

Assaker, Guy

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| Nationality | Lebanese |
| Lebanese American University | Business School |
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| Google Scholar profile: | https://scholar.google.com/citations?user=-MdlGIgAAAAJ&hl=en |

I. Education

WSET level 2 Diploma in Wine, (Wine & Spirit Education Trust, London UK), 2025
Professional Certificate in Hotel Industry Analytics (AHLEI, American Hotel and Lodging Educational Institute), 2016
Ph.D. in Business Administration (Operations & Data Analytics) (ESSEC Business School, France), 2010
DESS in International Tourism Strategy (University Paris 1 Panthéon–Sorbonne, France), 2004
MBA in Hospitality Management (IMHI/Cornell University, USA), 2003
BS in Business Administration (Lebanese American University AACSB accredited, Lebanon), 2000

II. Professional Academic Experience

Assistant Dean, School of Business, Lebanese American University, 2018–2024
Chair, Department of Hospitality and Marketing, School of Business, Lebanese American University, 2017–2018
Director, Institute of Hospitality and Tourism Management Studies, School of Business, Lebanese American University, 2017–2018
Associate Chair, Department of Information Technology & Operations Management (ITOM), School of Business, Lebanese American University, 2013–2017
Professor, Department of Hospitality and Marketing, School of Business, Lebanese American University (AACSB accredited), 2021–Present
Visiting Professor, Information Systems, Statistics and Decision Sciences Department, ESSEC Business School (on sabbatical leave of absence from LAU), 2019-2020
Associate Professor, Department of Hospitality and Marketing, School of Business, Lebanese American University (AACSB accredited), 2016–2021
Research Fellow, School of Management, University of South Australia (on unpaid leave of absence from LAU), 2011–2012
Assistant Professor, Department of Hospitality and Marketing, School of Business, Lebanese American University (AACSB accredited), 2010–2016

Teaching Interests:

Hospitality Marketing, Consumer Behavior in Tourism and Hospitality, Hospitality Operations/Management, Tourism Economics, Sustainable Tourism, Marketing Research Analysis (MBA), Business Research Methods (MBA), Quantitative Methods (MBA/EMBA).

Research Interests:

Consumer experience/tourism marketing, service quality, ICT and electronic word-of-mouth communication (eWOM), destination competitiveness, hospitality/tourism sustainability, multivariate techniques in business research, structural equation modeling.

III. Institutional Service at Lebanese American University

Committees/Councils representation:

- Member of the University Strategic Pillars I and III committees
- Member of the University Advisory Research Council
- Member of the University USAID's Office of American Schools and Hospitals Abroad Grant committee
- Secretary of the School Strategic Planning Committee
- Member of the School/University Promotion Committees
- Member of School Research and Development Council

Additional experience:

- MBA thesis/project supervisor
- Mentor for new Business faculty members

IV. Published Research/Scholarly Work**Journal Publications**

- (1) Assaker G., R El-Haddad, & G Gergi (2025). Self-congruity, memorable tourism experience (MTE) and social network support on Generation Z tourists' satisfaction and behavioral intentions: a moderation analysis. Tourism Review. <https://doi.org/10.1108/TR-07-2024-0626> (ABDC 2022: B; Scopus Q1; ABS 1)
- (2) P O'Connor, G Assaker, & R El-Haddad (2025). Online Travel Agency Participation: An Empirical Investigation of Its Financial Contribution to US Hotel Profitability. Cornell Hospitality Quarterly. <https://doi.org/10.1177/19389655251318185> (ABDC 2022: A; Scopus Q1; ABS 2)
- (3) Assaker G. (2025). Sustainability concerns on pro-sustainable travel behavior: combining the United Nations SDGs, norm activation model and value theory. Journal of Hospitality and Tourism Insights. 8 (1), 20-40. (ABDC 2022: C; Scopus Q1)
- (4) Assaker G. (2024). Does awareness of SDGs influence tourists' behavior? An examination of the determinants of sustainable travel behavior considering the UN 2030 Agenda. Consumer Behavior in Tourism and Hospitality. 19 (3), 339-351. (ABDC 2022: B; Scopus Q2; ABS 1)
- (5) P O'Connor, G Assaker (2024). Examining the role of reputation as a moderator of E-service quality, trust, and E-loyalty in online travel services. Journal of Theoretical and Applied Electronic Commerce Research. 19 (4), 3429 (ABDC 2022: B, Scopus: Q1; ABS 1)
- (6) D Castro, S Kim, G Assaker (2023). An empirical examination of the antecedents of Residents' support for future film tourism development. Tourism Management Perspectives. <https://doi.org/10.1016/j.tmp.2022.101067> (ABDC 2022: A; Scopus Q1; ABS 2021: 2; ABS 2)
- (7) Assaker G. & O'Connor, P. (2023). Hotel guests' revisit intentions post-COVID-19: Re-examining the role of service quality, CSR, and reputation while accounting for guests' trepidation. Tourism Analysis. 28 (3), 455-467 (ABDC 2022: A; Scopus Q2; ABS 2)
- (8) Assaker, G. & O'Connor, P. (2023). The importance of Green Certification Labels/Badges in Online Hotel Booking Choice: A Conjoint Investigation of Consumer Preferences Pre- and Post-COVID-19. Cornell Hospitality Quarterly. 64 (4), 401-414 (ABDC 2022: A; Scopus Q1; ABS 2)
- (9) O'Connor, P. & Assaker G. (2022). Examining the Antecedents and Effects of Hotel Corporate Reputation on Customers' Loyalty and Citizenship Behavior: An Integrated Framework. Journal of Hospitality Marketing & Management. 31 (5), 640-661 (ABDC 2022: A; Scopus Q1; ABS 1)
- (10) Kim, S, Morgan, A., & Assaker, G. (2021) Examining the relationship between sport spectator motivation, involvement, and loyalty: a structural model in the context of Australian Rules football. Sport in Society. 24 (6), 1006-1032 (ABDC 2022: B; Scopus Q1)
- (11) Assaker, G, & O'Connor, P. (2021). The Role of eWOM platforms in Moderating the Relationships between Political and Terrorism Risk Perception, Destination Image, and Travel Intent: The Case of Lebanon. Journal of Travel Research. 60 (3), 503-519 (ABDC 2022: A*; Scopus Q1; ABS 4; [Shanghai List])
- (12) O'Connor, P, & Assaker, G. (2021). COVID-19's effects on future pro-environmental traveler behavior: an empirical examination using norm activation, economic sacrifices, and risk perception theories. Journal of Sustainable Tourism. <https://doi.org/10.1080/09669582.2021.1879821> (ABDC 2022: A*; Scopus Q1; ABS 3)

