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Internal Branding, Organizational Culture and Citizenship Behavior in Hotels and Travel Agencies: Green Perspective

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Keywords

Green internal branding, green organizational citizenship behavior, green organizational culture, five-star hotels, category-A travel agencies.

Abstract

This study explored the impact of green internal branding (GIB) on green organizational citizenship behavior (GOCB) and the moderating role of green organizational culture (GOC). A total of 450 valid surveys were obtained from employees of five-star hotels and category-A travel agencies operating in Egypt. The study discovered that green internal branding had a favorable impact on green organizational citizenship behavior. Moreover, green internal branding and green organizational citizenship behavior are positively influenced by green organizational culture. Additionally, the positive link between green internal branding and green organizational citizenship behavior is strengthened by the positive moderating effect of green organizational culture. This study advances our understanding of green internal branding in the hospitality and tourism industry through theoretical and practical techniques. The study also shed light on the importance of green branding in hospitality and tourism, showing the positive impact of green behaviors on employee engagement and fostering a sustainable workforce.

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1. Introduction

Green practices are becoming essential for hospitality and tourism organizations to succeed, with green internal branding being a powerful tool for achieving this (Kirilova & Vaklieva-Bancheva, 2017; Ibnou-Laaroussi et al., 2020; Ristova, 2020). By actively engaging employees in environmental initiatives, organizations can cultivate a strong green brand identity and stand out from their competitors (Liu et al., 2015; Papadas et al., 2019; Ismail, 2021). GIB was defined as a strategic approach to align and activate employees with the organization's environmental commitments. It involves education, training, and initiatives that embed sustainability practices into their daily work, fostering a culture of environmental responsibility. GIB isn't just a marketing task, it's a whole-organization mission (Ismail, 2021). Research suggests that cultivating a strong GIB is a key engine in driving the success of an organization's green branding initiatives. By aligning employees with the organization's green values and goals, GIB unlocks several advantages (Ismail, 2021). For example, GIB paves the way for improved communication between individuals within the organization, leading to more efficient brand development activities (Webster & Keller, 2004; Aurand et al., 2005), spark employee enthusiasm for supporting the new green branding strategy (Hytti et al., 2015; Iyer et al., 2018), and empowers employees to become ambassadors of the organization's green initiatives through employing training and education to instill the brand's green values (Ismail, 2021).

Employees often hold the key to a brand's success, and their behaviors as brand ambassadors can make or break it. When they actively champion the brand, like recommending it to others or embodying its values in customer interactions, they display exemplary brand citizenship behaviors (Chiang et al., 2013). Green organizational citizenship behavior was defined as discretionary behavior not formally paid that collectively boosts effective organizational environmental management, GOCB represents employees' voluntary contributions to enhancing their workplace's sustainability (Raineri & Paillé, 2016). GOCB goes beyond simply following protocol. It involves employees taking the initiative to communicate proactively with the organization and peers. This may include offering suggestions, sharing best practices, or even gently instructing colleagues on ways to improve the organization's environmental management. Through frequent communication, employees can actively participate in shaping environmental initiatives, ultimately driving GOCB (Robertson & Barling, 2017). GOCB like taking the initiative to improve environmental performance, encouraging colleagues to be environmentally conscious, and participating in green programs are driven by strong leadership vision and supportive supervisors (Mi et al., 2019; Paillé et al., 2022). Moreover, strong perceptions of both supervisor and organizational support fuel employees' commitment to GOCB. This motivates them to champion the organization's green image and handle environmental matters with the utmost care (Amrutha & Geetha, 2021; Iqbal & Piwowar-Sulej, 2023).

Cultivating a green organizational culture is a key to unlocking employees' green citizenship behaviors (Temminck et al., 2015). GOC describes a shared mindset within a company that prioritizes environmental issues and responsible management practices (Schein, 2010; Marshall et al., 2015). GOC is not just about policies, it's about deeply ingrained beliefs, values, and ingrained behaviors that guide how everyone in the organization interacts with the environment (Chang, 2015). GOC shapes how employees perceive and act toward the environment (Umrani et al., 2018). Roscoe et al. (2019) proposed that a green culture fosters environmental performance

through four key mechanisms: strong leadership commitment, believable communication, active peer engagement, and empowering employees. They emphasize the importance of organizational support culture, as it motivates employees to connect their actions with environmental goals and champion sustainability initiatives.

