi, M. (2026). Designing for diversity: science mapping of Muslim-friendly tourism experience and future trends. *Cogent Social Sciences*, 12(1), 2614581. (Scopus Q1)
2. Hermawan, R., Battour, M., Ryandono, M. N. H., Ratnasari, R. T., Alimusa, L. O., & Yuliane, W. (2026). Bibliometric analysis of the norm activation model and pro-environmental behavior: implications and future research. *International Journal of Ethics and Systems*, 1–35. (Scopus Q1)
3. Anwar, M. M., Battour, M., Purnamawati, A. M., & Ratnasari, R. T. (2026). The power of moral obligation and social support in enhancing intention to implement halal branding strategies in social enterprise. *Social Enterprise Journal*, 22(3), 590–620. (Scopus Q1)
4. Hamid, A. A., Shaabani, A., Karim, N. H., & Battour, M. (2025). Circular supply chain and the circular economy: key criteria for green value creation. *Cleaner Logistics and Supply Chain*, 100291. (Scopus Q1)
5. Mady, K., Salaheldeen, M., Refaat, H., & Battour, M. (2025). The impact of social media on consumer boycotts: Mediating roles of animosity, behavioral control, and efficacy. *Social Sciences & Humanities Open*, 12, 102041. (Scopus Q1)
6. Battour, M., Salaheldeen, M., Anwar, I., Ratnasari, R. T., A. Hamid, A., & Mady, K. (2025). Integrating ChatGPT in halal tourism: impact on tourist satisfaction, e-WoM and revisit intention. *Journal of Islamic Marketing*. (Scopus Q1)
7. Al-Hattami, H. M., Battour, M., & Al-Bukhrani, M. A. (2025). Digital accounting systems in SMEs: Do they influence marketing performance? A moderated mediation analysis. *Strategic Change*. (Scopus Q1)
8. Adirestuty, F., Ratnasari, R. T., Wardhana, A. K., Miraj, D. A., & Battour, M. (2025). Gastronomy of religious tourism: Overview and future research agenda. *GeoJournal of Tourism and Geosites*, 58(1), 188–199. (Scopus Q1)
9. Gunawan, S., Wijaya, R., Ratnasari, R. T., Battour, M., Premananto, G. C., Hendratmi, A., & Sumarwan, U. (2024). An investigation for business performance on Indonesia's small and medium medical companies sustainability. *Revista de Cercetare si Interventie Sociala*, 87. (Scopus Q2)
10. Battour, M., Mady, K., Salaheldeen, M., Ratnasari, R. T., Sallem, R., & Al Sinawi, S. (2024). Halal tourism and ChatGPT: an overview of current trends and future research directions. *Journal of Islamic Marketing*. (Scopus Q1)
11. Battour, M., & Ratnasari, R. T. (2024). The current state of published literature on Halal tourism and hospitality: a bibliometric review. *Journal of Islamic Marketing*. (Scopus Q1)

