The Effect of Organizational Culture on Financial Performance: Based on Cameron and Quinn Model (CVF)

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Abstract:

The research objective is to investigate the impact of organizational culture (OC) based on the Cameron and Quinn model (The Competing Value Framework) on financial performance (FP) in Egyptian hotels. The research used 5 dimensions (occupancy percentage, average of room rate, RevPAR, ...
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average of market share, average of revenue) to measure FP in hotels. Quantitative methods were used to achieve the research objective through the questionnaire. A total of 416 questionnaires were provided to general managers, executive managers, HR managers, and quality managers working in four, five-star hotels in Sharm El Sheikh city 104 hotel in Egypt. The research used three main data analysis techniques such as descriptive analysis, correlation, and multi regression by SPSS V25. Empirical findings showed that OC had a positive effect on the FP of hotels. The research recommends hotels in Egypt to attention to the consolidation of OC types, because of their positive impact on enhancing FP of hotels; promoting organizational values such as fairness, equality, teamwork, and cooperation among employees; enhancing the interest of organizational beliefs such as the human element, job satisfaction, increase rewards and incentives.

**Key Words:** Organizational Culture, Financial Performance, Competing Value Framework (CVF), Egyptian Hotels.

**JEL Codes:** G32, G20, O16.

1. Introduction

Today, organizations, particularly hotels, strive for rapid growth, profitability, continuous improvement, long-term planning, and a dominant position in their global activities. Furthermore, today's firms operate in a constantly changing environment that is difficult to predict. Because of these issues, firms have spent a significant amount of time and money on making changes in order to achieve high performance. Indeed, in this age of change, achieving performance excellence through traditional management methods is impossible, and organizations are forced to adopt new managerial approaches to achieve financial performance (FP) (Nikpour, 2017, Elnagar & Sayed 2021). As a result, identifying the factors influencing FP is critical. In this regard, studies have revealed that the company's organizational culture (OC) is one of the factors that can have an impact on FP. As a result, managers must understand how to leverage OC and treat it as an asset in order to provide FP. Managers who understand how OC provides FP can deliberate on which aspects of the culture to focus on (clan culture, adhocracy culture, market culture, and hierarchy culture) to improve FP (Denison & Mishra, 1995; Amin et al., 2017).

Because extensive research clearly shows that OC has evolved from an organically emergent phenomenon to a flexible and manageable competitive asset and a strong predictor of performance (Denison & Mishra, 1995), further investigation of whether temporal factors mediate or moderate
this process, which has not been studied, could have far-reaching business and social implications. Organizations that include OC theory and assessment into their strategic planning processes have shown enhanced effectiveness and improved results in areas such as market share, sales growth, profitability, innovation, employee engagement, and customer happiness; organizations, regardless of industry sector or country, must be purposeful about establishing and maintaining a high-performing culture that provides a link between culture and financial performance in this era of global competition for products and services (Cameron & Quinn, 2006).

This introduction provides an insight into the research reasons (i.e. why this research deserves to be conducted). As a result, the purpose of this study article is to look into the impact of OC on FP in the Egyptian hotel business.

2. Literature Review

2.1 Organizational culture concept

It's difficult to define the term OC because it necessitates the definition of the terms organization and culture. The definitions of culture according to some, can be divided into two categories: objective entity or a variable and metaphor (Brown, 1998; Alvesson & Sveningsson, 2008). Culture is described by Schein (1990) on three levels to describe culture, including observable artefacts, values, and essential underlying assumptions. The work-hard and play-hard culture, process culture, bet-your company culture, and the tough-guy and macho culture are among the four cultural types described by Deal & Kennedy (1982).

Culture, it might be reasoned, is a property of a human group of common significance possessed by a firm’s members which differs greatly from other firms (Robbins, 2005). Others have claimed that culture refers to a set of beliefs, values, attitudes, assumptions, expectations, and ways of behaviour shared among individuals of an organization (Kotter and Heskett, 1992; Zeb et al., 2021).

