The Mediator Role of Organizational Identification in the Relationship between Organizational Power and Organizational Reputation: An Empirical Study on the Egyptian Travel Agents

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Abstract:
The study aimed to identify the mediator role of organizational identification in the relationship between organizational power and organizational reputation in The Egyptian travel agents. 350 survey forms were distributed to a random sample of managers of these agents, while 304 forms were valid for analysis using SPSS V.25 and AMOS V.21. The study found that organizational identification plays an important mediator role in enhancing the relationship between the organizational power and organizational reputation of the Egyptian travel agents.

Key words: organizational power; organizational identification; organizational reputation; travel agents; Egypt.

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