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## **Education Information**

Doctorate, Girne American University, Institute of Social & Applied Sciences/Faculty of Business and Economics, Department of Business Management , Cyprus (Kktc) 2016 - 2019

Postgraduate, Girne American University, Institute of Social & Applied Sciences/Faculty of Business and Economics, Department of Business Management , Cyprus (Kktc) 2013 - 2016

Undergraduate, Halep Üniversitesi, Faculty of Economics, Department of Business Management , Syria 2004 - 2008

## **Published journal articles indexed by SCI, SSCI, and AHCI**

- I. **The influence of LinkedIn group community on postgraduate student experience, satisfaction and grades**  
Hazzam J., Wilkins S., Southall C., IBRAHIM B.  
Computers and Education, vol.216, 2024 (SCI-Expanded)
- II. **The differential impact of user- and firm-generated content on online brand advocacy: customer engagement and brand familiarity matter**  
Aljarah A., Sawaftah D., IBRAHIM B., Lahuerta-Otero E.  
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- III. **Chaos, Fractionality, Nonlinear Contagion, and Causality Dynamics of the Metaverse, Energy Consumption, and Environmental Pollution: Markov-Switching Generalized Autoregressive Conditional Heteroskedasticity Copula and Causality Methods**  
Bildirici M. E., Ersin Ö. Ö., Ibrahim B.  
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- IV. **Past, present, and future scene of influencer marketing in hospitality and tourism management**  
Polat E., Çelik F., IBRAHIM B., Gursoy D.  
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- V. **The drivers and outcomes of postgraduate students' adoption and use of LinkedIn learning**  
Hazzam J., Wilkins S., Singh B., IBRAHIM B.  
Innovations in Education and Teaching International, 2024 (SSCI)
- VI. **Factors influencing employees' eco-friendly innovation capabilities and behavior: the role of green culture and employees' motivations**  
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- VII. **Examining the Relationship between Brand Symbolism and Brand Evangelism through Consumer Brand Identification: Evidence from Starbucks Coffee Brand**  
Osmanova I, Ozerden S., Dalal B., IBRAHIM B.  
Sustainability (Switzerland), vol.15, no.2, 2023 (SCI-Expanded)
- VIII. **Doing good does not always lead to doing well: the corrective, compensating and cultivating goodwill CSR effects on brand defense**  
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Current Issues in Tourism, vol.26, no.20, pp.3397-3410, 2023 (SSCI)
- IX. **Unpacking the power of user-generated videos in hospitality and tourism: a systematic literature review and future direction**  
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- X. **The role of social media marketing activities in driving self-brand connection and user engagement behavior on Instagram: a moderation-mediation approach**  
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European Journal of Innovation Management, 2023 (SSCI)
- XI. **The attribution effects of CSR motivations on brand advocacy: psychological distance matters! 企业社会责任动机对品牌拥护的归因效应: 心理距离的关键作用**  
Aljarah A., Dalal B., IBRAHIM B., Lahuerta-Otero E.  
Service Industries Journal, vol.42, no.7-8, pp.583-605, 2022 (SSCI)
- XII. **Linking social media marketing activities to revisit intention through brand trust and brand loyalty on the coffee shop facebook pages: Exploring sequential mediation mechanism**  
IBRAHIM B., Aljarah A., Sawaftah D.  
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## Articles Published in Other Journals

- I. **Adoption and impacts of generative artificial intelligence: Theoretical underpinnings and research agenda**  
Gupta R., Nair K., Mishra M., IBRAHIM B., Bhardwaj S.  
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- II. **Exploring the temporal effect of ad clutter on digital ad avoidance: a two-wave longitudinal study**  
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- III. **Building a tribe on Instagram: User-generated and Firm-created Content can drive brand evangelism and fidelity**  
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- IV. **Linking hotel environmental management initiatives and sustainable hotel performance through employees' eco-friendly behaviour and environmental strategies: a moderated-mediated model**  
Rehman S. U., Elrehail H., Alshwayat D., IBRAHIM B., Alami R.  
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- V. **The era of Instagram expansion: matching social media marketing activities and brand loyalty through customer relationship quality**  
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- VI. **Investigating the Impact of Social Media Marketing on Intention to Follow Advice: The Mediating Role of Active Participation and Benevolence Trust**  
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- VII. **Social media marketing and restaurant purchase intention: do online brand community identification and gender matter?**  
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International Journal of Internet Marketing and Advertising, vol.18, no.2-3, pp.286-309, 2023 (Scopus)
- VIII. **Facts or belief: examining the effect of the cognitive dissonance on brand switching, purchase regret and satisfaction level**  
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- IX. **Influence of Instagram fan pages on intention to revisit and recommend in beach tourism settings: The mediating effect of positive attitude**  
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- X. **Like, comment and share: examining the effect of firm-created content and user-generated content on consumer engagement**  
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- XI. **Social Media Marketing Activities and Brand Loyalty: A Meta-Analysis Examination**  
IBRAHIM B.  
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- XII. **The nexus between social media marketing activities and brand loyalty in hotel facebook pages: A multi-group analysis of hotel ratings**  
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- XIII. **The Robustness of Corporate Social Responsibility and Brand Loyalty Relation: A Meta-Analytic Examination**  
Aljarah A., IBRAHIM B.  
Journal of Promotion Management, vol.26, no.7, pp.1038-1072, 2020 (Scopus)
- XIV. **Do Social Media Marketing Activities Enhance Consumer Perception of Brands? A Meta-Analytic Examination**  
IBRAHIM B., Aljarah A., Ababneh B.  
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- XV. **Does corporate social responsibility really increase customer relationship quality? A meta-analytic review**  
Aljarah A., Emeagwali L., IBRAHIM B., Ababneh B.  
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- XVI. **Data to model the effects of perceived telecommunication service quality and value on the degree of user satisfaction and e-WOM among telecommunications users in North Cyprus.**  
Alrwashdeh M., Jahmani A., Ibrahim B., Aljuhmani H. Y.  
Data in brief, vol.28, pp.104981, 2019 (Scopus)
- XVII. **The effect of market-sensing capability on knowledge creation process and innovation evidence from smes in jordan**  
Alshanty A. M., Emeagwali O. L., IBRAHIM B., Alrwashdeh M.  
Management Science Letters, vol.9, no.5, pp.727-736, 2019 (Scopus)
- XVIII. **Dataset of relationships among social media marketing activities, brand loyalty, revisit intention. Evidence from the hospitality industry in Northern Cyprus.**  
Ibrahim B., Aljarah A.  
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