Previous literature examined the correlation between internal branding and organizational citizenship behavior in various contexts like the manufacturing industries (Özçelik, G., & Findıklı, 2014), the telecommunication industry (e.g., Adamu et al., 2020), the banking sector (e.g., Mohammed, 2019; Goud, 2022), the hotel sector (e.g., Ashrafi et al., 2022; Khairy et al., 2023), but a substantial knowledge gap that persists in recognizing the direct relationship between green internal branding and green organizational citizenship behavior within the hospitality and tourism industry. No prior study has investigated the direct correlation between green internal branding and green organizational citizenship behavior, or the indirect correlation between the two variables, considering green organizational culture as a potential moderating factor, particularly within the hospitality and tourism industry. Consequently, empirical research is needed to specifically focus on the hospitality and tourism industry, as it may offer a more in-depth understanding of the GIB-GOCB relationship. So, this study aimed to bridge the gap in the literature by delving into the relationship between green internal branding and green organizational citizenship behavior. The study also explores the moderating role of green organizational culture in the GIB-GOCB relationship within the hospitality and tourism industry.

2. Literature Review and Hypotheses Development

Within the dynamic domain of the hospitality and tourism industry, internal branding emerged as a strategic tool, that fosters brand understanding and aligns employee behaviors with organizational values and goals (King, 2010; Yang et al., 2015). Research demonstrated its ability to reshape the attitudes and behaviors of employees (Garas et al., 2018; Ngo et al., 2020). Internal branding actively cultivates desired behaviors in employees by promoting their understanding of the brand, enhancing their skill sets, and rewarding compatible behaviors (Garas et al., 2018). Consequently, internal branding motivates employees to embrace OCBs (Mohammed, 2019). Research in the service industry suggests that strong internal branding leads to positive employee behavior. Specifically, it promotes higher levels of OCBs among service employees. This is because effective internal branding creates a work environment where employees can connect their values with the organization's values. This understanding of expected behaviors motivates them to go beyond their basic duties and engage in OCBs (Asha & Jyothi, 2013; Mohammed, 2019; Gupta et al., 2021; Goud, 2022; Khairy et al., 2023).

The current study utilized social exchange theory (SET) as its theoretical foundation to explain the relationship between GIB and GOCB (Blau, 1964, 2017). Specifically, SET delves into clarifying why employees engage in voluntary and unrewarded behaviors but beneficial to the organization. The core concept here lies in the exchange relationships between the organization and employees. A high level of social exchange is characterized by strong trust, respect, loyalty, and commitment. Employees who perceive a fair and reciprocal value exchange are more likely to engage in these beneficial behaviors (OCBs) (Anggraeni, 2018). Internal branding, the

process of promoting the brand to employees while aligning their behaviors with its values, plays a crucial role in this equation (Liu et al., 2017). When employees feel their needs are met through this exchange, they become more willing to go the extra mile and engage in unrewarded, organizational citizenship behaviors (OCBs) to achieve the brand's goals (Adamu et al., 2020). In the green context, when employees feel their pro-environmental values and attitudes align with the organization's brand, and the organization encourages and rewards their pro-environmental behaviors through this exchange, employees become more willing to reciprocate through engaging in more green organizational citizenship behaviors. Hence, the following hypothesis was formulated:

H1: GIB is positively related to GOCB.

Green culture is not just a set of policies or initiatives; it's a deeply ingrained way of thinking and acting, where environmental consciousness becomes second nature for everyone in the organization (Wang, 2019). GOC is a culture that prioritizes environmental consciousness and appears in employees' beliefs, values, and behaviors (Roscoe et al., 2019). Values form the compass for ethical and moral considerations of individuals when it comes to the environment (Aktaş et al., 2011). Beliefs act as the lens through which individuals perceive and interpret environmental issues (Roscoe et al., 2019). Over time, these values and beliefs translate into concrete environmental behaviors (Chang, 2015). This pro-environmental mindset, encompassing values, beliefs, and behaviors, becomes ingrained in daily habits, gradually shaping the organization's overall green culture (Hooi et al., 2022).