12. Mady, K., Battour, M., Bin-Obaidellah, S. S. A., Al Balushi, M. K., & Kennedy, R. E. (2024). Exploring environmental regulation instruments and their impact on eco-innovation practices among SMEs: The mediating role of environmental orientation. *Journal of Environmental Assessment Policy and Management*, 2450010. (Scopus Q1)
13. Fauzi, M. A., & Battour, M. (2024). Halal and Islamic tourism: Science mapping of present and future trends. *Tourism Review*. (Scopus Q1)
14. Fauzi, M. A., Mohd Ali, N. S., Mat Russ, N., Mohamad, F., Battour, M., & Mohd Zaki, N. N. (2024). Halal certification in food products: science mapping of present and future trends. *Journal of Islamic Marketing*. (Scopus Q1)
15. Mady, K., Battour, M., Aboelmaged, M., & Abdelkareem, R. S. (2023). Linking internal environmental capabilities to sustainable competitive advantage in manufacturing SMEs: The mediating role of eco-innovation. *Journal of Cleaner Production*, 137928. (Scopus Q1)
16. Mady, K., Abdul Halim, M. A. S., Omar, K., Battour, M., & Abdelkareem, R. S. (2024). Environmental pressures and eco-innovation in manufacturing SMEs: the mediating effect of environmental capabilities. *International Journal of Innovation Science*, 16(3), 501–526. (Scopus Q1)
17. Abror, A., Patrisia, D., Engriani, Y., Wardi, Y., Hamid, R. S., Najib, Battour, M., & Ratnasari, R. T. (2023). Antecedents of Muslim tourist loyalty: The role of Islamic religiosity and tourist value co-creation. *Cogent Business & Management*, 10(2), 2247871. (Scopus Q1)
18. Aboelmaged, M., Alhashmi, S. M., Hashem, G., Battour, M., Ahmad, I., & Ali, I. (2024). Unveiling the path to sustainability: two decades of knowledge management in sustainable supply chain – a scientometric analysis and visualization journey. *Benchmarking: An International Journal*. (Scopus Q1)
19. Salaheldeen, M., & Battour, M. (2024). Fostering innovation capabilities and sustainable innovation in the Halal industry. *Journal of Islamic Marketing*. (Scopus Q1)
20. Battour, M., Mady, K., Salaheldeen, M., Elsouhy, M., Elbendary, I., & Boğan, E. (2024). AI-enabled technologies to assist Muslim tourists in Halal-friendly tourism. *Journal of Islamic Marketing*, 14(5), 1291–1309. (Scopus Q1)
21. Salaheldeen, M., & Battour, M. (2023). The perception of success in the Halal market: Developing a Halal entrepreneurship success scale. *Journal of Islamic Marketing*, 14(3), 799–825. (Scopus Q1)
22. Mady, K., Abdul Halim, M. A. S., Omar, K., Abdelkareem, R. S., & Battour, M. (2022). Institutional pressure and eco-innovation: The mediating role of green absorptive capacity and strategically environmental orientation among manufacturing SMEs in Egypt. *Cogent Business & Management*, 9(1), 2064259. (Scopus Q1)
23. Battour, M., Noviyani, N. A., Ratnasari, R. T., Aboelmaged, M., & Eid, R. (2022). The impact of HDA, experience quality, and satisfaction on behavioral intention: Empirical evidence from West Sumatra Province, Indonesia. *Sustainability*, 14(8), 4674. (Scopus Q1)
24. Battour, M., Barahma, M., & Al-Awlaqi, M. (2021). The relationship between HRM strategies and sustainable competitive advantage: Testing the mediating role of strategic agility. *Sustainability*, 13(9), 5315. (Scopus Q1)
25. Battour, M., et al. (2021). Halal tourism: Exploring innovative marketing opportunities for entrepreneurs. *Journal of Islamic Marketing*. (Scopus Q1)
26. Al-Awlaqi, M. A., Aamer, A. M., Barahma, M. M., & Battour, M. (2021). The interaction between leadership styles and their followers' human capital: A correspondence analysis approach applied to micro-sized businesses. *Journal of Management Development*. (Scopus Q1)
27. Ayedh, A., Echchabi, A., Battour, M., & Omar, M. (2020). Malaysian Muslim investors' behaviour towards the blockchain-based Bitcoin cryptocurrency market. *Journal of Islamic Marketing*. (Scopus Q1)

