



البحث الثالث - بحث مشترك

The impact of Strategic Leadership Styles on Financial Business Performance and Sustainable Competitive Advantage in Travel Agencies and Hotels: Corporate Social Responsibility as a Mediator	عنوان البحث
تأثير أساليب القيادة الإستراتيجية على أداء الأعمال المالية والميزة التنافسية المستدامة في وكالات السفر والفنادق: المسؤولية الاجتماعية للشركات كوسيط	
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Abstract <p>The present study focuses on one of the recent concerns in management which is Corporate Social Responsibility (CSR). As there is a relation between strategic leadership styles and CSR perceptions, this research analyzes attitudes differences of CSR dimensions by concentrating on two leadership styles, transformational and transactional, and consequently its effect on financial business performance and Sustainable Competitive Advantage. A total of 381 employees of Egyptian hotels and travel agencies were surveyed by a structured questionnaire. Accordingly, the main purpose of this paper is investigating the impact of strategic leadership styles on CSR. Moreover, investigation of the effects of CSR on financial business performance and sustainable competitive advantage in Egyptian hotels and travel agencies. In this study, a model which engaged structural equation modeling was assessed. As a study result, it is seen that transactional strategic leadership effects significantly on the CSR more than transformational strategic. On the other hand, they, through CRS, also have a significant effect on financial business performance and sustainable competitive advantage. Therefore, travel agencies and hotels managers should implement CSR in order not to be left behind and miss considerable opportunities to have sustainable competitive advantage and financial performance progress.</p>	