

A Path to Excellence in Omani Hospitality: How Authentic Leaders and Psychological Capital Elevate Employee and Customer Experiences

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Abstract

This study examines the impact of authentic leadership on employees' psychological capital within Omani hotels, considering the mediating role of corporate social responsibility (CSR). The study utilizes two distinct methodologies, each involving the distribution of two surveys. The first survey targets employees from various departments in Omani hotels, aiming to assess their perceptions of authentic leadership and psychological capital, while the second survey targets hotel customers, aiming to gauge their perceptions of the hotels' CSR initiatives. By using convenience sampling, we distributed 401 surveys for employees and 402 surveys for customers. Findings suggest that authentic leadership is a significant predictor of psychological capital among employees. Furthermore, we found that employees' awareness of their hotel's CSR efforts partially mediates this relationship, amplifying the positive effects of authentic leadership on psychological capital. This research contributes to the literature by empirically establishing a link between authentic leadership and psychological capital in the context of the Omani hospitality sector and by unveiling the role of CSR as a mediating factor in this dynamic. The study's outcomes highlight the importance of authentic leadership and strategic CSR engagement for hotel managers aiming to foster a resilient and optimistic workforce, which is crucial in the face of the industry's dynamic challenges.

Keywords: Authentic leadership, psychological capital, CSR, Omani hotels