

1- Personal Data

Mohamed Salaheldeen Abdelfatah Rezk

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Gender Male | Date of birth 08/04/1986 | Nationality Egyptian

2- Academic/Professional Particulars

16/02/2019–15/09/2022

Doctor of Philosophy in Business Administration

Faculty of Economics and Muamalat, Universiti Sains Islam Malaysia (Malaysia)

Thesis Title: “Fostering Innovation Capability and Sustainable Innovation in Malaysia: A New Halal Entrepreneurship Success Scale”

01/09/2013–03/07/2015

Master in Management

Faculty of Economics, Porto University, Porto (Portugal)

Thesis Title: “Management control systems as a Package: an application to Science & technology parks: The UPTEC case study”

01/09/2004–31/05/2008

Bachelor of Commerce (Business Administration) "English Section"

Very good
“Honor”.

Faculty of Commerce, Menoufia University, Menoufia (Egypt)

01/05/2011–31/07/2011

Full-Time Training Diploma in "Social Science Research Methods for Guiding Policy and Evaluation "

Social Research Center of the American University in Cairo (SRC-AUC), Cairo (Egypt)

3 - Career Details

11/2/2024 - Now

Assistant Professor

College of business administration, A'Sharqiyah University, Oman.

1/10 /20222 – 8/2/2024

Assistant Professor (tenured track)

Faculty of Commerce, Menoufia University, Menoufia (Egypt).

Director of Entrepreneurial Management Unit

Teach business courses to students

Supervise master and Ph.D. students

Quality assurance and accreditation board member (AACSB accreditation process and QS ranking process)

Syllabus development and design of new courses.

1/10 /2023 – 31 /1/2024

Researcher (part-time)

College of business administration, A'Sharqiyah University, Oman.

Project Title: Muslim friendly tourism experience: Construct development and measurement validation, and its connection to AI in Oman context.

1/9/2023 – 31/1/2024

Assistant Professor (part-time)

Faculty of Economics & Business, Benha National University, Egypt

- 1 /2/ 2023 – 31-8-2023 **Assistant Professor (part-time)**
Faculty of Business, New Mansoura University, New Mansoura City (Egypt).
Teach business courses to students.
Curriculum design and development.
Participating in the Quality Assurance & Accreditation process.
- 1/10/2019 – 31-6-2022 **Researcher**
Faculty of Economics and Muamalat Administration, Universiti Sains Islam
Malaysia.
Project: "Fostering Sustainable Innovation and sustainable development in
Malaysia: anew Halal Entrepreneurship Model"
PPPI/FKP/0119/051000/17719 from RIMC, USIM
- 31/07/2015 – 1 /1/ 2019 **Lecturer**
Faculty of Commerce, Menoufia University, Menoufia (Egypt).
Teaching management courses to students.
Supervise undergraduate and postgraduate research projects.
Development of educational and training programs in management.
- 14/01/2014–30/08/2015 **Research Assistant**
Faculty of Economics, Porto University, Porto (Portugal).
- 16/02/2009–31/08/2013 **Teaching Assistant (tenured track)**
Faculty of Commerce, Menoufia University, Menoufia (Egypt).
- 01/09/2010–31/12/2010 **Research Assistant (part-time)**
Social Research Center of the American University, Cairo (Egypt)
"Ford Junior Researchers Program"; mapping road for Egyptian higher education
institutions.
- 01/08/2011–31/8/2013 **Marketing Consultant & Trainer (part-time)**
Misr International for agricultural and industrial development, in an industrial city
(Egypt)

4- Publications/Citations Data

Type of Publication	Number of Publications
Articles in International Refereed Journals	9
Indexed Conference Papers	11
Indexed Book Chapters	4

Citation Source	ResearchGate https://www.researchgate.net/profile/Mohamed-Salaheldeen-2
Number of Citations	366
h-index	12

5- Research Grants, and Scholarships

- Project Title: Muslim-friendly tourism experience: Construct development and measurement validation, and its connection to AI in the Oman context. (SU/IRG/22/23/02) College of Business Administration, A'Sharqiyah University, Oman. (1/ 10/2023 – 1/10/2025)
- The grant from the Center of Research & Innovation Management (PPPI), Universiti Sains Islam Malaysia Grant **reference:** PPPI/FKP/0119/051000/17719. Fostering Sustainable Innovation and sustainable development in Malaysia: a new Halal Entrepreneurship Model (2019).
- Consultation. DinarStandard “A Tourism Corridor Based on The Travels of The Holy Family on Jordan, Palestine, and Egypt. 2019.
- Academic achievement award, University of Porto (2015)
- Fully funded European Union - Erasmus Mundus Scholarship: (Fatima Al Fihri cohort) for two years to pursue a master’s degree in Portugal. Awarded September 2013
- Ford scholarship from the Ford Foundation for the research methods program at the American University in Cairo. Awarded April 2011
- International Internship: Damascus University & Syrian Commercial Bank, Damascus (Syria). The League of Arab States; The Exchange Program for Distinguished Arab Students. Awarded July 2007