Hofstede et al. (1990) proposed the following formulation to incorporate the many dimensions of OC: The organizational/corporate culture construct is (1) generally decided, (2) holistic, (3) linked in anthropological ideas, (4) socially built, (5) soft, and (6) difficult to modify. This definition incorporates several aspects of OC that are relevant to other researchers' viewpoints. Firstly, culture can represent an organization's overall picture in terms of its members' sense of self-identity (Robbins, 2005). Second, OC is
shaped by long-term historical tradition, which is considered an unseen hand in public administration (Zeb et al., 2021). As a result, culture is difficult to modify; according to Helmke and Levitsky (2004), culture is viewed as an informal institution, and reform would be a protracted process. Third, culture is linked to social and anthropological regions, which can be read as "organizations have cultures" or "organizations are cultures" (Cameron & Quinn, 2003).

As per the above, OC is a set of cultures such as clan culture, market culture, hierarchy culture, and adhocracy culture which contains behaviour patterns, beliefs, values, and work styles that form the identity of the hotel/firm, distinguishes it from others, and improves firm/hotel's performance.

In terms of OC characteristics, Collins and Porras (1994) state that OC refers to a collection of shared meanings held by individuals who distinguish one organization from another. They believed that these shared meanings were important characteristics and that the organization's values and the essence of OC could be captured in seven primary characteristics. These are: (1) risk-taking and innovation; (2) people orientation; (3) attention to detail; (4) outcome orientation; (5) aggressiveness; (6) team orientation; and (7) stability. OC, on the other hand, can be defined by the following characteristics: (1) collective; (2) emotional; (3) historic; (4) symbolic; (5) dynamic; and (6) diffuse (Hammer, 2013).

2.2 Cameron and Quinn model (CVF)

Cameron and Quinn proposed and tested CVF to investigate the effect of OC on FP (2011). This was chosen to distinguish between different types of OC. The first reason for selecting CVF is that it contains key components of the four major cultures that underpin FP (Cameron & Quinn, 2011; Zeb et., 2021). The second reason is that it is also one of the most important and widely used models for constructing the profile of OC (Cameron & Quinn, 2006; Vilkinas & Cartan, 2006).

The CVF has two dimensions, which are represented by two axes, each with a superordinate continuum, as shown in the diagram (Figure, 1). The first dimension denotes the flexibility-control axis and describes the two opposing orientations, that of flexibility (i.e., spontaneity and development) and that of control (i.e., stability and continuity). The second measurement is the internal-external axis, which also represents two orientations: one centred on support and change within the current organization, and the other on adaptation and cooperation within the external environment. As a result, these categories reflect several models for organizational theory, providing a third
reason for selecting this model (Cameron & Quinn, 2006). Furthermore, according to Prajogo and McDermott (2011), the CVF for OC reflects contrasting values in the four organizational cultures, as opposed to other models such as the OC profile developed by (O'Reilly, 1991), which is another reason for selecting this model.

Furthermore, according to Prajogo and McDermott (2011), the CVF for OC reflects contrasting values in the four OC, as opposed to other models such as the OC profile developed by (O'Reilly, 1991), which is another reason for selecting this model. Furthermore, the central issue of CVF is that organizational effectiveness is dependent on the organization's ability to meet multiple performance criteria in light of four value sets that involve a mix of two dimensions: flexibility-control and internal-external.

![Figure 1. The competing value framework (Cameron & Quinn, 2011)](image)

Clan culture is in the upper left, adhocracy is in the upper right, hierarchy is in the bottom left, and market culture is in the lower right, as seen in Figure 1. The hierarchy culture is based on a bureaucratic and official procedure that emphasizes stability, teamwork, and consensus, as well as tradition. It prioritizes internal rather than external challenges and places a premium on consistency and control above flexibility. A regulated and organized work atmosphere characterizes the hierarchy culture. Techniques
direct what employees do, and effective leaders are excellent facilitators and organizers (Cameron & Quinn, 2011; Aldhuwaihi, 2013; Zeb et al., 2021). This sort of OC is prevalent in large organizations and government offices. The goals of this form of OC are efficiency and simplicity, and the organizational environment is stable and uncomplicated; changes should be kept to a minimum. In the market culture, the phrase market does not refer to the marketing function; rather, it refers to an organization that acts as a market (Cameron & Quinn, 2011). It places a premium on consistency and control, but it also places a greater emphasis on external factors rather than internal concerns. This culture is likely to see the outside world as hostile, and it will look for threats and opportunities in order to gain a competitive advantage and profit. It is defined by its competitive stance and exterior orientation. The key values of the market culture are aggression and efficiency (Cameron & Quinn, 2011; Aldhuwaihi, 2013; Zeb et al., 2021).