- (13) Assaker, G., O'Connor, P., & El-Haddad, R. (2020). Examining an Integrated Model of Green Image, Perceived Quality, Satisfaction, Trust, and Loyalty in Upscale Hotels. Journal of Hospitality Marketing & Management. 29 (8), 934-955. (ABDC 2022: A; Scopus Q1; ABS 1)
- (14) Assaker, G. (2020). The effects of hotel green business practices on consumers' loyalty intentions: An expanded service model. International Journal of Contemporary Hospitality Management. 13 (20), 3787-3807. (ABDC 2022: A; Scopus Q1; ABS 3; [Shanghai List])
- (15) Assaker, G. (2020). Age and gender differences in online travel reviews and user-generated-content (UGC) adoption: extending the technology acceptance model (TAM) with credibility theory. Journal of Hospitality Marketing & Management. 29 (4), 428-449. (ABDC 2022: A; Scopus Q1; ABS 1)
- (16) Assaker, G., Hallak, R., & El-Haddad, R. (2020) Consumer usage of online travel reviews: Expanding the unified theory of acceptance and use of technology 2 model. Journal of Vacation Marketing. 26 (2), 149-165. (ABDC 2022: A; Scopus Q1; ABS 1)
- (17) Assaker, G., Hallak, R. & O'Connor, P. (2020). Examining heterogeneity through Response-Based Unit Segmentation (REBUS) in PLS-SEM: A study of human capital and firm performance in upscale restaurants. Current Issues in Tourism. 23 (2), 137-152. (ABDC 2022: A; Scopus Q1; ABS 2)
- (18) Hallak, R., Assaker, G., El-Haddad, R. (2018). Re-examining the relationships among perceived quality, value, satisfaction, and destination loyalty: A higher-order structural model. Journal of Vacation Marketing. 24 (2), 118-135 (ABDC 2022: A; Scopus Q1; ABS 1)
- (19) Brown, G., Assaker, G., & Reis, A. (2018). Visiting Fortaleza: motivation, satisfaction and revisit intentions of spectators at the Brazil 2014 FIFA World Cup. Journal of Sport & Tourism. 22 (1), 1-19 (ABDC 2022: B; Scopus Q2; ABS 1)
- (20) Hallak, R., Assaker, G., O'Connor, P., & Lee, C. (2018). Firm performance in the upscale restaurant sector: The effects of resilience, creative self-efficacy, innovation and industry experience. Journal of Retailing and Consumer Services. 40, 229-240 (ABDC 2022: A; Scopus Q1; ABS 2)
- (21) Smith, A., Brown, G., & Assaker, G. (2017). Experiencing the Olympics: The significance of place. Event Management: An International Journal. 21 (3), 281-299 (ABDC 2022: A; Scopus Q2; ABS 2)
- (22) Brown, G., Essex, S., Assaker, G., & Smith, A. (2017). Event satisfaction and behavioural intentions: examining the impact of the London 2012 Olympic Games on participation in sport. European Sport Management Quarterly. 17 (3), 331-348 (ABDC 2022: A; Scopus Q1; ABS 3)
- (23) Assaker, G., & Hallak, R. (2016). Detecting Latent Classes in Tourism Data Through Response-Based Unit Segmentation (REBUS) in PLS-SEM. Tourism Analysis. 21 (6), 661-668 (ABDC 2022: A; Scopus Q2; ABS 2)
- (24) Howat, G., & Assaker, G. (2016). Outcome quality in participant sport and recreation service quality models: Empirical results from public aquatic centres in Australia. Sport Management Review. 19 (5), 520-535 (ABDC 2022: A; Scopus Q1; ABS 2)
- (25) Fakih, K., Assaker, G., Assaf, A.G., & Hallak, R. (2016). Does restaurant menu information affect customer attitudes and behavioral intentions? A cross-segment empirical analysis using PLS-SEM. International Journal of Hospitality Management. 57, 71-83 (ABDC 2022: A*; Scopus Q1; ABS 3; [Shanghai List])
- (26) Brown, G., Smith, A., & Assaker, G. (2016). Revisiting the host city: An empirical examination of sport involvement, place attachment, event satisfaction and spectator intentions at the London Olympics. Tourism Management.

