

# College of Business Academic Research Seminar



## Dr. AbdelMonim Shaltoni

Associate professor of marketing

Title:

**Online review systems in the service sector:  
Customers' trust perspective.**

### BIO

Dr. Abdel Monim Shaltoni has an extensive experience in the fields of marketing and e-business. His research interests focus on the organizational adoption of e-marketing and marketing practices in developing countries. He published in top international peer-reviewed journals and conferences.

To name a few: Industrial Marketing Management, International Journal of Market Research, International Journal of Advertising, and European Business Review. Dr. Shaltoni holds a Ph.D. in e-marketing from the University of Birmingham.

### ABSTRACT

Online review systems are gaining increasing popularity worldwide. Shoppers are using ratings and reviews offered by companies (e.g., Google and TripAdvisor) before making purchase decisions, and many of them participate in the review process after purchasing. The advantage of online ratings, in contrast to offline, is scalability which means that ratings can be gathered from and communicated to a multitude of parties, independent of time and place. A major concern is the authenticity of online user reviews with the existence of fake reviews from several sources. This research examines the factors that determine the credibility of online review systems in the service sector (i.e., restaurants and hotels). The examination focuses on customers' perspective. The methodology is based on an e-survey that measures customers' perceptions of online reviews. The overall results confirmed that customers still find online reviews reliable and are willing to rely on them when making a purchase decision.



Thursday  
May 19, 2022



12:00 - 1:00 PM



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