For organizations to truly thrive, their organizational culture and internal branding identity must march in step. The success of internal branding hinges on the alignment between employees' perceived experiences of the organizational culture and the messaging conveyed through internal branding efforts. This means aligning the values that guide internal operations with the values projected to the employees through the brand (Chen, 2013). Expecting employees to embody the brand without a supportive, consistent culture throughout the organization is wishful thinking (Al-Shuaibi et al., 2016). Given the inconsistent values, lead to internal conflicts and inconsistent brand behaviors which ultimately lead to the failure of the branding strategy (Laforet, 2017). Research suggests a strong link between organizational culture and internal branding effectiveness. This implies that culture not only precedes and influences corporate branding (Davies & Chun, 2012) but also plays a crucial role in the success of internal branding initiatives as perceived by employees. The reasoning behind this connection is that employees who value and appreciate their organization's cultural practices are better equipped to align with and contribute to the goals of internal branding efforts (Chen, 2013). Building on this argument, the following hypothesis was proposed:

H2: There is a positive relationship between GOC and GIB.

Emerging research demonstrates a robust association between green organizational culture and increased employee engagement in pro-environmental behaviors beyond formal job duties (GOCB). This study leverages SET to elucidate this relationship. The core tenet of SET (Blau, 1964, 2017) revolves around reciprocity in long-term stakeholder relationships within organizations (e.g., employees and managers) (Paillé & Mejia-Morelos, 2014). Reciprocity arises when individuals perceive benefits from their organization, engendering a sense of obligation to repay in kind (Jiang et al., 2012). Translated to the environmental

context, organizations that invest in employee training on eco-friendly practices and provide avenues for environmental engagement essentially provide benefits to their workforce. Accordingly, employees driven by social exchange dynamics reciprocate by exhibiting GOCB. This encompasses behaviors like workplace recycling, resource conservation, and proactive suggestions for organizational sustainability improvements (Raineri & Paillé, 2016; Robertson & Barling, 2017).

While research on the direct link between GOC and GOCB is limited (Pham et al., 2018), several compelling theoretical arguments suggest a positive relationship. Paillé et al. (2013) proposed that perceived organizational support for pro-environmental behavior, through the provision of resources and opportunities, empowers employees to engage in GOCBs. Similarly, Temminck et al. (2015) and Dumont et al. (2017) emphasized the positive correlation between green culture and GOCB, rooted in increased organizational citizenship cognition. As employees internalize the organization's commitment to environmental values, they are more likely to engage in voluntary pro-environmental behaviors beyond their core duties. Moreover, Hooi et al. (2022) suggested that a robust green culture facilitates the alignment of personal values with organizational environmental goals. This alignment, fostered by exemplary pro-environmental leadership, a clear green mission, and supportive systems, motivates employees to advocate for and actively participate in green initiatives (Mohanty, 2023). Therefore, the study proposed the following hypothesis:

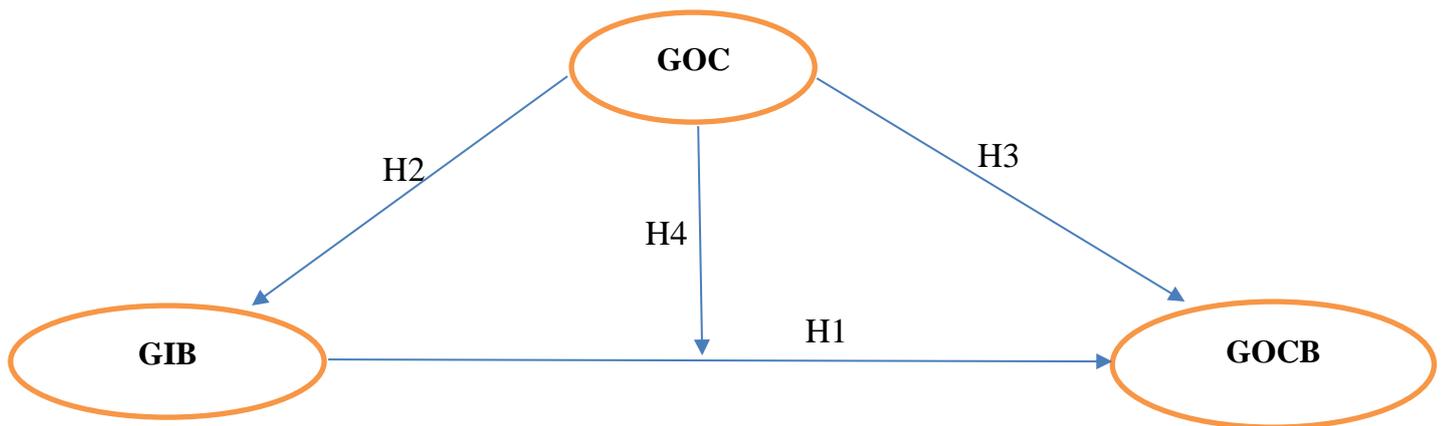
H3: there is a positive relationship between GOC and GOCB.

While green internal branding that fosters employee connection to the organization's mission and values is crucial for strong corporate marketing, its effectiveness varies among employees (Punjaisri & Wilson, 2011). Green internal branding cannot be viewed in isolation. GIB depends on the collective effort of all employees across different departments. This requires a supportive organizational culture aligned with brand values to be truly successful (Chen, 2013). GIB hinges on a strong green culture. This culture aligns employee activities with the organization's eco-friendly values and norms. As well, fosters information sharing, communication, and coordination across departments (Erkmen & Hancer, 2015). Effective inter-functional communication, nurtured by a positive organizational culture, is crucial for successful green internal branding. It ensures employees grasp the green brand values, motivating and inspiring them to champion these values and the overall green vision (Hulland et al., 2012; Ismail, 2021).

GOC similarly fosters GOCB. When leaders themselves champion environmental responsibility and the organization actively supports eco-friendly practices, employees are more likely to adopt pro-environmental behaviors (GOCB) on their own (Roscoe et al., 2019). So, creating a supportive and collaborative environment where personal values align with organizational goals and employees feel empowered to make a difference significantly increases the likelihood of GOCB (Muisyo et al., 2022). Furthermore, encouraging employees to actively participate in green initiatives within an organization (GOCB) requires them to understand the value of collaborating on green internal branding efforts (Ismail, 2021). Research suggests that involving peers in teamwork focused on environmental consciousness (Daily et al., 2012) and fostering a shared green organizational culture (Pham et al., 2018) significantly increases the likelihood of employees exhibiting GOCB (Hooi et al., 2022). Therefore, this leads to propose the following hypothesis:

H4: GOC moderates the relationship between GIB and GOCB.

The conceptual framework of the study is illustrated in Figure 1 below.



(Figure. 1) Conceptual framework of the study

3. Methodology

3.1. Study design and measures

This study used the questionnaire-based methodology to collect data necessary to examine the proposed research model. The survey consists of two parts: one asking about respondents' profiles and the other asking for their evaluations about the three investigated variables “green internal branding, green organizational citizenship behavior, and green organizational culture”.

Green internal branding by a 6-item scale adopted by Hirvonen and Laukkanen (2014). Sample items include: “Our colleagues are informed of our green brand values” and “We are counseled in green branding issues”. In addition, green organizational citizenship behavior was evaluated by a 7-item scale suggested by Hooi et al. (2022). For instance, “I suggest new practices that could improve the organization's environmental performance” and “I encourage my colleagues to adopt more environmentally conscious behaviors”. Moreover, green organizational culture was assessed by a 6-item scale adopted from Wang et al. (2020). For example, “Our firm emphasizes environmental protection knowledge” and “Our firm emphasizes the cooperation of environmental protection”.

