Bibliography

- Abimbola, T. (2010). Brand strategy as a paradigm for marketing competitiveness. *Journal of Brand Management*, 18(3), 177-179. https://doi.org/10.1057/bm.2010.48
- Aboramadan, M., Albashiti, B., Alharazin, H., & Zaidoune, S. (2020). Organizational culture, innovation and performance: a study from a non-western context. *Journal of Management Development*. https://doi.org/10.1108/JMD-06-2019-0253
- Ayan, F. (2018). Factors influencing change management in organizations: A case study of World Food Programme–Kenya (Doctoral dissertation, United States International University-Africa).
- Akhilesh, G. (2019). How McDonald's makes money: Franchising fast food. *Investopedia*. Retrieved from https://www.investopedia.com/articles/markets/032015/how-mcdonalds-makes-its-money-mcd.asp
- Armenakis, A., & Harris, S. G. (2009). Reflections: Our Journey in Organizational change research and practice. *Journal of Change Management*, 9(2), 127-142.
- Awadh, A. M., & Alyahya, M. S. (2013). Impact of organizational culture on employee performance. *International review of management and business research*, 2(1), 168.
- Balocco, R., Cavallo, A., Ghezzi, A., & Berbegal-Mirabent, J. (2019). Lean business models change process in digital entrepreneurship. Business Process Management Journal.
- Barney, J. (1991). Competitive advantage. *Journal of management*, 17(1), 99-120.
- Barney, J. (1992). Integrating organizational behavior and strategy formulation research: A resource-based analysis. In *P. Shrivastava*, *A. Huff, & J. Dutton, Advances in Strategic Management* (pp. 39-62). Greenwich: JAI Press.

- Barney, R. J., Clark, S. M., & Riley, E. G. (2007). Annotated list o the leaf beetles (Coleoptera: Chrysomelidae) of Kentucky: Subfamily Cassidinae. *Journal of the Kentucky Academy of Science*, 68(2), 132-144.
- Burlamaqui, L., & Kattel, R. (2018). Introduction–Capitalism, Socialism, and Democracy at 75:

 New interpretations and new dimensions. In *Schumpeter's Capitalism, Socialism and Democracy* (pp. 1-18). Routledge.
- Business Jargons. (2021). *Schumpeter's Theory of innovation*. Retrieved from https://businessjargons.com/schumpeters-theory-of-innovation.html
- Calciolari, S., Prenestini, A., & Lega, F. (2018). An organizational culture for all seasons? How cultural type dominance and strength influence different performance goals. *Public Management Review*, 20(9), 1400-1422.
- Cameron, K. S., & Quinn, R. E. (2011). Diagnosing and changing organizational culture: Based on the competing values framework. John Wiley & Sons.
- Chandler, A. D. (1977). The: The Managerial Revolution in American Business. Belknap Press.
- Clements, M. (2019). Strategic audit: Starbucks. Retrieved from https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=1133&context=honorstheses
- Collis, J., & Hussey, R. (2013). Business research: A practical guide for undergraduate and postgraduate students. Macmillan International Higher Education.
- Conner, K. (1991). A historical comparison of resource-based view theory and five schools of thought within industrial organization economics: Do we have a new theory of the firm?

 **Journal of Management*, 17, 121-154.
- Cresswell, J. W. (2007). Qualitative inquiry Thousands Oak.

- Cypress, B. S. (2017). Rigor or reliability and validity in qualitative research: Perspectives, strategies, reconceptualization, and recommendations. Dimensions of critical care nursing, 36(4), 253-263. https://10.1097/DCC.00000000000000253
- Daszkowski, D. (2018, December 08). *Short history of Burger King*. Retrieved from https://www.thebalancesmb.com/history-of-burger-king-135096
- Deakin, J. (2015). Exploring Organizational Culture of Restaurants Through Workplace Rituals

 (Honors Thesis, The University of Maine).

 https://digitalcommons.library.umaine.edu/cgi/viewcontent.cgi?article=1251&context=honors
- Deloitte. (n.d. a). Burger King sees creativity as a competitive advantage. Retrieved from https://deloitte.wsj.com/articles/burger-king-sees-creativity-as-competitive-advantage-01579899376
- Deloitte. (n.d. b). Foodservice market monitor. Retrieved from https://www2.deloitte.com/content/dam/Deloitte/it/Documents/consumer-business/Deloitte FoodserviceMarketMonitor.pdf
- Denison, D. (1990). Corporate Culture and Organizational. New York: Wiley.
- Denison, D. R., & Mishra, A. K. (1995). Toward a theory of organizational culture and effectiveness. *Organization science*, 6(2), 204-223.
- Denison, D. R., & Neale, W. (1996). Denison organizational culture survey. Ann Arbor, MI: Aviat.
- Dierickx, I., Cool, K., & Barney, J. (1989). Asset stock accumulation and sustainability of competitive advantage. *Management Science*, 12, 1504-1513.
- Dubai Bonjour. (2017, October 26). *PAUL The Dubai Mall, Parisian flavors with love*. https://dubaibonjour.com/2017/10/26/paul-the-dubai-mall-reopens/