Instead of seeking stability and control, the adhocracy culture focuses on external issues and encourages flexibility and carefulness. Originality, inventiveness, risk-taking, and an entrepreneurial mindset characterize it. Organizational charts and formal structures are either undervalued or absent. Flexible job positions and established physical space are also evaluated. A self-motivated, enterprising, and creative workplace characterizes the adhocracy culture (Cameron & Quinn, 2011; Aldhuwaihi, 2013; Zeb et al., 2021). Software development and aerospace companies are two examples of companies dominated by this culture, with the main difficulties being to create innovative and unique goods and services while also adjusting quickly to new opportunities.

2.3 Financial performance and organizational culture

Previous research (Woods, 1989; Koutroumanis, 2005; Gaard et al., 2005) have identified the uniqueness of hospitality culture, but they have been limited to either restaurants or hotels. Woods (1989) is the first researcher to look at the culture of hospitality businesses in the United States. Woods observed and interviewed over 300 restaurant managers and employees and discovered that OC has an impact on performance. Having a strong culture is favourably associated with short-term financial performance, according to several studies (Gordon and DiTomaso, 1992; Denison & Mishra, 1995). While Kotter and Heskett (1992) showed that having an "adaptive values" culture can substantially improve long-haul performance relative to short-haul performance.

The assumption that OC is linked to FP and long-term effectiveness is supported by theoretical reasons (Cameron & Quinn, 2006; Zheng et al.,
According to Zheng et al. (2010), OC is one of the main organizational assets that has been extensively examined in relation to organizational effectiveness from a resource-based perspective. Similarly, Peters and Waterman (1982) claimed that OC is critical in determining an organization's performance. According to Oparanma (2010), OC stimulates or engenders several other actions that lead to corporate success. Despite the questions surrounding the culture-performance link, Ogbonna and Haris (2000) argue that there is sufficient evidence for the hypothesized association between OC and performance. Scholars have long held that no change or transformation can create long-term growth-oriented performance unless and until the OC and the employees are willing to embrace and relate to the change. For high-performing companies, culture is the most important differentiator (Davidson et al., 2007; Zakari et al., 2013).

Though technological developments are seen as the most important differentiator, OC plays a larger impact in acquiring market share. Technology alone is insufficient; it must be accompanied by supportive OC. According to Kotter and Heskett (1992), culture is one of the most important variables to consider when evaluating an organization's success or failure, because cultures have the power to make or break an organization's long-term financial soundness. OC has a considerable direct effect on performance, according to Marcoulides and Heck (1993). According to Oparanma (2010), OC is a significant aspect to consider while evaluating performance. According to Duke II and Edet (2012)'s findings, there is a strong positive relationship between OC and performance.

Some research shows what sorts of OC affect performance outcomes. Through a sample of 327 employees, Davidson et al. (2007) investigated the inter-relationship between OC and financial performance in a South African investment bank. To investigate the financial performance connections between cultural characteristics and financial ratios such as return on investment, return on assets, sales volume, and market share, income statement ratio studies were used. Consistency, adaptability, learning orientation, empowerment, strategy, and entrepreneurship are the cultural elements that have had a significant impact on FP.

Karim (2010) used the Denison model of organizational effectiveness to investigate the impact of OC on the financial performance of Jordan's telecom company Zain. A survey of 50 employees was conducted to gather information on the various dimensions of OC. The data analysis revealed that OC has a positive impact on the company's financial results as well as other effectiveness indices. Zain Telecom has surpassed its key competitor, Jordan Telecom, in all financial dimensions: product development, market share,
profitability ratio, liquidity, and investment ratio. Competitive and inventive cultures, according to Ogbonna and Haris (2000), are linked to improved performance.