3.2. Population, sample, and data collection

The population for this study included five-star hotels and category-A travel agencies operating in Egypt. These two businesses were chosen due to their concern with sustainability issues. This study investigated a tourist-dominant area, namely, the Greater Cairo which includes 30 five-star hotels and 1666 category-A travel agencies in the Greater Cairo region (The Ministry of Tourism, 2022). The selected research sample consisted of employees working in 20 hotels and 50 travel agencies. Using convenience sampling, the human resources management of the investigated premises was contacted to obtain permission to distribute the surveys within their respective organizations. Despite distributing 800 surveys, only 450 were valid, indicating a 56.3% response rate. Most of the sample (58%), consisting of 261 employees, were employed in five-star hotels, while 42% (n=189) were employed in travel agencies.

The study involved 450 employees, with 293 (65.11%) males and 157 (34.89%) females. 164 employees (36.44%) were under 30 years old, 223 (49.56%)

were between 30 and 45 years old, and 63 (14%) were over 45. Most of participants (n=223, 72%) had a bachelor's degree. All participants had at least two years of work experience.

4. Results

4.1. Research model's reliability and validity

The study's confirmatory factor analysis showed acceptable item loadings, Cronbach's alpha and composite reliability values (>0.70), and AVE values (>0.50), indicating scale reliability and validity. The variance inflation factor (VIF) is also calculated to indicate pathological collinearity indicating that the model is free from common method bias, with a value of ≤ 3.3 (see Table 1).

Table (1) Factor loadings, Cronbach's, CR, AVE, and VIF

	Item loading	CR	CA	AVE	VIF
Green Internal Branding (GIB)	-	0.921	0.896	0.661	2.291
GIB .1	0.754				
GIB .2	0.882				
GIB .3	0.859				
GIB .4	0.718				
GIB .5	0.834				
GIB .6	0.818				
Green Organizational Citizenship Behavior (GOCB)	-	0.914	0.889	0.602	2.879
GOCB.1	0.782				
GOCB.2	0.773				
GOCB.3	0.791				
GOCB.4	0.815				
GOCB.5	0.816				
GOCB.6	0.736				
GOCB.7	0.713				
Green Organizational Culture (GOC)	-	0.931	0.911	0.693	3.136
GOC .1	0.838				
GOC .2	0.799				
GOC .3	0.825				
GOC .4	0.871				
GOC .5	0.848				
GOC .6	0.810				
"CR: Composite reliability; CA: Cronbach's alpha; AVE: average variance extracted; VIF: variance inflation factors"					

For the current study, the discriminant validity is established (see Table 2) as the square root of every AVE value for each latent construct is significantly larger than any correlation among any pair of latent constructs (Zaiř & Berteau, 2011).

Table (2) Discriminant validity results

	GIB	GOCB	GOC
Green Internal Branding (GIB)	0.813	0.688	0.696
Green Organizational Citizenship Behavior (GOCB)	0.688	0.776	0.782
Green Organizational Culture (GOC)	0.696	0.782	0.832