28. Battour, M., & Rahman, M. (2019). The impact of PHTPS on trip quality, trip value, satisfaction and word of mouth: Non-Muslim tourists' perspective. *Journal of Islamic Marketing*. (Scopus Q1)
29. Battour, M., & Ismail, M. N. (2018). The perception of non-Muslim tourists towards Halal tourism: Evidence from Turkey and Malaysia. *Journal of Islamic Marketing*, 9(4), 823–840. (Scopus Q1)
30. Battour, M., Ismail, M. N., & Battor, M. (2017). Islamic tourism: An empirical examination of travel motivation and satisfaction in Malaysia. *Current Issues in Tourism*, 20(1), 50–67. (Scopus Q1)
31. Battour, M. (2016). Halal tourism: Concepts, practices, challenges and future. *Tourism Management Perspectives*. (ISI/Scopus/Q1/A)
32. Bhatti, M. A., & Battour, M. (2015). E-training adoption in the Nigerian civil service. *European Journal of Training and Development*. (ISI/Scopus/Q2)
33. Battour, M., & Ismail, M. (2014). The role of destination attributes in Islamic tourism. *SHS Web of Conferences*, 12(4). (ISI/Scopus)
34. Bhatti, M. A., & Battour, M. (2014). Effects of personality traits (Big Five) on expatriates adjustment and job performance. *Equality, Diversity and Inclusion: An International Journal*, 33(1), 73–96. (ISI/Scopus/Q2)
35. Bhatti, M. A., Ali, S., Isa, M., Faizal, M., & Battour, M. (2014). Training transfer and transfer motivation: The influence of individual, environmental, situational, training design, and affective reaction factors. *Performance Improvement Quarterly*, 27(1), 51–82. (ISI/Scopus/Q2)
36. Bhatti, M. A., & Battour, M. (2014). Kulim Land Office Malaysia: Success with effective leadership style. *Emerald Emerging Markets Case Studies*, 4(6), 1–14.
37. Battour, M., & Battor, M. (2014). Islamic attributes of destination: Construct development, measurement validation, and their impact on tourist satisfaction. *International Journal of Tourism Research*, 16(6). (ISI/Scopus/Q1/A)
38. Battour, M., & Battor, M. (2013). Can organizational learning foster customer relationships? Implications for performance. *The Learning Organization*. (ISI/Scopus/Q2)
39. Bhatti, M. A., & Battour, M. (2013). Transfer of training: does it truly happen? *European Journal of Training and Development*. (ISI/Scopus)
40. Bhatti, M. A., & Battour, M. (2013). Effects of individual characteristics on expatriates adjustment and job performance. *European Journal of Training and Development*. (ISI/Scopus)
41. Bhatti, M. A., Battour, M., & Ismail, A. R. (2013). Expatriates adjustment and job performance: An examination of individual and organizational factors. *International Journal of Productivity and Performance Management*, 62(7), 694–717. (ISI/Scopus)
42. Bhatti, M. A., & Battour, M. (2013). Training transfer and transfer motivation in the Malaysian banking sector. *Global Business and Organizational Excellence*. (ISI/Scopus/Q1)
43. Battour, M., Ismail, M. N., & Battor, M. (2012). The mediating role of tourist satisfaction: A study of Muslim tourists in Malaysia. *Journal of Travel & Tourism Marketing*, 29(3), 279–297. (ISI/Scopus/Q1/A)
44. Battour, M., Ismail, M. N., & Battor, M. (2011). The impact of destination attributes on Muslim tourist's choice. *International Journal of Tourism Research*, 13(6), 527–540. (ISI/Scopus/Q1/A)
45. Battor, M., & Battour, M. (2010). The impact of customer relationship management capability on innovation and performance advantages: testing a mediated model. *Journal of Marketing Management*, 26(9), 842–857. (ISI/Scopus/Q1/A)
46. Battour, M., Ismail, M. N., & Battor, M. (2010). Toward a Halal tourism market. *Tourism Analysis*, 15(4), 461–470. (ISI/Scopus/Q1/A)

Conference Papers Published as Book Chapters – Scopus (13)

