

Reham Touni

Post-doctoral Research Associate
Hospitality, Hotel Management, and Tourism
Texas A&M University

Address: 2261 TAMU, AGLS 125, College Station, Texas 77843-2133, USA

Office: AGLS 452.

Email: reham.touni@ag.tamu.edu

Phone: (979) 776-0125

SUMMARY OF RESEARCH & TEACHING INTEREST

Dr Reham Touni is a post-doctoral research associate at the Department of Hospitality, Hotel Management and Tourism, College of Agriculture & Life Sciences. Texas A&M University. Dr. Touni worked as an associate professor of hotel management at the Faculty of Tourism and Hotels, Minia University. She received her Ph.D. in Hotel Management (Electronic Marketing) from Minia University and Florida State University (Joint Supervision Scholarship) in 2019. She served as an active member in many positions: a research associate at the International Centre for Hospitality Research and Development (ICHRD) at the Dedman School of Hospitality, Florida State University, USA, the managing editor of Minia Journal of Tourism and Hospitality Research, and an assistant manager of the Quality Assurance Unit at Minia University. She has been an active member with a long teaching experience (Up to 17 years) in hospitality management for graduate and undergraduate students with her extensive knowledge and expertise in marketing, human resources, and information technology applications in hospitality. Dr. Touni has published many peer-reviewed publications. She is dedicated to social service, particularly the needs of women and children, and member of the National Council for Women in Egypt.

PROFESSIONAL AFFILIATIONS

2025-present Post-doctoral research associate at the Department of Hospitality, Hotel Management and Tourism, College of Agriculture & Life Sciences. Texas A&M University.

2024-2025 Associate Professor, Hotel Management Department, Faculty of Tourism and Hotels, Minia University.

2023-2025 Director of the Information Technology Unit, Faculty of Tourism and Hotels, Minia University.

2020-2025 Managing Editor, Minia Journal of Tourism and Hospitality Research.

2019-2024 Assistant Professor, Hotel Management Department, Faculty of Tourism and Hotels, Minia University.

2020-2021 Assistant Manager, Quality Assurance Unit, Faculty of Tourism and Hotels, Minia University.

2017-2019 Research Associate, International Centre for Hospitality Research and Development (ICHRD), Dedman School of Hospitality, Florida State University.

2012-2019 Lecturer of Hotel Management, Faculty of Tourism and Hotels, Minia University- Egypt.

2008-2012 Demonstrator of Hotel Management, Faculty of Tourism and Hotels, Minia University- Egypt.

EDUCATION

- 2019** **Doctor of Philosophy in Hotel Management (Electronic Marketing), Minia University and Florida State University (Joint Supervision Scholarship).**
Title: Approaching the Adoption of Social Media as a Tool for Customer Engagement in Hotels.
- 2012** **Master of Hotel Management, Helwan University, Egypt.**
Title: Effect of Changing Management Companies on Hotel Employees
- 2008** **Bachelor's degree in Hotel Management (excellent with honors 89.68%) – Minia University.**

HONORS & AWARDS

- 2004–2008** Graduate Honor Scholarship at the Faculty of Tourism and Hotels, Minia University, Egypt.
- 2008–2012** M.Sc. Scholarship at the Faculty of Tourism and Hotels, Helwan University, Egypt.
- 2017–2019** Ph.D. Scholarship at Dedman School of Hospitality, Florida State University, USA.
- 2021** The nomination to the financial award from the President of Minia University for “Best International Scientific Publication” for publishing a Manuscript in the Journal of Tourism and Hospitality Research (**JHTR: Q1: Impact Factor 4.4**).
The manuscript entitled “Antecedents and an Outcome of Customer Engagement with Hotel Brand Community on Facebook”
- 2022** Best Project Award from Minia Governor, Fayoum Governor, and Bani Suef Governor for my project “The Pink Taxi” within the National Initiative of Smart Green Projects under the care of the Ministry of Planning and Economic Development.
- 2023** The nomination to the financial award from the President of Minia University for “Best International Scientific Publication” for publishing a Manuscript in the International Journal of Hospitality Management (**IJHM: Q1: Impact Factor 9.9**).
The manuscript entitled “Customer Engagement and Hotel Booking Intention: The Mediating and Moderating Roles of Customer-Perceived Value and Brand Reputation”