4.2. The research model' fit

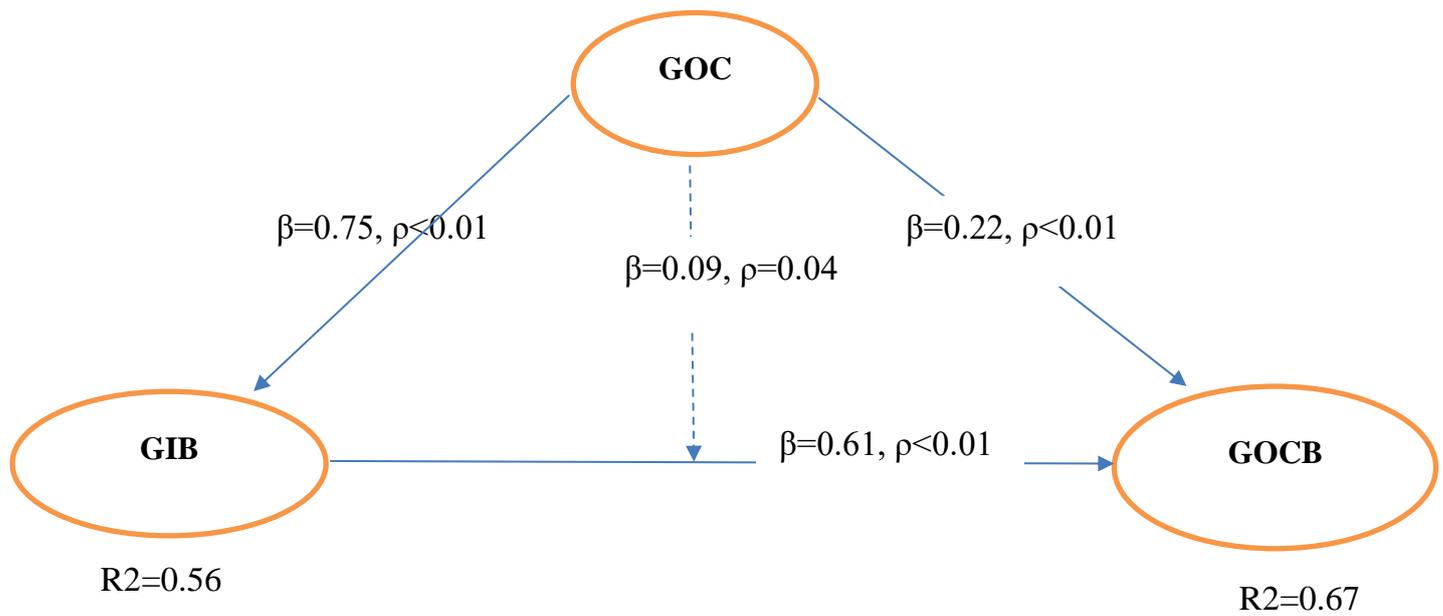
The current study research model achieved all ten "model fit and quality indices" suggested by Kock (2021), as shown in Table (3).

Table (3) Model fit and quality indices

	Result	Criterion
Average path coefficient (APC)	0.412, P<0.001	P<0.05
Average R-squared (ARS)	0.615, P<0.001	P<0.05
Average adjusted R-squared (AARS)	0.614, P<0.001	P<0.05
Average block VIF (AVIF)	2.218	acceptable if ≤ 5 , ideally ≤ 3.3
Average full collinearity VIF (AFVIF)	2.455	acceptable if ≤ 5 , ideally ≤ 3.3
Tenenhaus GoF (GoF)	0.674	small ≥ 0.1 , medium ≥ 0.25 , large ≥ 0.36
Sympson's paradox ratio (SPR)	1.000	acceptable if ≥ 0.7 , ideally = 1
R-squared contribution ratio (RSCR)	1.000	acceptable if ≥ 0.9 , ideally = 1
Statistical suppression ratio (SSR)	1.000	acceptable if ≥ 0.7
Nonlinear bivariate causality direction ratio (NLBCDR)	0.750	acceptable if ≥ 0.7

4.3. Results of testing hypotheses

The study tested four hypotheses (H1, H2, H3, and H4) as shown in Figure 2. The study found that green internal branding (GIB) positively impacts green organizational citizenship behavior (GOCB) ($\beta=0.61$, $P<0.01$), indicating that higher GIB leads to higher GOCB. Thus, H1 is supported. In addition, green organizational culture (GOC) positively impacts GIB ($\beta=0.75$, $P<0.01$) and GOCB ($\beta=0.22$, $P<0.01$), indicating that increased GOC leads to higher GIB and GOCB, supporting H2 and H3. Furthermore, GOC positively moderates the relationship between GIB and GOCB ($\beta=0.09$, $P=0.04$), strengthening the positive relationship, thus supporting H4. Figure 2 also reveals that GOC interprets 56% of the variance in GIB ($R^2=0.56$), while GOC and GIB interpret 67% of the variance in GOCB ($R^2=0.67$).