1. Battour, M., Mady, K., Aghbari, S. A., Abdelfattah, F., & Ratnasari, R. T. (2024, November). AI-enhanced Halal tourism services, trust and satisfaction: The mediating and moderating role. In International Conference on Business and Technology (pp. 278–286). Cham: Springer Nature Switzerland.
2. Shahda, E., Hamid, A. A., & Battour, M. (2023, May). The effects of public service motivation on employees' intention to stay. In International Conference on Business and Technology (pp. 240–247). Cham: Springer Nature Switzerland.
3. Sallem, R., Rashdi, M. A., Ghunaimi, H. A., Battour, M., & Dahleez, K. (2023, May). The impact of authentic and transformational leadership on employees' creativity in the Omani public sector: The mediating role of organizational commitment. In International Conference on Business and Technology (pp. 180–187). Cham: Springer Nature Switzerland.
4. Sallem, R., Battour, M., Al Rashdi, M., & Ibrahim, A. (2023, May). The impact of entrepreneurship institutional support and alertness traits on entrepreneurial action: The mediating role of opportunity evaluation stage. In International Conference on Business and Technology (pp. 172–179). Cham: Springer Nature Switzerland.
5. En, S., Battour, M., & Ratnasari, R. T. (2023). Religiosity, brand image, and behavioral intention: An investigation for Halal restaurant. *Advances in Science and Technology*, 129, 153–171.
6. Battour, M., Salaheldeen, M., Mady, K., & Papastathopoulos, A. (2022, July). Conceptualizing a model for the effect of entrepreneurial digital competencies and innovation capability on the tourism entrepreneurship performance in UAE. In International Conference on Information Systems and Intelligent Applications (pp. 541–550). Cham: Springer International Publishing.
7. Noureldeen, A., Salaheldeen, M., & Battour, M. (2021, June). Critical success factors for ERP implementation: a study on mobile telecommunication companies in Egypt. In International Conference on Emerging Technologies and Intelligent Systems (pp. 691–701). Cham: Springer International Publishing.
8. Mady, K., Elsotouhy, M., & Battour, M. (2021, April). The role of digital platforms in alleviating the fear of entrepreneurial failure: a new conceptual framework. In International Conference on Emerging Technologies and Intelligent Systems (pp. 837–847). Cham: Springer International Publishing.
9. Battour, M., Mady, K., Elsotouhy, M., Salaheldeen, M., Elbendary, I., Marie, M., & Elhabony, I. (2021, April). Artificial intelligence applications in halal tourism to assist Muslim tourist journey. In International Conference on Emerging Technologies and Intelligent Systems (pp. 861–872). Cham: Springer International Publishing.
10. Salaheldeen, M., Battour, M., Nazri, M. A., & Bustamam, U. S. A. (2021). Prospects for achieving the sustainable development goals 2030 through a proposed halal entrepreneurship success index (HESI). In SHS Web of Conferences (Vol. 124, p. 08001). EDP Sciences.
11. Battour, M., Salaheldeen, M., & Mady, K. (2021). Exploring innovative marketing opportunities for Halal entrepreneurs in hospitality and tourism industry. In SHS Web of Conferences (Vol. 124, p. 10001). EDP Sciences.
12. Barahma, M., Battour, M., Ali, K. B., & Nashief, M. (2021). The relationship between HRM strategies and sustainable competitive advantage: strategic agility as a mediating variable. In SHS Web of Conferences (Vol. 124, p. 08008). EDP Sciences.
13. Salaheldeen, M., Battour, M., & Nazri, M. A. (2019). Halal entrepreneurship and its role in sustainable development goals 2030 (SDGs). In International Conference on Dakwah and Islamic Management (IC-DAIM 2019), Malaysia (pp. 1–12).

Book Chapters (4)

1. Mady, K., Battour, M., Parveen, S., Sultana, A., & Rashid, M. M. (2024). A scientometric analysis of Muslim-friendly tourism: a review and research agenda. In Artificial Intelligence (AI) and Customer Social Responsibility (CSR) (pp. 1039–1049). Cham: Springer Nature Switzerland.
2. Anwar, M. M., Battour, M., Ratnasari, R. T., Herianingrum, S., Fauzi, Q., Absah, Y., & Sari, D. K. (2024). Antecedent and consequences of brand love: A conceptual in behavioral loyalty. In Artificial Intelligence (AI) and Customer Social Responsibility (CSR) (pp. 1051–1067). Cham: Springer Nature Switzerland.
3. Battour, M., Salaheldeen, M., Mady, K., & Ratnasari, R. T. (2024). ChatGPT and halal travel: an overview of current trends and future research directions. In AI in Business: Opportunities and Limitations: Volume 1 (pp. 23–31).
4. Mady, K., Battour, M., Elhabony, I., Elsheikh, T., Rashid, M. M., & Sulub, M. A. (2023). Integration of eco-innovation drivers and their role in sustainable competitive advantage in SMEs: A proposed conceptual model. In From Industry 4.0 to Industry 5.0: Mapping the Transitions (pp. 313–322). Cham: Springer Nature Switzerland.