TEACHING EXPERIENCES

- Teaching in-person, online, and hybrid undergraduate courses: hospitality marketing, electronic marketing in hospitality, feasibility study in Hospitality, Housekeeping Management in Hotels, electronic management in hospitality, information technology in hospitality, and entrepreneurship.
- Teaching principles of scientific research and research methods for graduate students.
- Mentoring several master’s and doctoral theses and dissertations.
- Serving as a committee member in the hotel management curriculum development.

CERTIFICATES & TRAINING

- 2020** Hospitality and Tourism Management, College of Business, Florida Atlantic University, USA.
- 2020** PLS-SEM, PLS Academy, Germany.

SELECTED PUBLICATIONS & PRESENTATIONS

Selected Research Publications in Refereed Journals

1. **Reham Touni**, Woo Gon Kim, Kavitha Haldorai, and Ahmed Rady (2022). Customer engagement and hotel booking intention: The mediating and moderating roles of customer-perceived value and brand reputation. *International Journal of Hospitality Management*. Vol 104. 103246.
2. **Reham Touni**, Woo Gon Kim, Hyung-Min Choi, Mohamed Ahmed Ali (2020). Antecedents and an outcome of customer engagement with hotel brand community on Facebook. *Journal of Hospitality & Tourism Research*. Vol 44 (2). 278-299.
3. **Reham Touni** and Aya Magdy. (2020). The application of Robots, Artificial Intelligence, and Service Automation in the Egyptian Tourism and Hospitality Sector (Possibilities, Obstacles, Pros, and Cons). *Journal of Association of Arab Universities for Tourism and Hospitality*. Vol 19 (3). 269- 290.
4. **Reham Touni** and Hussien Mohamed Hussien (2022). The Role of Hybrid Events in Reviving the Hotel Industry in Egypt after the COVID-19 Pandemic: An Exploratory Study. *International Journal of Heritage, Tourism and Hospitality*. Vol 16 (1). 38-50.
5. **Reham Touni**, Hussien Mohamed Hussien. (2021). Uncovering Sexual Harassment Issues in the Workplace: A Study on Hotels in Egypt. *Journal of Association of Arab Universities for Tourism*. Vol. 21 (5). 171-192
6. **Reham Touni**, Woody G Kim, Hyung-Min Choi, Mohamed Ali. (2018). Antecedents and Outcome of Customer Engagement with Hotel Brand Communities Embedded in Facebook. 2018 Global Marketing Conference in Tokyo. Pages 1634-1635.
7. **Reham Touni**, Woody G Kim, Hyung-Min Choi, Ahmed Rady Abdelgawad. (2019). Do Customer Engagement with Social Media and Perceived Value Influence Relationship Strength and Hotel Booking Intentions? The 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. University of Houston, Conrad N. Hilton College.
8. Ahmed Rady, Mahmoud Abdelaziz, **Reham Touni** (2023). The Impact of Price Fairness on Perceived Value and Customer Satisfaction Under the Exchange Rate Change in Hotels in Egypt. *Journal of Association of Arab Universities for Tourism and Hospitality*. Vol 25 (2).
9. Mahmoud Abdelaziz, Ahmed Rady, **Reham Touni** (2024). Price Fairness and Perceived Value in Hotels During the Exchange Rate Change in Egypt: A Comparative Study Based on Sociodemographic and Tripographic Attributes. *Scientific Journal of the Faculty of Tourism and Hotels, Alexandria University*, Vol 21 (1). 161- 200.
10. **Reham Touni**, Mahmoud Abdelaziz, Hussien Mohamed Hussien (2025). Do Organizational Agility, Corporate Social Responsibility, and Psychological Empowerment Influence Hotel Performance? Evidence from the Egyptian Hospitality Industry. *Journal of Association of Arab Universities for Tourism and Hospitality*. Vol 28 (1). 339-361.