- 55, 160-172 (**ABDC 2022: A***; Scopus Q1; **ABS 4**; [Shanghai List])
- (27) Do Valle, P.O., & Assaker, G. (2016). Using Partial Least Squares Structural Equation Modeling in Tourism Research. Journal of Travel Research. 55 (6), 695-708 (**ABDC 2022: A***; Scopus Q1; **ABS 4**; [Shanghai List])
- (28) Karkoulis, S., Assaker, G., & Hallak, R. (2016). An empirical study of 360-degree feedback, organizational justice, and firm sustainability. Journal of Business Research. 69 (5), 1862-1867 (**ABDC 2022: A**; Scopus Q1; **ABS 3**)
- (29) Hallak, R., McCabe, V.S., Brown, G., & Assaker, G. (2016). Segmenting meeting and event management organisations based on business performance: A cluster analysis approach. Event Management: An International Journal. 20 (3), 383-393 (**ABDC 2022: A**; Scopus Q2; **ABS 2**)
- (30) Assaker, G., Hallak, R., Assaf, A.G., Assad, T. (2015). Validating a Structural Model of Destination Image, Satisfaction, and Loyalty Across Gender and Age: Multigroup Analysis with PLS-SEM. Tourism Analysis. 20 (6), 577-591 (**ABDC 2022: A**; Scopus Q2; **ABS 2**)
- (31) El Haddad, R., Hallak, R., & Assaker, G. (2015). Price fairness perceptions and hotel customers' behavioral intentions. Journal of Vacation Marketing. 21(3), 262-276 (**ABDC 2022: A**; Scopus Q1; **ABS 1**)
- (32) Huang, S., Weiler, B. & Assaker, G. (2015). Examining the effects of interpretive guiding outcomes on tourist satisfaction and behavioural intention: An hierarchical structural model. Journal of Travel Research. 54 (3), 344 - 358 (**ABDC 2022: A***; Scopus Q1; **ABS 4**; [Shanghai List])
- (33) Hallak, R., Assaker, G. & Lee, C. (2015). Tourism entrepreneurship performance: The effects of place identity, self-efficacy and gender'. Journal of Travel Research . 54(1), 36-51. (**ABDC 2022: A***; Scopus Q1; **ABS 4**; [Shanghai List])
- (34) Hallak R, Assaker G, & O'connor, P (2014). Are family and non-family tourism businesses different?: An examination of the entrepreneurial self-efficacy - entrepreneurial performance relationship. Journal of Hospitality and Tourism Research. 38(3), 388-413 (**ABDC 2022: A**; Scopus Q1; **ABS 2**; [Shanghai List])
- (35) Assaker, G. (2014). Examining a hierarchical model of Australia's destination image. Journal of Vacation Marketing. 20 (3), 195-210 (**ABDC 2022: A**; Scopus Q1; **ABS 1**)
- (36) Kim, S. & Assaker, G. (2014). An Empirical Examination of the Antecedents of Film Tourism Experience: A Structural Model Approach. Journal of Travel and Tourism Marketing. 31 (2), 251-268 (**ABDC 2022: A**; Scopus Q1; **ABS 2**)
- (37) Assaker, G., Hallak, R., O'Connor, P. & Esposito Vinzi, V. (2014). An empirical operationalization of countries' destination competitiveness using Partial Least Squares Modelling. Journal of Travel Research . 53 (1), 26-43 (**ABDC 2022: A***; Scopus Q1; **ABS 4**; [Shanghai List])
- (38) Hallak, R., Assaker, G. & O'Connor, P. (2013). 'Profiling tourism SMEs according to owners' support for community: A cluster analysis approach'. Tourism Analysis. 18 (6), 691-705 (**ABDC 2022: A**; Scopus Q2; **ABS 2**)
- (39) Hallak R, & Assaker, G. (2013). Family vs non-family business owners' commitment to their town: A multigroup invariance analysis. Asia Pacific Journal of Tourism Research. 18(6), 618-636 (**ABDC 2022: A**, Scopus Q1; **ABS 1**)
- (40) Assaker, G. & Hallak, R. (2013). 'Moderating effects of tourists' novelty seeking tendencies on destination image, visitor satisfaction and short and long term revisit intentions'. Journal of Travel Research . 52(5), 600-613 (**ABDC 2022: A***; Scopus Q1; **ABS 4**; [Shanghai List])