Textbooks (6)

1. Amana, M., Battour, M., & Elkasrway (2018). International Business. Tanta: Tanta Education. (In Arabic)
2. Battour, M. (2018). Business Studies. Tanta: Tanta Education. (In English)
3. Najwa, M., Aman, M., & Battour, M. (2017). Marketing Management. Tanta: Tanta Education. (In Arabic)
4. Mohamed, S., Battour, M., & Amal, S. (2017). Public Administration. Tanta: Tanta Education. (In Arabic)
5. Battour, M. (2017). Selected Readings in Managerial Studies. Tanta: Tanta Education. (In English)
6. Amal, S., & Battour, M. (2014). Retail/Wholesale Management. Tanta: Tanta Education. (In Arabic)

PATENTS

None.

PRESENTATIONS

Keynote Speaker

- | | |
|-----------------------|--|
| 26 May 2025 | Guest lecture: “Sustainability and Ethical Considerations in Halal Tourism Development”, Universitas Brawijaya (UB), Indonesia |
| 16 Apr 2025 | “Halal Tourism Shaping Sustainable Travel Experiences”, Islamic Chamber of Commerce and Development |
| 10 Dec 2024 | “Meet the Editors: Tips for International Publication”, A’Sharqiyah University, Oman |
| 11 Apr 2024 | “The Role of AI in Shaping the Future of Halal Travel”, International Halal Congress, Turkey |
| 7 Oct 2022 | International Muslim Friendly Tourism Conference, organized by Bank Indonesia (Central Bank of Indonesia) |
| 3 Dec 2021 | Uzakrota Summit 2021: Preparing for the Muslim Travel Market Post-COVID-19 (online) |
| 15–16 Dec 2021 | 3rd International Conference on Tourism and Entrepreneurship (ICTE), Belitung, Indonesia: “Promoting Innovation as a Survival Strategy for Tourism Business and Development in the COVID-19 Pandemic” (online) |

- 15-17 Nov 2021** Second World Islamic Tourism Conference, organized by the Ministry of Tourism, Malaysia (online)
- 24-25 Oct 2019** 1st International Conference on Tourism and Entrepreneurship (ICTE), Belitung, Indonesia
- 24-26 Apr 2019** 1st International Conference of Tourism Jurisprudence, Tabriz, Iran
- 3-5 Nov 2017** 4th International Halal and Health Food Congress, Ankara, Turkey
- 7-9 Apr 2017** International Halal Tourism Congress, Kastamonu University, Turkey
- 20-23 June 2016** MUSLIM INSIDE, Taipei College of Maritime Technology, Taipei, Taiwan

Visiting Professor, Invited Lectures and Workshops

- 25 May 2024** Postgraduate International Seminar: "Artificial Intelligence in Islamic Studies: An Overview of Current Trends and Future Research Direction", Postgraduate UIN Syahada Padangsidempuan, Indonesia
- 18-21 Apr 2024** Series of workshops: "How to Publish in Top-Ranking Journals", Universitas Airlangga (UNAIR), Indonesia
- 18 Apr 2024** Workshop: "Program Review and Development Plan", QAA Department
- 7 Mar 2024** Workshop: "Developing a Successful Theoretical Framework for Top-Ranking Journals", Arab Open University
- 10 Dec 2023** Seminar: "How to Transfer Yourself from Manager to Leader", Ministry of Higher Education, Research and Innovation, Muscat University, Oman
- 21 Oct 2022** Guest lecture: "Data Analysis for SEM AMOS and SEM PLS (Islamic Business and Economics Research)", Faculty of Economics and Business, Universitas Airlangga, Surabaya, Indonesia
- 20 Oct 2022** Workshop: "Developing a Successful Theoretical Framework for Top-Ranking Journals and High Citation", Faculty of Economics and Business, Universitas Airlangga, Surabaya, Indonesia
- 19 Oct 2022** Guest lecture: "Future Trends and Research Agenda in Islamic Marketing", Faculty of Economics and Business, Universitas Airlangga, Surabaya, Indonesia

Conference Presentations

- 8-11 Dec 2014** 4th International Conference on Tourism Research (4ICTR), Kota Kinabalu, Sabah, Malaysian Borneo
- 29-30 May 2013** 4th Islamic Marketing Conference, Istanbul, Turkey
- 7-9 Oct 2011** 12th International Joint World Cultural Tourism Conference, Istanbul, Turkey
- 29-30 Nov 2010** International Conference on Islamic Marketing and Branding: Exploring Issues and Challenges, Kuala Lumpur, Malaysia

GRANTS AND FELLOWSHIPS

- Leader:** Fostering Tourism and Heritage Entrepreneurship Performance in Oman. Ministry of Higher Education, Oman; OMR 11,000; two years (ongoing).