6- Memberships and other information

- ResearchGate: <https://www.researchgate.net/profile/Mohamed-Salaheldeen-2>
- Google Scholar: <https://scholar.google.com/citations?user=Ed6lpWgAAAAJ&hl=en>
- ORCID ID: <https://orcid.org/0000-0001-9645-0484>
- Researcher ID: <https://publons.com/researcher/AAN-2465-2021/>
- Scopus Author ID: <https://www.scopus.com/authid/detail.uri?authorId=57221909917>

7- Selected Journals as Reviewer

- Journal of Islamic Marketing (Q1, ISI)
- Cogent Business & Management (Q1, ISI)
- Cogent Social Sciences (Q1, ISI)
- Sustainability (Q1, ISI)

8 - Courses and programs

- Leadership and creative thinking program, USIM Alamiyyah, Universiti Sains Islam Malaysia, (2019).
- Qualifying Diploma in the Diplomatic Affairs, Cairo University, Faculty of Economics & Political Science, Egypt, (2008).
- Different modules at DAAD Cairo: academic research, Methods of Data Collection, and scientific thinking.

9- Languages

- Mother tongue: Arabic
- Foreign Languages: English (fluent)
- Portuguese and French (average)

10 - Computer skills and Competences

- Microsoft Office, SPSS, Smart PLS3, AMOS, EndNote.

11 - Publications

(A) International Refereed Journals

Salaheldeen, M., Battour M, (2024). Fostering innovation capabilities and sustainable innovation in the Halal industry. *Journal of Islamic Marketing*. Ahead-of-print (ahead-of-print).

<https://doi.org/10.1108/JIMA-12-2022-0323> (ISI/Scopus/Q1/B)

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*, ahead-of-print <https://doi.org/10.1108/JIMA-11-2023-0379> (ISI/Scopus/Q1/B)

Salaheldeen, M. (2024). Spiritual Leadership: Concepts, Practices, and Challenges. In Reference Module in Social Sciences: Elsevier. (Scopus)

Salaheldeen, M., Battour, M., & Elmashtawy, A. (2024). Halal Entrepreneurship: Concepts, Practices, Challenges, and Future Trends. In Reference Module in Social Sciences: Elsevier. (Scopus)

Elmashtawy, A., & **Salaheldeen, M.** (2024). Green Sustainability: Definition, Context, and Application. In Reference Module in Social Sciences: Elsevier. (Scopus)

Salaheldeen, M., Battour, M., Nazri, M. A., Ahmad Bustamam, U. S., & Hashim, A. J. C. M. (2023). The perception of success in the halal market: developing a halal entrepreneurship success scale. *Journal of Islamic Marketing*, 14(3). doi: <https://doi.org/10.1108/JIMA-10-2021-0341> (ISI/Scopus/Q1/B)

Battour, M., **Salaheldeen, M.** & Mady, K. 2022. Halal tourism: exploring innovative marketing opportunities for entrepreneurs. *Journal of Islamic Marketing*, 13(4), 887-897. (Salaheldeen, 2022)doi:<https://doi.org/10.1108/JIMA-06-2020-0191> (ISI/Scopus/Q1/B)

Battour, M., Mady, K., **Salaheldeen, M.** 2022. AI-enabled technologies to assist Muslim tourists in Halal-friendly tourism. *Journal of Islamic Marketing*, 14(5), 1291-1309. doi: <https://doi.org/10.1108/JIMA-01-2022-0001> (ISI/Scopus/Q1/B)

Battour, M., **Salaheldeen, M.,** Mady, K. & Elstouhy, M. 2021. Halal Tourism: What Is Next for Sustainability? *Journal of Islamic Tourism* 1, 80-91. doi:<https://jistour.org/en-us/makele/halal-tourism--what-is-next-for-sustainability/37/pdf>