- (41) Howat, G. & Assaker, G. (2013). The hierarchical effects of perceived quality on perceived value, satisfaction, and loyalty: Empirical results from public, outdoor aquatic centres in Australia. Sport Management Review, 16(3),268-284 (**ABDC 2022: A**; Scopus Q1; **ABS 2**)
- (42) Assaker, G., Hallak, R, O'Connor P, & Esposito Vinzi V(2013). Partial Least Squares Path Modeling: New directions for tourism and hospitality research. Journal of Travel and Tourism Research, Spring/Fall 2013, p.1-23 (**ABDC 2022: C**)
- (43) Assaker, G. & Hallak, R. (2012). Examining a supply-side predictive model in tourism using partial least squares path modeling: An empirical analysis at the country aggregate level. Tourism Analysis . 17(5), 587-599 **ABDC 2022: A**; Scopus Q2; **ABS 2**)
- (44) Assaker, G., Huang, S. & Hallak, R. (2012). Assessing the use of Partial Least Squares Structural Equation Modeling in tourism research. Tourism Analysis . 17(5), 679-686 **ABDC 2022: A**; Scopus Q2; **ABS 2**)
- (45) Assaker, G., & El-Haddad, R (2012). Predicting repeat and total visits to a destination using simulation modeling through time. Journal of Travel and Tourism Research, Fall 2012, p 35-49 (**ABDC 2022: C**)
- (46) Assaker G, & Hallak, R (2012). European Travelers' Return Likelihood and Satisfaction with Mediterranean Sun and Sand Destinations: A CHAID-based segmentation approach. Journal of Vacation Marketing, 18(2), 105-120 (**ABDC 2022: A**; Scopus Q1; **ABS 1**)
- (47) Assaker G, Esposito Vinzi V, & O'Connor, P (2011). Examining the Effect of Novelty Seeking, Satisfaction, and Destination Image on Tourists' Return Pattern: A two-factor, non-linear latent growth model. Tourism Management, 32(4), 890-901 (**ABDC 2022: A***; Scopus Q1; **ABS 4**; [Shanghai List])
- (48) Assaker G, Esposito Vinzi V, & O'Connor, P (2011). Modeling a Tourism Causality Network: An Empirical Analysis. Journal of Modelling in Management, 6(3), 258-278 (**ABDC 2022: C**; Scopus Q2; **ABS 1**)
- (49) Assaker G, Esposito Vinzi V, & O'Connor, P (2011). Extending a Causality Network Model for Tourism Development: A cross-country, multi-group empirical analysis. Tourism and Hospitality Research, 11(4), 258-277 (**ABDC 2022: B**, Scopus Q1; **ABS 1**)
- (50) Assaker G, Esposito Vinzi V, & O'Connor, P (2010). Structural Equation Modeling in Tourism Demand Forecasting: A Critical Review. Journal of Travel and Tourism Research, Spring/Fall 2010, p.1-27 (**ABDC 2019: C**)

Book Chapters

- (1) Assaker, G. (2025). Tourism, Lebanon. In J. Jafari & H. Xiao, Encyclopedia of Tourism. 2021 edition, Springer-Verlag.
- O'Connor, P., & Assaker, G. (2024). Electronic word-of-mouth communication (eWOM). In D. Buhalis, Encyclopedia of Tourism Management and Marketing. Edward Elgar Publishing Limited
- (3) Assaker, G., & O'Connor, P. (2023). Testing for moderation and interaction effects in PLS-SEM: Guidelines and applications for tourism and hospitality researchers. In F. Okumus, S. Mostafa Rasoolimanesh, & S. Jahani (Eds.), Contemporary Research Methodology for Hospitality and Tourism. Bingley, UK: Emerald Group Publishing.
- (4) Hallak, R., & Assaker, G. (2016). Using partial least squares structural equation modeling (PLS-SEM) in tourism research. In M. Uysal, Z. Schwartz, & E. Sirakaya-Turk (Eds.), Management science in hospitality and tourism: Theory, practice, and applications (pp. 99–124). Boca Raton, FL: Taylor & Francis

- (5) Assaker, G. (2014). Tourism, Lebanon. In J. Jafari & H. Xiao, Encyclopedia of Tourism. 2014 edition, Springer-Verlag.

