

Curriculum Vitae
Khaldoon Nusair, Ph.D.
✉ knusair@southalabama.edu

Ph.D. Hospitality Marketing
The Ohio State University, Columbus

Master of Science, Management & Policy
State University of New York at Stony Brook

Master of Science, Technological Systems Management
State University of New York at Stony Brook

New York State Advanced Certificate in Information Systems

PROFESSIONAL EXPERIENCE

ACADEMIC EXPERIENCE

Professor and Department Chair (2023-present)
Department of Hospitality and Tourism Management, University of South Alabama

Professor (2021-2022)
Asst. Dean for Postgraduate Studies and Research (2021-2022)

Associate Professor (2014-2021)
Head of Marketing Department (2015-2021)
College of Economics & Political Science
Sultan Qaboos University/Oman

Associate Professor (2012-2014)
Rosen College of Hospitality Management, University of Central Florida

Assistant Professor (2007-2012)
Rosen College of Hospitality Management, University of Central Florida

REGIONAL EDITOR & EDITORIAL BOARD MEMBER

Regional Editor - Middle East and Africa (2017-present)
Journal of Hospitality and Tourism Technology

Regional Editor - Middle East and Africa (2020-present)
Journal of Hospitality and Tourism Insights

Editorial Board Member - International Journal of Contemporary Hospitality Management

Editorial Board Member - International Journal of Tourism Research

Editorial Board Member - International Journal of Hospitality & Tourism Administration

TEACHING EXPERIENCE

Taught the following undergraduate courses:

- Introduction to Hospitality and Tourism
- Hospitality Information Systems
- Hospitality Managerial Accounting
- Hospitality Financial Accounting
- Revenue Management
- Strategic Management in Hospitality
- Destination Marketing
- Customer Care
- Event Technology
- Marketing for Hospitality and Tourism
- Lodging Operations
- E-commerce in Hospitality
- Entrepreneurial Marketing
- New Product Development
- Integrated Marketing Communications
- Customer Relationship Management
- Marketing Research
- Principles of Marketing
- Services Marketing
- Consumer Behavior
- Digital Marketing
- Pricing Strategies

Taught the following graduate courses:

- E-commerce in Hospitality and Tourism – Masters
- Strategic Management - Masters
- Advertising and Promotion - MBA
- Customer Relationship Management - MBA
- Entrepreneurial Marketing – MBA
- Marketing Management - MBA
- Applied Doctoral Studies in Business - Doctorate
- Consumer Behavior Theory and Practice – Doctorate
- Marketing Management – Doctorate
- Statistics I – Doctorate
- Statistics II - Doctorate
- Advanced Multivariate Statistics – Doctorate
- Scholarly Literature Review - Doctorate
- Strategic Service Marketing – Doctorate

REFEREED PUBLICATIONS

Peer-reviewed Scholarly Articles (Most Recent)

1. Alfarhan, U., Olya, H., **Nusair, K.** (2022). How do propensity and aspiration underlie leisure tourism expenditure patterns? *Tourism Economics*
2. Alfarhan, U., **Nusair, K.** (2021). First-time, first-repeat and multiple-repeat visitors: A conditional counterfactual quantile expenditure decomposition analysis. **Current Issues in Tourism**
3. Alfarhan, U., **Nusair, K.**, Alazri, H., & Al-Muharrami, S. (2021). Measuring the effects of tourists' relative willingness to spend on third-degree price discrimination on inbound tourism expenditure differentials. *Tourism Economics*.
4. Alfarhan, U., **Nusair, K.**, Alazri, H., & Al-Muharrami, S. (2021). Modeling expenditure differentials of international tourists by targeted utility: A synthesized theoretical and quantile decomposition approach, *International Journal of Consumer Studies*, DOI: 10.1111/ijcs.12683.
5. Ameen, N., Tarhini, A., Shah, M., & **Nusair, K.** (2021). A cross cultural study of gender differences in Omnichannel retailing contexts, *Journal of Retailing and Consumer Services.*, 58(1), 1-14.
6. **Nusair, K.** (2020). Developing a comprehensive life cycle framework for social media research in hospitality and tourism: A bibliometric method 2002 To 2018, *International Journal of Contemporary Hospitality Management*, 32(3), 1041-1066.
7. Barreda, A., **Nusair, K.**, Wang, Y., Okumus, F., Bilgihan, A. (2020). The Impact of social media activities on brand image and emotional attachment: A case in travel context. *Journal of Hospitality and Tourism Technology*, 11(1), 109-123.
8. Ye, BH., Barreda, A., Okumus, F., & **Nusair, K.** (2019). Website interactivity and brand development of online travel agencies in China: The moderating role of age. *Journal of Business Research*, 99, 382-389.