Based on previous research findings, we will test the following four hypotheses:

**H⁰₁**: There is a statistically significant correlation between OC based on Cameron and Quinn Model (CVF) and FP.

**H⁰₂**: There is a positive effect of OC based on the Cameron and Quinn Model (CVF) on FP.

![Figure 2. A theoretical framework based on previous studies](image)

3. **Research methodology**

The research relied on three approaches: (1) descriptive approach in the reference review; (2) analytical approach in the field research; (3) explanatory approach in interpreting statistical data, and clarifying the different relationships between the research variables. The research used a questionnaire in collecting field data, and it was divided into three parts according to the five-point Likert scale.

The first part included the demographic data of the study sample; the
second part included OC types (clan culture, adhocracy culture, market culture, hierarchy culture) based on Cameron and Quinn model (CVF) whose questions were drawn from the studies (Cameron & Quinn, 2006; 2011); and third included FP (occupancy percentage, average of room rate, RevPAR, market share, revenue) that was relied on the scale used by (Himmer, 2013).

Data was obtained from surveying 416 general managers, executive managers, HR managers, and quality managers working in four, five-star hotels in Sharm El Sheikh city 104 hotel in Egypt. A total of 296 responses (160 from four-star hotels and 136 from five-star hotels), yielding a response rate of 72%, as shown in table 1.

| Table 1. The response rate in the research sample |
|-----------------------------------------------|
| General managers, Executive managers, HR       |
| Four-star hotels                              |
| Questionnaires delivered                      | 244 |
| Questionnaires returned                       | 160 |
| Partially responded                           | 50  |
| Opted out                                     | 34  |
| Response rate                                 | (296 / 416) 72% |
| Five-star hotels                              |
| Questionnaires delivered                      | 172 |
| Questionnaires returned                       | 136 |
| Partially responded                           | 25  |
| Opted out                                     | 11  |

SPSS V25 was used to examine the data, and statistical procedures such as reliability analysis, descriptive analysis, multiple linear regression, and correlation were applied.

3.1 Reliability and validity test of research scale

Cronbach's Alpha correlation coefficient test was used to validate the reliability and validity of both OC types and FP, as indicated in table 2.

| Table 2. Reliability and validity results |
|------------------------------------------|
| Variable                   | Dimensions          | Items No | Cronbach's Alpha | Validity |
| Organizational Culture     | Clan Culture        | 6        | .853              | .954     | .977     |
|                           | Adhocracy Culture   | 6        | .916              |          |          |
|                           | Market Culture      | 6        | .900              |          |          |
|                           | Hierarchy Culture   | 6        | .903              |          |          |
| Financial Performance      | Average of Occupancy| 1        | .886              | .953     | .976     |
|                           | Average of Room Rate| 1        | .879              |          |          |
|                           | Average of RevPAR   | 1        | .840              |          |          |
|                           | Average of Market Share| 1   | .869              |          |          |
|                           | Average of Revenue  | 1        | .868              |          |          |
| Total Scale               |                        |         | .952              | .975     |
Table 2 shows the Cronbach Alpha value, which reflects excellent internal consistency for the two variables. Each item has a dependability score of 0.952, while construct OC has a score of 0.954 and construct FP has a score of 0.953, both of which are higher than the recommended cut-off level of 0.7. Furthermore, the validity of the two constructs is 0.977 and 0.976 respectively. This indicates that the research scale can be trusted.

3.2 Research Sample Opinion about OC Types and FP

This section aims to learn about the research sample's thoughts on OC kinds, FP, and the extent to which hotels adopt these types, and to verify this, a descriptive analysis test was conducted, as shown in table 3.