Conference Proceedings

- (1) Hallak, R., Assaker, G., O'Connor, P., & Lee, C. (2017). Entrepreneurship in the fine-dining restaurant sector. CAUTHE 2017: Time For Big Ideas? Re-thinking The Field For Tomorrow, University of Otago, New Zealand, 7-10 February 2017
- (2) Assaker, G. & Hallak, R. (2015). Perceived service quality and its effect on value, satisfaction and destination loyalty. The 5th Advances in Hospitality & Tourism Marketing and Management (AHTMM) Conference, Ritsumeikan Asia Pacific University (APU), Beppu, Japan, 18-21 June 2015
- (3) Assaker, G. (2014). The Moderating Effect of Age: Empirical evidence from the effect of image and its association with satisfaction and loyalty in the context of Australia as a destination. International Hospitality, Tourism and Travel Research Conference, Antalya, Washington State University & Akdeniz Universites, 9-12 December.
- (4) El Haddad, R., & Assaker, G (2014). Predictors of customers' purchasing behaviours: The case of online hotel bookings, 12th Asia Pacific Chrie (ApacChrie) conference Proceedings, Taylor's University, Kuala Lumpur, 21-24 May 2014.
- (5) Assaker, G & Hallak, R. (2013). Identifying Travel Market Segments Based on Tourists' Need for Novelty, Second International Conference on Emerging Research Paradigms, Middlesex University, Dubai, 26th-28th November, 2013
- (6) Brown, G. & Assaker, G. (2013). Exploring place attachment: an empirical analysis of sports events spectators. Proceedings of the CAUTHE Annual conference, University of Lincoln, New Zealand.
- (7) El-Haddad R, & Assaker, G. (2012). Behavioral Intentions – An Important Aspect of Pricing and Revenue Management. In C. Jones (ed), ANZAM (Annual Australian and New Zealand Academy of Management) Proceedings, December 2012, Curtin Business School: Australia.
- (8) Hallak, R. & Assaker, G. (2012). Family vs Non-Family Owned Enterprises in tourism: Examining business owners' commitment to their town. In C. Lade (Ed), CAUTHE Conference Proceedings, February 2012, p. 264-287, Melbourne: La Trobe University.
- (9) Assaker, G. & El-Haddad, R. (2011). An analytical framework to approximate total visits to a destination with implications for time-diminishing returns. In M. D. Alvarez, D (Ed.), AHTMM Conference Proceedings. June 2011, p.704-711, Istanbul: Washington State University & Bogaziçi University.

Other (Trade Journals) Publications

- (1) Serge Chamelian, Raja Nasri, Guy Assaker, G: *Changing Consumer Habits: How new food and beverage rules can be adapted to the Middle East market?*. Hospitality News: Middle East. 09/2015, 99, 72–74.
- (2) Guy Assaker, Rob Hallak: *How competitive is Australia as a tourism destination?*. UniSA Business Magazine. Fall 2013, 5, 18–20.
- (3) Guy Assaker: *.Gestion de crise: Repenser le tourisme international face à la menace terroriste*. La Revue Espaces, Tourisme et Loisirs. 03/2008, 257, 36–41.

Academic Conference Presentations

- (1) The 2nd Quantitative Approaches in Tourism, Economics, and Management Conference (QATEM), Perpignan, 2 July 2010.
- (2) ESCP Workshop on Quantitative Modelling Techniques, Paris, 17 May 2010.
- (3) The Fourth Essec-Supelec Research Workshop on PLS and Related Methods, Gif-Sur-Yvette, 10–11 May 2010.