- **Leader:** Muslim-Friendly Tourism Experience: Construct Development and Measurement Validation, and its Connection to AI in the Omani Context. A'Sharqiyah University, ASU/IRG/22/23/02; two years (ongoing).
- **Leader:** Fostering Tourism Entrepreneurship Performance in UAE. University of Sharjah; AED 59,000; Feb 2022, two years.
- **Leader:** Exploring Artificial Intelligence in the Tourism and Hospitality Industry: Is UAE Ready to Enhance the Automated Tourism Experience? University of Sharjah; AED 20,000; Apr 2021, two years.
- **Leader:** Fostering Sustainable Innovation and Sustainable Development in Malaysia: A New Halal Entrepreneurship Success Index. USIM; Dec 2019 – Dec 2021.
- **Consultant:** DinarStandard – “A Tourism Corridor Based on the Travels of the Holy Family in Jordan, Palestine, and Egypt”, 2019.
- **Member:** Tourism Governance in ASEAN: Promoting Regional Integration through Halal Tourism. Indoinsea, Universitas Gadjah Mada; Apr 2017 – Apr 2018.
- **Member:** Tourism Next: How to Create a Muslim-Travel-Friendly Taiwan (104-2410-H-229-002). Taiwan Ministry of Science and Technology; RM 100,000; Jan 2016 – Dec 2018.
- **Research Assistant:** Technology and Business: An Examination of Malaysian Corporate Shariah Advisors (UMRG007). University of Malaya; RM 70,000; Aug 2011 – Dec 2011.

AWARDS AND HONORS

2024	Top Ten Published Authors from the Middle East and Africa (MEA) Region in 2024, Emerald Publishing
30 May 2024	Halal Travel Scholar of the Year, Halal in Travel Global Summit 2024, Singapore
26 May 2024	Best Researcher Award, A'Sharqiyah University Day, Oman

THESIS SUPERVISIONS

Research Students Supervised / Trained

- **Postdoctoral fellows:** 3
- **PhD students:** 52
- **Master's students (by research):** more than 50

Thesis and Oral Examination Committees

- **PhD examinations:** more than 50
- **Master's (by research) examinations:** more than 50

PROFESSIONAL MEMBERSHIPS

Editorial Roles

- Deputy Editor-in-Chief, Journal of Islamic Marketing (WoS, Scopus Q1, B ranking)
- Senior Associate Editor (Marketing), FIIB Business Review (Scopus Q1, SAGE)

- Guest Editor, Discover Sustainability (Springer Nature, IF 2.4, Scopus Q1) – Special Issue: Sustainable and Ethical Innovations in Halal Tourism
- Editorial Advisory Board, Management and Sustainability: An Arab Review (Scopus Q1)
- Editorial Advisory Board, Review of Management Literature (Scopus Q2, Emerald)

Accreditation and Quality Assurance Bodies

- Reviewer member, ACQUIN (Accreditation, Certification and Quality Assurance Institute)
- External reviewer, Institutional Standards Assessment (ISA), Oman Authority for Academic Accreditation and Quality Assurance of Education (OAAAQA)

RELEVANT SKILLS

Accreditation, Program Review and Development

- Seven years' experience in the AACSB accreditation process
- Six years' experience in the QS ranking process
- Program reviewer (Bachelor's, Master's and PhD programs)
- **Program development:** PhD program in Arabic (A'Sharqiyah University, Oman); Business Analytics degree (University of Sharjah, UAE); PhD program in HRM (USIM, Malaysia); Degree in Halal Tourism (USIM, Malaysia)

Research Methods

- Structural equation modelling (SEM-AMOS, SEM-PLS); bibliometric and science-mapping analysis
- Scale development and measurement validation

REFERENCES

Prof. Mohammad Al-Hawari

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