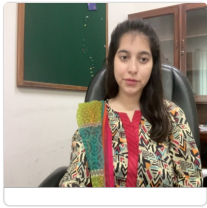


Laiba Ali

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About

Dr. Laiba Ali is working as Assistant Professor in the NUST Business School. Dr. Laiba Ali has a PhD in Tourism Management. Dr. Laiba Ali has published 11 research articles & conference papers having a citation count of 216, carried out 0 projects and filed 0 intellectual property.

Qualifications

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| PhD in Tourism Management Akdeniz University , Turkey | 2019 - 2023 |
| MSc in Hospitality Universiti Putra Malaysia , Malaysia | 2016 - 2018 |
| BBA in Finance and Marketing Hazara University , Pakistan | 2011 - 2015 |

Experience

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| Assistant Professor NUST Business School | 2024- Present |
| Assistant Professor NUST Business School | 2024 - 2024 |
| Assistant Professor NUST Business School | 2023 - 2024 |
| Research Assistant Eastern Mediterranean University , Cyprus | 2020 - 2023 |
| Research Consultant/ Data Analyst Universiti Putra Malaysia , Malaysia | 2017 - 2018 |

Research Articles

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| Can the compulsive use of e-learning lead to lower academic performance? The role of technology fatigue and technostress in hospitality and tourism students <i>Faizan Ali Buket Yasar Usman Khan Laiba Ali Kisang Ryu</i> <i>Journal of Hospitality, Leisure, Sport & Tourism Education</i> , Volume 34, Article Number: 100478 Impact Factor: 3.7 Quartile: 1 Citations: 10 DOI: 10.1016/j.jhlste.2024.100478 | 2024 |
| Antecedents and consequences of travelers' trust towards personalized travel recommendations offered by ChatGPT <i>Laiba Ali Faizan Ali Buket Yasar Seden Dogan</i> <i>International Journal of Hospitality Management</i> , Volume 114, Article Number 103588 Impact Factor: 11.7 Quartile: 1 Citations: 73 DOI: https://doi.org/10.1016/j.ijhm.2023.103588 | 2023 |
| Promoting Face-To-Face Education Under Perceived Risk via Learning Engagement and Positive Attitude: Perspectives from an Edu-Tourist Destination <i>Moh'd Juma Abdalla Laiba Ali Denitsa Hristoforova Natalia Sigaeva Ali Ozturen Hasan Kilic</i> <i>Journal of Hospitality and Tourism Education</i> , Pages 1-17 Impact Factor: 2.500 Quartile: 1 Citations: 5 DOI: https://doi.org/10.1080/10963758.2023.2200001 | 2023 |

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|---|------|
| <p>From disabled tourists to impaired cyborg tourists: What would it take to transform?</p> <p><i>Laiba Ali Hasan Kilic Ali Ozturen</i> <i>Universal Access in the Information Society</i>, Pages 1-18</p> <p>Impact Factor: 2.4 Quartile: 3 Citations: 3 DOI: https://doi.org/10.1007/s10209-023-00970-7</p> | 2023 |
| <p>Determinants of user's intentions to book hotels: a comparison of websites and mobile apps</p> <p><i>Faizan Ali Laiba Ali Zhaoyu Gao Abraham Terrah Gozde Turktarhan</i> <i>Aslib Journal of Information Management</i>, Pages 1-26</p> <p>Impact Factor: 2.6 Quartile: 3 Citations: 17 DOI: DOI 10.1108/AJIM-05-2022-0239</p> | 2022 |
| <p>Understanding of guest behavioral intentions in peer-to-peer accommodation sector</p> <p><i>Ye ye Laiba Ali Foong Yee Wong Siew Imm Ng Xin-Jean Lim</i> <i>Frontiers in Psychology</i>, Volume 13, Article Number 1008226</p> <p>Impact Factor: 3.8 Quartile: 1 Citations: 6 DOI: https://doi.org/10.3389/fpsyg.2022.1008226</p> | 2022 |
| <p>Perceived risks related to unconventional restaurants: A perspective from edible insects and live seafood restaurants</p> <p><i>Laiba Ali Faizan Ali</i> <i>Food Control</i>, Volume 131, Article Number 108471</p> <p>Impact Factor: 6.0 Quartile: 1 Citations: 17 DOI: https://doi.org/10.1016/j.foodcont.2021.108471</p> | 2022 |
| <p>Understanding consumer travel behavior during covid-19</p> <p><i>Xianglan Chen Yachao Duan Laiba Ali Yahui Duan Kisang Ryu</i> <i>Sustainability</i>, Volume 13, Issue 23, Article Number 13330</p> <p>Impact Factor: 3.889 Quartile: 2 Citations: 17 DOI: https://doi.org/10.3390/su132313330</p> | 2021 |
| <p>Antecedents and consequences of user engagement in smartphone travel apps</p> <p><i>Faizan Ali Abraham Terrah Chengzhong Wu Laiba Ali Hui Wu</i> <i>Journal of Hospitality and Tourism Technology</i>, Volume 12, Issue 2, Pages 355-371</p> <p>Impact Factor: 5.576 Quartile: 2 Citations: 68 DOI: https://doi.org/10.1108/JHTT-09-2020-0221</p> | 2021 |
| <p>COVID-19 and unpaid leave: Impacts of psychological contract breach on organizational distrust and turnover intention: Mediating role of emotional exhaustion</p> <p><i>Moh'd Juma Abdalla Hamad Said Laiba Ali Faizan Ali Xianglan Chen</i> <i>Tourism Management Perspectives</i>, Volume 39, Article Number 100854</p> <p>Impact Factor: 7.608 Quartile: 1 DOI: https://doi.org/10.1016/j.tmp.2021.100854</p> | 2021 |
| <p>Price fairness, guest emotions, satisfaction, and behavioral intentions in peer to peer accommodation sector</p> <p><i>Laiba Ali Wong Foong Yee S Imm Ng Muhammad Saood Akhtar</i> <i>Journal of Global Business Insights</i>, Volume 3(2), Article Number 41-51</p> <p>Impact Factor: N/A DOI: 10.5038/2640-6489.3.2.1035</p> | 2018 |