| Dimensions/Items                      | Mean | Std. deviation |
|---------------------------------------|------|----------------|
| **Clan Culture**                      |      |                |
| Our hotel has a very intimate setting. It's like having a second family. | 4.19 | 0.612          |
| People appear to reveal a lot about themselves. | 4.08 | 0.603          |
| Mentoring, facilitation, and nurturing are all qualities that our hotel's leadership exemplifies. | 4.14 | 0.647          |
| Our hotel's management approach is distinguished by collaboration, consensus, and participation. | 4.19 | 0.779          |
| Loyalty and mutual trust are the glue that ties our hotel together. This organization has a lot of people that are passionate about it. | 4.31 | 0.784          |
| Our hotel places a strong emphasis on personal growth. High levels of trust, openness, and participation continue to exist. | 4.25 | 0.867          |
| Our hotel measures its success in terms of human resource development, teamwork, staff commitment, and concern for people. | 4.16 | 0.964          |
| **Adhocracy Culture**                 |      |                |
| Our hotel is a fast-paced, entrepreneurial environment. Individuals are willing to take chances and put their necks out there. | 4.10 | 0.709          |
| Our hotel's leadership is widely regarded as exemplifying entrepreneurship, creativity, and risk-taking. | 4.14 | 0.733          |
| Individual risk-taking, innovation, flexibility, and individuality characterize our hotel's management approach. | 4.15 | 0.908          |
| A commitment to innovation and development is the glue that keeps our hotel together. The importance of being on the cutting edge is emphasized. | 4.17 | 0.910          |
| Our hotel places a strong emphasis on obtaining fresh resources and posing new difficulties. Trying new things and looking for fresh chances are highly regarded. | 4.05 | 0.924          |
| Our hotel considers itself self-successful if it has the most unusual or cutting-edge products. It is a product inventor and leader. | 4.04 | 0.994          |
| **Market Culture**                    |      |                |
|                                      | 4.16 | 0.701          |
Our hotel is particularly focused on achieving its objectives. Getting the task done is a huge problem. People are very competitive and goal-oriented.

Our hotel's leadership is well regarded as exemplifying a no-nonsense, aggressive, results-oriented approach. Hard-driving competitiveness, high demands, and achievement reflect our hotel's management style. The emphasis on achievement and goal achievement is the glue that keeps our hotel together.

Our hotel places a premium on achievement and competitive acts. It's all about hitting stretch goals and winning in the marketplace. Our hotel defines success as outperforming the competition and succeeding in the marketplace. The ability to lead in a competitive market is crucial.

**Hierarchy Culture**

Our hotel is a very structured and supervised environment. What people do is often governed by formal procedures. Our hotel's leadership is widely regarded as exemplifying coordinating, organizing, or smooth-running efficiency.

In our hotel, the management style is characterized by job security, conformity, predictability, and relationship stability. Formal regulations and policies are the glue that ties our hotel together. It's critical to keep a hotel running smoothly. Our hotel places a premium on consistency and longevity. The importance of efficiency, control, and seamless operations cannot be overstated.

Efficiency is the cornerstone of our hotel's success. The importance of on-time delivery, flexible scheduling, and low-cost production cannot be overstated.

Table 3 reveals that the majority of the research sample agreed that all OC kinds were adopted by the surveyed hotels. OC types (clan culture, adhocracy culture, market culture, hierarchy culture) had mean values ranging from 4.00 to 4.19; According to the mean values, the most OC types in hotels are those that reflect clan culture, followed by market culture, adhocracy culture, and lastly hierarchical culture. The standard deviations for all variables are in the range of 0.612 to 0.797. This shows that the data follows a normal distribution and that the data does not cluster too closely around the mean, but instead drifts away and deviates significantly. Simoneaux and Stroud (2014) mentioned that OC is a collection of cultures that contain behaviour patterns, beliefs, values, and work styles that form the identity of the firm, distinguish it from others, and improve firm performance. Employees in a strong OC share similar perspectives on the organization and act in accordance with organizational values. Because culture engages and motivates employees, business managers must demonstrate a strong OC in
order to influence their employees' work attitude and performance.

Table 4. Descriptive analysis for FP

| Dimensions          | Mean | Std. deviation |
|---------------------|------|----------------|
| Average of Occupancy| 3.80 | .645           |
| Average of Room Rate| 3.79 | .840           |
| Average of RevPAR   | 3.79 | .624           |
| Average of Market Share| 3.81 | .722         |
| Average of Revenue  | 3.78 | .637           |
| Total Mean          | 3.80 | .902           |

Table 4, shows that the mean values of FP (average occupancy, average room rate, average RevPAR, average market share, average revenue) ranged from 3.78 to 3.81. The most FP dimensions in hotels, according to the mean values, are those that reflect average market share, average occupancy, average room rate, average RevPAR, and lastly average revenue. The standard deviations for all variables are in the range of 0.624 to 0.902. This shows that the data follows a normal distribution and that the data does not cluster too closely around the mean, but instead drifts away and deviates significantly.

3.3 Research hypothesis Test

$H_{01}$: There is a statistically significant correlation between OC types and FP.

