



Emerging Research on Islamic Marketing and Tourism in the Global Economy

By Hatem El-Gohary

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As the Middle East continues to grow as a predominant force within the international marketplace, research into Islamic practices and culture is necessary to promote business success in the region.

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Bibliography

- Sales Rank: #5696115 in Books
- Published on: 2014-07-31
- Original language: English
- Number of items: 1
- Dimensions: 10.00" h x .75" w x 7.01" l,
- Binding: Hardcover
- 358 pages

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Editorial Review

About the Author

Hatem El-Gohary is a Reader in Marketing at Birmingham City University Business School (Birmingham, West Midlands, UK) and LM at Cairo University Business School (Cairo, Egypt). Dr. El-Gohary has more than 19 years of experience in academia, worked as the marketing Director of a multinational company and a marketing consultant for a number of national and multinational companies. His research interests include: Electronic Marketing, Electronic Business, Electronic Commerce, Internet Marketing and Small Business Enterprises. His academic research is published in a number of high quality journals, books, book chapters, and various international conferences. Dr. El-Gohary holds a PhD, MSc, MRes, PGDip, BSc as well as PGCHE and is a Chartered Marketer, Certified E-Marketer (CeM), Certified Social Marketing Associate (CSMA), an AABPP Fellow, CIM member and has a significant record of experience in voluntary work in Egypt and the UK. Dr. El-Gohary won: The Routledge Best Paper Award 2007, The American Academy of Business and Public Policy Best Paper Award 2009, Birmingham City University Business School Best Paper Award 2011, the Ideal Student for Cairo University Award 1992, the Ideal Student for Cairo University Business School Award (twice for the years 1991 and 1992) as well as SLED Best New Mentor Award 2007. Moreover, he has been awarded an Honorary Life Membership in UBU.

Dr. Riyad Eid is an Associate Professor of Marketing at the United Arab Emirates University. Dr Eid received a BSc (Hons) in Business administration from Tanta University (Egypt), an MSc in Business Administration from Tanta University (Egypt), PGDip (2002) and a PhD in Marketing from Bradford University (UK). Prior to the UAEU appointment, he was an Assistant Professor at the Marketing Department, Bradford University- UK, and an Associate Professor at the Marketing Department; Wolverhampton University- UK. Dr Eids main area of marketing expertise and interest is in the domain of International Internet Marketing. Dr Eid has published in several internationally recognised journals such as Journal of International Marketing, The Service Industries Journal, Journal of Euro-Marketing, Journal of marketing Intelligence and Planning, Journal of Industrial Management & Data Systems, Benchmarking International Journal, The International Journal of E-Business Research and [Journal of] Internet Research. He has also attended numerous numbers of International Refereed Conferences worldwide. Dr Eid acted as consultant to a number of organizations in Egypt, UAE and UK. He is a subject Matter Expert (Marketing) for the E-TQM collage in Dubai (UAE) and Umm AL-Qura University in Saudi Arabia. Dr Eid was presented with Emerald Best Paper Award for one of his publications. He is also the editor in chief of the International Journal of Customer Relationship Marketing and Management and a member of the Editorial Review Board for a number of international journals.

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