9. **Nusair, K.**, Butt, I., & Nikhashemi, SR. (2019). A bibliometric analysis of social media in hospitality and tourism research, *International Journal of Contemporary Hospitality Management*, 31(7), 2691-2719.
10. Nikhashemi, SR, Jebarajakirthy, C., & **Nusair, K.** (2019). Uncovering the roles of retail brand experience and brand love in the apparel industry: Non-linear structural equation modeling approach. *Journal of Retailing and Consumer Services*, 48, 122-135.
11. **Nusair, K.**, Hua, N. Ozturk, A., Butt, I. (2017). A theoretical framework of E-WOM against the backdrop of social networking websites. *Journal of Travel & Tourism Marketing*.
12. Ozturk, A, **Nusair, K.**, Okumus, F., & Singh, D. (2017). Understanding Hotel Booking loyalty: An integration of privacy calculus theory and trust-risk framework, *Information Systems Frontiers*, (Feb., 2017), 1-15.

INDUSTRY/GOVERNMENT REPORTS (Most recent)

1. **Nusair, K.**, Al-Azri, H., Al-Muharrami. S., AlFarhan, U., Ahmed, N., Kennedy, R., AlMiwali, S. *Classification System for Tourism SMEs in Oman*. Submitted to Ministry of Tourism, Sultanate of Oman. This report is part of His Majesty's Trust Fund for Strategic Projects: "Achieving Sustainable Tourism Development: The Strategic Role of Tourism SME's in Oman"
2. **Nusair, K.**, Al-Azri, H., Al-Muharrami. S., AlFarhan, U., Ahmed, N., Kennedy, R., AlMiwali, S. *Visitors to Oman and Their Spending Patterns*. Submitted to Ministry of Tourism, Sultanate of Oman. This report is part of His Majesty's Trust Fund for Strategic Projects: "Achieving Sustainable Tourism Development: The Strategic Role of Tourism SME's in Oman" (SR/EPS/MRKT/16/01).

RESEARCH GRANTS

- **Nusair, K.**, (PI), Al-Muharrami, S., Ahmed, N., Al-Azri, H., Hua, N., Croes, R., & Al-Miwali, S. (2016). "Achieving Sustainable Tourism Development: The Strategic Role of Tourism SMEs in Oman", His Majesty Sultan Qaboos Grant, **\$150,000 U.S. dollar**, (Project ID # SR/EPS/MRKT/16/01) **(Funded)**
- Dickson, D., **Nusair, K.**, Kwun, D. (2010). "Customer Service Evaluation at Areas USA", Areas USA **\$20,000 U.S. dollar** (Project ID # 1051942) **(Funded)**
- Chen, P., Okumus, F., **Nusair, K.**, & Hua, N. (2010). "Developing effective communication strategies for the Spanish-speaking and Haitian-Creole-speaking hospitality workforce", Hospitality Industry Diversity Institute (HIDI), University of Houston **\$4,000 U.S. dollar** (Project ID # 1050873) **(Funded)**
- Okumus, F., Severt, K., **Nusair, K.**, & Kwun, D (2010). "Hilton Orlando Market Research Project", Hilton Orlando **\$19,831 U.S. dollar** (Project ID # 1051013) **(Funded)**
- Okumus, F., **Nusair, K.**, & Severt, K. (2010). "Orlando Convention & Visitors Bureau (CVB) Market Research Project", Orlando Convention & Visitors Bureau (CVB) **\$30,581 U.S. dollar** (Project ID # 1050912) **(Funded)**
- Haley, M., Cobanoglu, C., Connolly, D., & **Nusair, K.** (2009). "Payment card industry data security standards compliance phase II", American Hotel & Lodging Association **\$19,000 U.S. dollar** **(Funded)**