The Pearson correlation coefficient was employed to establish the nature of the link between the study variables, as given in table 5, to test the validity of this hypothesis.

Table 5. Correlation matrix among variables (Pearson's R correlation)

| Variables       | Clan Culture | Adhocracy Culture | Market Culture | Hierarchy Culture | FP   |
|-----------------|--------------|-------------------|----------------|-------------------|------|
| Clan Culture    | 1            |                   |                |                   |      |
| Adhocracy Culture| .813         | 1                 |                |                   |      |
| Market Culture  | .820         | .878              | 1              |                   |      |
| Hierarchy Culture| .814         | .888              | .853           | 1                 |      |
| FP              | .622         | .667              | .648           | .641              | 1    |

All Correlations are significant at the 0.01 level.

Table 5 reveals that there is a statistically significant link between OC
types (clan culture, adhocracy culture, market culture, hierarchy culture) and FP, with correlation coefficient values ranging from (0.641, 0.888). The assumption that OC is linked to FP and long-term effectiveness is supported by theoretical reasons (Cameron and Quinn, 2006; Zheng et al., 2010). As a result, the first hypothesis, "there is a statistically significant association between OC types and FP," is accepted.

**H02:** There is a positive effect of OC types on FP.

To demonstrate the potential impact of OC types (clan culture, adhocracy culture, market culture, hierarchy culture) on FP in surveyed hotels, a study was used multiple linear regression, as shown in table 6.

Table 6. The effect of OC types on FP.

| FP     | β    | T     | Sig. | F     | Sig. | R²  |
|--------|------|-------|------|-------|------|-----|
| Clan Culture | .195 | 4.24  | .000 | 341.49| .000 | .824|
| Adhocracy Culture | .509 | 9.11  | .000 |       |      |     |
| Market Culture   | .224 | 4.01  | .000 |       |      |     |
| Hierarchy Culture | .148 | 4.39  | .000 |       |      |     |

Table 6, shows that there is a positive regression of OC types (clan culture, adhocracy culture, market culture, hierarchy culture) on FP. According to regression value, the order of dimensions is as follows:

- Adhocracy culture has a positive effect on FP, with a regression value of (β=.509), and T= 9.11, where the T value is significant if it is ≤ 2 at level Sig. P< 0.01 and this kind is considered the most effective type on FP.

- Market culture has a positive effect on FP, with a regression value of (β=.224), and T= 4.01, where the T value is significant if it is ≤ 2 at level Sig. P< 0.01 and this kind is considered the second effective type on FP.

- Clan culture has a positive effect on FP, with a regression value of (β=.195), and T= 4.24, where the T value is significant if it is ≤ 2 at level Sig. P< 0.01 and this kind is considered the third effective type on FP.

- Hierarchy culture has a positive effect on FP, with a regression value of (β=.148), and T= 4.39, where the T value is significant if it is ≤ 2 at level Sig. P< 0.01 and his kind is considered the
fourth effective type on FP.

Also, table 6 shows that the F value is 314.49 and the significance of the model was confirmed at the level of significance (P<.01, and R² model is 82.4%). OC kinds are favourable to performance, according to several studies on the culture-performance link. Some of these studies looked at the impact of OC on FP (Xenikou & Simosi, 2006), productivity and quality (Mathew, 2007), profitability, and marketing (Tseng, 2010). (Uzkurt et al., 2013). As a result, the second hypothesis, "there is a positive effect of OC types on FP," is accepted.

4. Conclusions and recommendations

The goal of this study is to look into the effect of OC on FP in the Egyptian hotel business using the Cameron and Quinn Model (CVF). The empirical findings of the study revealed that Egyptian hotels use OC types extensively; the association between OC types and FP is positive, and the influence of OC types on FP is positive.

In light of these findings, the research suggests that hotels in Egypt pay close attention to the consolidation of OC types, as they have a positive impact on enhancing FP; promoting organizational values such as fairness, equality, teamwork, and cooperation among employees; increasing interest in organizational beliefs such as the human element, job satisfaction, and increase rewards and incentives; and, finally, pay attention to the subject of rituals and rituals such as frequent ceremonies, and adequate rest.

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Conflict of interest

There are no conflicts of interest reported by the authors. The paper's content and writing are solely the responsibility of the writers.

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