

Ali Aljofan, PhD

Assistant Professor
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ACADEMIC PROFILE

Assistant Professor specializing in international business management and tourism and hospitality development. Research focuses on sustainability resilience strategies, sustainability, crisis management, and emerging markets. Experienced in quantitative, qualitative and mixed-methods research with publications in peer-reviewed journals. Active in curriculum innovation, industry collaboration, and research-led teaching. I am committed to bridging academic research with practical impact in global tourism and hospitality sectors.

RESEARCH INTERESTS

- International Market Entry Strategies
- Tourism Resilience & Crisis Management
- Sustainable Destination Development
- Global Hospitality Strategy
- Emerging Markets & SMEs
- Digital Transformation in Tourism

ACADEMIC APPOINTMENTS

Assistant Professor of Tourism and Hospitality

King Khalid University, 2024-Present

- Teach undergraduate courses in international tourism and hospitality.

- Lead and contribute to funded research projects.
- Develop curriculum aligned with international accreditation standards.
- Engage with industry partners and governmental stakeholders.

EDUCATION

PhD in International Business Management

Universiti Sains Malaysia, Malaysia - 2023

Dissertation: "Repatriates' Job Dimensions, Career Ambition, Career Expectation, and Work Adjustment in the Gulf Cooperation Council Countries."

Master of International Business

Swinburne University of Technology, Melbourne, Australia - 2008

Bachelor of International Trade

Royal Melbourne Institute of Technology RMIT, Melbourne, Australia - 2006

PUBLICATIONS

Peer-Reviewed Journal Articles

Cai, Xinyu, and Ali Aljofan. "Accessing the role of tourism, renewable energy, and green finance in shaping the sustainable future." *Scientific Reports* 15.1 (2025): 14511.

Aljofan, A., Jaber, H., Odeh, K. & Alrofiai, F. (2025). Impact of Participative Leadership on Tourist Engagement and Behavioural Intention in Asir, Saudi Arabia. *African Journal of Hospitality, Tourism and Leisure*, 14(2):416-423. DOI: <https://doi.org/10.46222/ajhtl.19770720.622>

Aljofan, A., Faleh, R. and Alrofiai, F. (2024) Skill Obsolescence in the Digital Age: Grit, Strength Based-Leadership Approach, and Employee's Career Adaptability in Multinational Corporations. *Open Journal of Business and Management*, 12, 3395-3416. doi: 10.4236/ojbm.2024.125170.

Khaleel, M., Aljofan, A., Ahmed Khalaf Alhammadi, N. S., & Rohayati, M. I. (2023). Understanding consumer adoption of electric vehicles in Rome: insights from a structural equation model. *International journal of transport development and integration*, 7(4), 273-281.

Aljofan, Ali, and Anees J. Ali. 2022. "Repatriates' Job Dimensions, Career Ambition, Career Expectation, and Work Adjustment in the Gulf Cooperation Council Countries" *Administrative Sciences* 12, no. 4: 146. <https://doi.org/10.3390/admsci12040146>

Conference Proceedings

- Career Ambition, Career Expectation, and Work Adjustment in the Gulf Cooperated Council Countries. The 2021Tadulako's International Conference on Social Sciences (TICOSS 2021) November 17-18, 2021, Palu, Indonesia.
- Artificial Intelligence and Cross-Cultural Differences in Neurodivergent Needs and Preferences: A Comparative Tourism Perspective. TMS ALGARVE 2025 Technology and Sustainability Challenges in Tourism, Hospitality and Management November 12 -15, 2025, Olhão, Portugal.

Work in Progress

- Paper on "GASTRONOMIC TOURISM: INSIGHTS FROM BIBLIOMETRIC REVIEW" under review at [Nutrition and Food Science, emerald].
- Paper on "AI AND BIG DATA ADOPTION IN REGENERATIVE TOURISM: EXPLORING ITS ROLE ON RESORT MANAGEMENT ATTITUDES TOWARD RENEWABLE ENERGY" under review at [Facilities].
- Manuscript on "Forecasting the Impact of the Creative Economy and Cultural Investment on Sustainable Development in Saudi Arabia: A Time Series Econometric Perspective in Global Context" in preparation.
- Manuscript on "Artificial Intelligence and Cross-Cultural Differences in Neurodivergent Needs and Preferences: A Comparative Tourism Perspective " in preparation.

RESEARCH GRANTS & PROJECTS

Principal Investigator

Impact of Participative Leadership on Tourist Engagement and Behavioral Intention in Asir, Saudi Arabia | King Khalid University | SAR 90000 | 2025/2026.