(Figure 2) final model of the study

5. Discussion

The study investigates the impact of green internal branding on green organizational citizenship behavior. It also examines the moderating role of green organizational culture. A theoretical model consisting of four hypotheses was developed and analyzed by the PLS-SEM technique. The findings reveal that green internal branding (GIB) positively influences green organizational citizenship behavior (GOCB) (H1, supported). This result is consistent with previous studies of Goud (2022) and Khairy et al. (2023) that argued the significant role of internal branding in enhancing organizational citizenship behavior among employees. Green culture is a deeply ingrained way of thinking and acting that prioritizes environmental consciousness in an organization (Howard-Grenville & Gapp, 2022). It is reflected in employees' beliefs, values, and behaviors, which translate into concrete environmental behaviors. To thrive, organizations must align their organizational culture and internal branding identity. This involves aligning employees' perceived experiences of the organization with the messaging conveyed through internal branding efforts. Mismatched values can lead to internal conflicts and inconsistent brand behaviors, ultimately causing the failure of the branding strategy (Zhang et al., 2020).

The findings also reveal that green organizational culture (GOC) positively influences GIB (H2, supported) and GOCB (H3, supported), and moderates the relationship between GIB and GOCB (H4, supported). These results are consistent with previous studies of Laforet (2017), Hooi et al. (2022), and Mohanty (2023) that highlight the significant role of GOC in enhancing GIB and GOCB among employees. Green internal branding is essential for corporate marketing, but its effectiveness varies among employees (Carlini & Grace, 2021). It requires a supportive organizational culture aligned with brand values, fostering information sharing, communication, and coordination across departments. A strong green culture aligns

employee activities with the organization's eco-friendly values and norms, motivating them to champion these values and the overall green vision (Sharma et al., 2022). GOCB fosters pro-environmental behaviors by encouraging employees to actively participate in green initiatives and fostering a shared green organizational culture.

6. Theoretical and practical implications

Building upon the current study's results, this research advances our understanding of GIB in the hospitality and tourism industry in several keyways, both theoretically and practically. The specific contributions are outlined below.

Customers' environmental awareness has led to the emergence of many pro-environmental organizational concepts, such as green internal branding (e.g., Ismail, 2021), green organizational citizenship behavior (e.g., Hooi et al., 2022), and green organizational culture (e.g., Muisyo et al., 2022). However, research examining the relationship between green internal branding, green organizational culture, and green organizational citizenship behavior in the Egyptian context is lacking. This study bridges the gap in the literature by offering concrete evidence for the impact of green internal branding on green organizational citizenship behavior. In doing so, it sheds light on the critical role of GIB in promoting employee sustainability efforts, such as GOCB in the hospitality and tourism sectors. Additionally, it delved into the moderating role of green organizational culture in the relationship between green internal branding and green organizational citizenship behavior and offered valuable insights into social exchange theory. Social exchange theory suggests that individuals act based on expected reciprocity and resource sharing. Furthermore, by focusing on the hospitality and tourism industry, the study shed light on the intricate interplay between social exchange, green internal branding, green organizational culture, and green organizational citizenship behaviors within this context. This industry-specific lens enhances the overall relevance and applicability of SET by acknowledging the unique dynamics and characteristics inherent to the hospitality and tourism sectors.

This study offers valuable insights for hospitality and tourism managers and practitioners, highlighting the impact of green internal branding on employee green behaviors. In this dynamic industry, understanding such factors is crucial for success. The research demonstrates that green internal branding serves as a powerful strategy to promote employee green citizenship behaviors, ultimately contributing to a more sustainable organization. One key implication is the need for organizations to recognize the importance of green internal branding in the workplace. Training, internal communication, and reward programs are crucial tools for achieving this. By effectively integrating these elements, organizations can effectively embed their sustainability values and culture within their workforce. This, in turn, fosters positive employee attitudes and behaviors that align with the company's environmental goals. Consequently, employees become stronger brand ambassadors, delivering on the organization's promises with genuine enthusiasm and environmentally conscious actions.