- (4) Institute for Operations Research and the Management Sciences (INFORMS) International meeting, Toronto, 14–17 June 2009.
- (5) European Regional Meeting of the International Society for Business and Industrial Statistics (EURISBIS), Calgary, 30 May–3 June 2009.
- (6) The Third ESSEC-HEC Research Workshop on PLS Path Modeling, Cergy Pontoise, 14 May 2009.
- (7) The Second ESSEC-HEC Research Workshop on SEM and Multi-Block Techniques, Cergy Pontoise, 15 May 2008.

V. Contributions to Practice

Guest Editor

Journal of Tourism challenges and Trends (ABDC 2019: C) – Special Issue on “Tourism and Digital Transformation of Business,” CFP: March 30, 2018. <https://journaltct.wordpress.com/2017/09/26/cfp-tourism-and-digital-transformation-of-business/>

Editorial Board Memberships:

Journal of Travel Research (ABDC 2019: A*; Scopus Q1; ABS 4; Shanghai) – 2015/2023

Journal of Hospitality and Tourism Management (ABDC 2019: A; Scopus Q1; ABS 1) – 2015/Present

Tourism Analysis (ABDC 2019: A; Scopus Q2; ABS 2) – 2015/Present

Ad Hoc Reviewer:

European Journal of Information Systems (Palgrave Macmillan, ABDC 2019 A*)

Annals of Tourism Research (Elsevier, ABDC 2019 A*)

Tourism Management (Elsevier, ABDC 2019 A*)

International Journal of Hospitality Management (Emerald, ABDC 2019 A*)

Journal of Sustainable Tourism (Routledge, ABDC 2019 A*)

Journal of Retailing and Consumer Services (Elsevier, ABDC 2019: A)

Journal of Travel and Tourism Marketing (Taylor and Francis, ABDC 2019 A)

Journal of Hospitality Marketing & Management (Taylor and Francis, ABDC 2019 A)

International Journal of Contemporary Hospitality Management (Emerald, ABDC 2019 A)

Asia Pacific Journal of Tourism Research (Cognizant, ABDC 2019 A)

Journal of Hospitality and Tourism Research (Sage, ABDC 2019 A)

Current Issues in Tourism (Taylor and Francis, ABDC 2019 A)

International Journal of Tourism Research (Wiley, ABDC 2019 A)

Journal of Marketing for Higher Education (Routledge, ABDC 2019 B)

New Review of Hypermedia and Multimedia (Taylor and Francis, Scopus Q2)

VI. Grants

- **\$10,000 Research Grant** awarded by the School of Management at UniSA and Center for Tourism and Leisure studies UniSA for the project entitled, “Examining a hierarchical model of Australia's tourism destination image using partial least squares structural equation modelling,” 2012-2013.
- **\$20,000 Research Grant** awarded by Le Cordon Bleu Institution for the project entitled, “Examining factors influencing the performance of hospitality SMEs: A comparative study of fine-dining restaurants in Australia and France,” 2013-2014.

- **\$40,000 Research Grant** awarded by Le Cordon Bleu Institution for the project entitled, “Restaurant Menu Information and Its Effects on Customer Attitudes and Behavioural Intentions: Implications for International Hospitality Management,” 2015-2016.

VII. Professional Honors, Prizes, and Fellowships

- **Emerald Highly Commended Papers Award (2012)** for “Modeling a Causality Network for Tourism Development: An Empirical Analysis” published in *Journal of Modelling in Management*.
- **Elsevier Outstanding Reviewer Award (2016)** for my reviews for the *Journal of Tourism Management* for the academic year 2016/2017
- **LAU University Research Excellence Award (2017/18)**. Award granted every year to one LAU faculty who has achieved an exceptional contribution in research and have succeeded in communicating the results of his/her work to a wide audience.
- **Arab Funds (Zamalat) Fellowship (\$50,000)** to work on a preset collaboration project between LAU and ESSEC in 2019-2020.
- **LAU University Research Excellence Award (2021/22)**. Award granted every year to one LAU faculty who has achieved an exceptional contribution in research and have succeeded in communicating the results of his/her work to a wide audience.