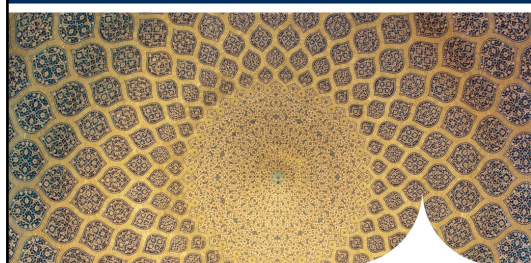


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Emerging Research on Islamic Marketing and Tourism in the Global Economy

Research Essentials



Emerging Research on Islamic Marketing and Tourism in the Global Economy

Hatem El-Gohary and Riyad Eid



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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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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 on 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.



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