Secondly, to cultivate a workforce committed to sustainability, managers should prioritize understanding and nurturing GOCBs. This starts with recruitment, seeking individuals passionate about environmental responsibility and actively involved in green initiatives. Investing in employee development is crucial. Green training should raise environmental awareness and equip employees with the knowledge and skills to implement green citizenship behaviors. Thirdly, fostering a supportive work environment that encourages GOCBs is essential. Acknowledge and reward employees who demonstrate pro-environmental behaviors, creating a culture

of recognition that inspires and motivates them to engage in GOCBs. Lastly, cultivating a vibrant green organizational culture is essential for hospitality and tourism businesses. This translates to weaving environmental responsibility into the core of the organization, aligning its values, goals, and mission with sustainability. By prioritizing clear communication strategies that showcase the organization's commitment to eco-friendly practices, two key benefits emerge a strengthened green image that resonates with environmentally conscious customers and a more engaged workforce united by shared values and a sense of purpose.

7. Limitations and further research

Despite the valuable insights gleaned from the study which investigated the effect of green internal branding on green organizational citizenship behavior with green organizational culture as a moderating factor in the hospitality and tourism industry, acknowledging its limitations and exploring avenues for future research is essential.

Firstly, while this study offers valuable insights into the hospitality and tourism industry, its generalizability to other sectors remains unclear. Future research should investigate whether similar moderating effects exist across diverse industries, such as airlines, supply chains, and restaurants. This broader exploration would enhance the study's overall applicability and reveal the potential for the adoption of its findings. Secondly, another limitation of this study concerns the potential influence of measurement tools on the validity of the findings. To address this, future research could benefit from employing a multimethod approach, triangulating self-report surveys with observation and qualitative interviews. Such a multifaceted strategy would provide a richer, more nuanced understanding of the concepts under investigation, ultimately deepening our knowledge of the topic. Thirdly, while the study revealed that a green organizational culture moderates the link between green internal branding and employees' green organizational citizenship behavior, the precise mechanisms behind this influence remain unclear. Future research should delve deeper by examining additional factors like green identity, organizational support, green brand orientation, and leadership style, to illuminate the intricate processes at play in this moderation effect. Lastly, recognizing that cultural and contextual factors can significantly impact research outcomes within the diverse hospitality and tourism landscape is crucial. Comparing findings across varied cultural and contextual settings allows researchers to assess the generalizability of their results and identify potential boundary conditions where those results might not be true. This comparative approach fosters a deeper understanding of the interplay between cultural context and research findings.

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العلامة التجارية الداخلية والثقافة التنظيمية وسلوك المواطنة في الفنادق ووكالات السفر: منظور أخضر

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المستخلص

استكشفت هذه الدراسة تأثير العلامة التجارية الداخلية الخضراء (GIB) على سلوك المواطنة التنظيمية الخضراء (GOCB) والدور المعتدل للثقافة التنظيمية الخضراء (GOC). تم الحصول على إجمالي 450 استبياناً صالحاً من موظفي فنادق الخمس نجوم ووكالات السفر من الفئة "أ" العاملة في مصر. واكتشفت الدراسة أن العلامة التجارية الداخلية الخضراء كان لها تأثير إيجابي على سلوك المواطنة التنظيمية الخضراء. علاوة على ذلك، فإن العلامات التجارية الداخلية الخضراء وسلوك المواطنة التنظيمية الخضراء يتأثران بشكل إيجابي بالثقافة التنظيمية الخضراء. بالإضافة إلى ذلك، يتم تعزيز العلاقة الإيجابية بين العلامة التجارية الداخلية الخضراء وسلوك المواطنة التنظيمية الخضراء من خلال التأثير الإيجابي المعتدل للثقافة التنظيمية الخضراء. تعمل هذه الدراسة على تطوير فهمنا للعلامات التجارية الداخلية الخضراء في صناعة الضيافة والسياحة من خلال التقنيات النظرية والعملية. كما سلطت الدراسة الضوء على أهمية العلامات التجارية الخضراء في مجال الضيافة والسياحة، موضحة التأثير الإيجابي للسلوكيات الخضراء على مشاركة الموظفين وتعزيز القوى العاملة المستدامة.

الكلمات الدالة

العلامة التجارية الداخلية الخضراء
سلوك المواطنة التنظيمية الخضراء
الثقافة التنظيمية الخضراء
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