(B) Book Chapters

Salaheldeen, M., Ateeq, A., Al Ani, M. (2024). Green Entrepreneurship and Sustainability in Developing Countries: Opportunities, Challenges, and Future Research Directions. In B. Awwad (Ed.), *The AI Revolution: Driving Business Innovation and Research: Volume 1* (pp. 525-534). Cham: Springer Nature Switzerland. (Scopus)

Battour, **M.**, **Salaheldeen**, M., Mady, K., & Ratnasari, R. T. (2024). ChatGPT and Halal Travel: An Overview of Current Trends and Future Research Directions. In R. Khamis & A. Buallay (Eds.), *AI in Business: Opportunities and Limitations: Volume 1* (pp. 23-31). Cham: Springer Nature Switzerland. ([Scopus](#))

Elmashtawy, A., Ateeq, A., **Salaheldeen**, **M.** (2024). How Does Earnings Manipulation Influence the Firm Performance? The Moderating Effect of the Board Gender Diversity. In B. Awwad (Ed.), *The AI Revolution: Driving Business Innovation and Research: Volume 1* (pp. 497-506). Cham: Springer Nature Switzerland. ([Scopus](#))

Salaheldeen, **M.** (2022). Opportunities for Halal Entrepreneurs in the Islamic Digital Economy: Future and Trends from a Cultural Entrepreneurship Perspective. In: Ratten, V. (eds) *Cultural Entrepreneurship*. Springer, Singapore. https://doi.org/10.1007/978-981-19-2771-3_9 ([Scopus](#))

(C) International Refereed Conferences

Elmashtawy, A., & **M. Salaheldeen** (2023) "Big Data Techniques and Internal Control: Evidence from Egypt". Springer International Publishing in the 2nd International Conference on Emerging Technologies and Intelligent Systems, Cham. doi : https://doi.org/10.1007/978-3-031-25274-7_2 ([Scopus](#)).

Elmashtawy and **M. Salaheldeen** (2023) "Big Data and Business Analytics: Evidence from Egypt," Cham, Springer International Publishing, in International Conference on Information Systems and Intelligent Applications, pp. 503-512, doi:https://doi.org/10.1007/978-3-031-16865-9_40. ([Scopus](#)).

M. Battour, **M. Salaheldeen**, and A. Papastathopoulos. (2023) "Conceptualizing a Model for the Effect of Entrepreneurial Digital Competencies and Innovation Capability on the Tourism Entrepreneurship Performance in UAE," Cham: Springer International Publishing, in International Conference on Information Systems and Intelligent Applications, pp. 541-550, doi https://doi.org/10.1007/978-3-031-16865-9_43 ([Scopus](#)).

Noureldeen, A., **Salaheldeen**, **M.**, Battour, M. (2022). Critical Success Factors for ERP Implementation: A Study on Mobile Telecommunication Companies in Egypt. *Proceedings of International*

Conference on Emerging Technologies and Intelligent Systems. ICETIS 2021. Lecture Notes in Networks and Systems, vol 299. Springer, Cham. https://doi.org/10.1007/978-3-030-82616-1_57 (Scopus).

Battour, M., Mady, K., **Salaheldeen, M.** (2022). Artificial Intelligence Applications in Halal Tourism to Assist Muslim Tourist Journey. (eds) Proceedings of International Conference on Emerging Technologies and Intelligent Systems. ICETIS 2021. Lecture Notes in Networks and Systems, vol 322. Springer, Cham. https://doi.org/10.1007/978-3-030-85990-9_68 (Scopus).

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). *SHS Web Conf.*, 124, 08001. <https://doi.org/10.1051/shsconf/202112408001>. (ISI)

Battour, M., **Salaheldeen, M.**, & Mady, K. (2021). Exploring Innovative Marketing Opportunities for Halal Entrepreneurs in Hospitality and Tourism Industry. *SHS Web Conf.*, 124, 10001. doi <https://doi.org/10.1051/shsconf/202112410001>. (ISI)

Salaheldeen, M., Battour, M., & Nazri, M. A. (2019). Halal entrepreneurship and its role in sustainable development goals 2030 (SDGs). Paper presented at the International Conference on Dakwah and Islamic Management (IC-DAIM 2019) Malaysia.

Salaheldeen, M. (2017). Artificial Intelligence in Business Research: Trends and Future. Paper presented at the Emerging Issues and Challenges in Management Conference, Faculty of Commerce, Menoufia University, Egypt.

Salaheldeen, M. (2015). Management Control Systems as a Package: an application to Science & Technology Parks: UPTEC Case Study. Paper presented at the 8th Conference on Performance Measurement and Management Control, Nice, France.