The study bridges leadership theory and tourism behavior research, demonstrating that participative leadership enhances eco-tourism sustainability by strengthening tourist engagement and behavioral intention. It provides both theoretical advancement and actionable insights for destination managers.

Sole Investigator

Forecasting the Impact of the Creative Economy and Cultural Investment on Sustainable Development in Saudi Arabia: A Time Series Econometric Perspective in Global Context. Cultural Research Grants Program, Saudi Ministry of Culture| SAR 30000 | 2026.

TEACHING EXPERIENCE

Undergraduate Courses

- Tourism
- Global Tourism Management
- Project Management in Tourism & Hospitality
- Sustainable Tourism Development
- Research Methods in Tourism and Hospitality

Teaching Contributions

- Designed new course modules.
- Implemented industry-based assessments.
- Integrated sustainability frameworks into curriculum.
- Supervised undergraduate capstone projects.

PROFESSIONAL & ACADEMIC SERVICE

REVIEWD ARTICLES

Ishida, K. (2025). Transnational career advantages: earnings growth of Japanese self-initiated expatriates. *Frontiers in Sociology*, 10, 1646384.

Ahmed, F. R., Awad, R. E., Nassir, H. M., Mostafa, S. T., Oujan, B. G., Mohamed, B. A., ... & AbuRuz, M. E. (2025, February). Ups and downs of expatriate health sciences students: towards an understanding of experiences, needs, and suggested recommendations in an Emirati university. In *Frontiers in Education* (Vol. 10, p. 1472724). Frontiers Media SA.

Lahlouh, K., Lacaze, D., Oumessaoud, A., & Abdelmotaleb, M. (2025). Proactive personality, future time perspective and career resources as predictors of retirement intentions: a serial mediation. *Career Development International*, 1-17.

LAHLOUH, K., Lacaze, D., & Oumessaoud, A. (2023). Career Adaptivity, Adaptability and Retirement Intentions as Adapting Results. In *Academy of Management Proceedings* (Vol. 2023, No. 1, p. 17163). Briarcliff Manor, NY 10510: Academy of Management.

INDUSTRY ENGAGEMENT & CONSULTANCY

- Ambassador of Sustainability -Global Sustainable Tourism Council GSTC.
- Collaborated with (Hilton Hotel / Red Sea Global).
- Advisory role in sustainability initiatives- (King Khalid University/ Aseer Development Authority/Chamber of Commerce).
- Community engagement in tourism development projects - (King Khalid University/ Aseer Development Authority/Chamber of Commerce).

RESEARCH METHODS & TECHNICAL SKILLS

Quantitative

- SPSS
- Structural Equation Modeling (AMOS/PLS)

- Survey design & statistical analysis
- Econometric Techniques: ARDL, Time-Series Analysis, Cointegration

Qualitative

- NVivo
- Thematic analysis
- Case study research

Other

- Grant writing
- Curriculum design
- Accreditation documentation

PROFESSIONAL MEMBERSHIPS

- **2021** - Academy of International Business

PROFESSIONAL QUALIFICATION

2014- VCTD, Melbourne, Victoria, Australia, TAE40110 Certificate IV in Training and Assessment and TAELLN411 Addressing Adult Language, Literacy and Numeracy Skills. It consisted of 10 units.

2000- Kangan Batman TAFE, Victoria, Australia, IV Hospitality- Leadership.

KEY EXPERTISE / HIGHLIGHTS

Scientific Expertise

- Extensive experience in business research.
- Proven ability in preparation and developing quality learning materials to support multi-mode combined learning environment.
- Demonstrated effectiveness of cross-cultural communication skills.
- Demonstrated relevant industry experience and practical academic engagement with professional communities.

ADMINISTRATIVE EXPERTISE

- Proven high level of organizational planning, implementation skills, and ability to achieve KPIs.
- Demonstrated advanced business acumen.
- Ability and experience in driving and managing change.
- Advanced interpersonal skills include the ability to develop effective and collaborative work relationships, including various stakeholders in work environments.
- Ability to lead, manage, develop, and build an effective team environment.
- Good knowledge in analyzing successes, failures and determining areas of improvements.
- Demonstrated success at solving issues and challenges through timely decision making and judgement.
- Great knowledge of labor market, regulations, laws, workplace OH&S Acts and policies.
- Familiarity with Learning Management Systems (LMS).
- Bilingual- Arabic and English.

REFERENCES

Reham Mashat
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