- Eisenhardt, K. M., & Graebner, M. E. (2007). Theory building from cases: Opportunities and challenges. *Academy of management journal*, 50(1), 25-32.
- Elliot, R., & Percy, L. (2007). Strategic brand management. Bath UK: Oxford.
- Eva, T. P. (2018). Recruitment and selection strategies and practices in the private sector commercial banks of Bangladesh: Evidence from human resource practitioners. *European Business & Management*, *4*(1), 28-38.
- Fey, C. F., & Denison, D. R. (2003). Organizational culture and effectiveness: Can American theory be applied in Russia?. *Organization science*, *14*(6), 686-706.
- Fietz, B., & Günther, E. (2021). Changing Organizational Culture to Establish Sustainability. *Controlling & Management Review*, 65(3), 32-40
- Galadanchi, H., & Bakar, L. (2018). A study of factors that support the longevity of business enterprises. *IOSR Journal of Business and Management*, 20(1), 53-59.
- García-Lillo, F., Úbeda-García, M., & Marco-Lajara, B. (2017). The intellectual structure of human resource management research: A bibliometric study of the International Journal of Human Resource Management, 2000–2012. *The International Journal of Human Resource Management*, 28(13), 1786-1815.
- Geus, A. (1997). The Living Company: Habits for survival in a turbulent business environment.

 Havard Business School Press
- Gheribi, E. (2017). innovation strategies in restaurant business. Econ. Organ. Enterp, 11, 125-135.
- Glaser, B. G., & Strauss, A. L. (1965). Discovery of substantive theory: A basic strategy underlying qualitative research. *American behavioral scientist*, 8(6), 5-12.
- Gordon, G. G., & DiTomaso, N. (1992). Predicting corporate performance from organizational culture. *Journal of management studies*, *29*(6), 783-798.
- Grant, R. (2008). Contemporary Strategy Analysis. Oxford: Blackwell Publishing Ltd.

- Gregory, L. (2017). *Burger King's generic and intensive growth strategies*. Retrieved from http://panmore.com/burger-king-generic-intensive-growth-strategies
- Guest, G., Namey, E., & Chen, M. (2020). A simple method to assess and report thematic saturation in qualitative research. *PloS one*, *15*(5), e0232076.
- Hamel, G. (2006). The why, what, and how of management innovation. *Harvard business* review, 84(2), 2-12.
- Hannabuss, S. (1996). Research interviews. New library world.
- Hartnell, C. A., Ou, A. Y., Kinicki, A. J., Choi, D., & Karam, E. P. (2019). A meta-analytic test of organizational culture's association with elements of an organization's system and its relative predictive validity on organizational outcomes. *Journal of Applied Psychology*, 104(6), 832.
- Heaney, L. S. (2017, May 03). Paul Bakery rises in Melrose Arch.
 https://www.privateproperty.co.za/advice/lifestyle/articles/paul-bakery-rises-in-melrose-arch/5512
- Herrera, M. E. B. (2016). innovation for impact: Business innovation for inclusive growth. *Journal* of Business Research, 69(5), 1725-1730.
- Hofstede, G. (1980). *Culture's consequences: International differences in work-related values.*London: Sage Publications, Inc.
- Hofstede, G. (2001). *Culture's consequences: Comparing values, behaviors, institutions, and organizations across nations*. Thousand Oaks: Sage Publications, Inc.
- Holt, D. B., Quelch, J. A., & Taylor, E. L. (2004). *How consumers value global brands*. Retrieved from https://hbswk.hbs.edu/item/how-consumers-value-global-brands
- Hudson, B. (2014). The Prevalence of Longevity Amongst Leading Brands. *Boston Hospitality Review*, 2(3), 1421.

- Ibidunni, S., & Agboola, M. (2013). Organizational Culture: Creating, Changing, Measuring and Consolidating for Performance. *Director*, *5*(32).
- Iljins, J., Skvarciany, V., & Gaile-Sarkane, E. (2015). Impact of organizational culture on organizational climate during the process of change. *Procedia-Social and Behavioral Sciences*, 213, 944-950.
- IMARC. (2020). Foodservice market: global industry trends, share, size, growth, opportunity, and forecast 2021-2026. Retrieved from https://www.imarcgroup.com/food-service-market#:~:text=The%20global%20food%20service%20market,5%25%20during%202021% 2D2026.&text=Foodservice%20refers%20to%20the%20sale,for%20takeaways%20and%20 home%20deliveries.
- Jabbar, W. (2021, November 11). *How long does a startup company last?* Retrieved from https://businessdatalist.com/how-long-does-a-startup-company-last/#:~:text=In%20the%20U.S.%2C%20about%2050,assets%20(including%20intellectual %20property).
- Jensen, P. B., Haase, L. M., & Laursen, L. N. (2021). A Practical Approach to Companies'
 Transformation toward Product Longevity: A Best-Case Study. Sustainability, 13(23),
 13312. https://doi.org/10.3390/su132313312
- Kankam-Kwarteng, C., Osman, B., & Acheampong, S. (2020). Performance of restaurants:

 Recognizing competitive intensity and differentiation strategies. *Journal of Tourism, Heritage & Services Marketing (JTHSM)*, 6(3), 25-34.
- Kor, Y. Y., & Mahoney, J. T. (2004). Edith Penrose's (1959) contributions to the resource-based view of strategic management. *Journal of management studies*, 41(1), 183-191.
- Kotler, P., & Levy, S. J. (1969). Broadening the concept of marketing. *Journal of marketing*, 33(1), 10-15.

- Koutroumanis, D. A., & Alexakis, G. (2009). Organizational culture in the restaurant industry: Implications for change. *Journal of Organizational Culture, Communications, and Conflict*, 13(2), 45.
- Krell, T. C. (2000). Organizational longevity and technological change. *Journal of Organizational Change Management*.
- Kusumo, E., Anita, T. L., & Anggiani, S. (2020). Corporate Language as Corporate Strategy to Sustainable Brand in Indonesia (Case of Starbuck Language). In Culture, People and Technology: The Driving Forces for Tourism Cities Proceedings of 8th ITSA Biennial Conference 2020 (p. 256).
- London Business Forum. (2013, February 12). *Starbucks' C.E.O. Talks Business*. Youtube: https://www.youtube.com/watch?v=83yInyY1KLs&t=421s
- Luciani, M., Campbell, K., Tschirhart, H., Ausili, D., & Jack, S. M. (2019). How to design a qualitative health research study. Part 1: Design and purposeful sampling considerations. *Professioni infermieristiche*, 72(2).
- Luo, T., & Stark, P. B. (2014). Only the bad die young: Restaurant mortality in the Western US. *arXiv preprint arXiv:1410.8603*.
- Madhani, P. M. (2009). Resource-based view (RBV) of competitive advantages: Importance, issues, and implications. *KHOJ Journal of Indian Management Research and Practices*, 1(2), 2-12.
- Magids, S., Zorfas, A., & Leemon, D. (2015, November). *The New Science of Customer Emotions*. Harvard Business Review: https://hbr.org/2015/11/the-new-science-of-customer-emotions
- Mahoney, J. T., & Pandian, J. R. (1992). The resource-based view within the conversation of strategic management. *Strategic management journal*, *13*(5), 363-380.
- Mattila, A. S. (1999). The role of culture in the service evaluation process. *Journal of service* research, 1(3), 250-261.

- Maze, J. (2018, June 13). *A brief history of Quiznos' collapse*. Retrieved from https://www.restaurantbusinessonline.com/financing/brief-history-quiznos-collapse#:~:text=Between%202007%20and%202017%2C%20Quiznos,a%20short%20perio d%20of%20time.
- Maze, J. (2020, May 29). *The pandemic has hastened Ruby Tuesday's decline*. Retrieved from https://www.restaurantbusinessonline.com/financing/pandemic-has-hastened-ruby-tuesdays-decline
- McAllister, J. (2021). *Using its loaf: why Paul is finally ready to franchise across the UK*. Retrieved from https://www.bighospitality.co.uk/Article/2021/02/18/Using-its-loaf-why-Paul-is-finally-ready-to-franchise-across-the-UK
- McKinsey & Company. (2015). *Changing change management*. Retrieved from http://www.saspa.com.au/wp-content/uploads/2016/02/Changing_change_management.pdf
- Miller, G. (1992). *Managerial Dilemma's: the political economy of hierarchy*. New York: Cambridge University Press.
- Mohammed, S. (2018). *How did Starbucks build its sustainable competitive advantage?*. Retrieved from https://shahmm.medium.com/how-did-starbucks-build-its-sustainable-competitive-advantage-79ff5eedb5ff
- Mutunga, S. L., & Minja, D. (2014). Generic strategies employed by food and beverage firms in Kenya and their effects on sustainable competitive advantage. *International Journal of Business and Management Review*, 2(6), 1-15.
- Neill, L., & Hemmington, N. (2021). Responses to Covid-19 from Kiwi hospitallers. *Hospitality Insights*, 5(1), 6-8.
- Ngouapegne, C. N. M., & Chinomona, E. (2018). The influence of buyer-supplier trust and buyer-supplier commitment on supply chain relationship longevity in the food retail industry in Gauteng province. *Journal of Contemporary Management*, 15(1), 198-223.

- Noor, K. B. M. (2008). Case study: A strategic research methodology. *American journal of applied sciences*, *5*(11), 1602-1604.
- Nuryanto, U. W., Mz, M. D., Sutawidjaya, A. H., & Saluy, A. B. (2020). The Impact of Social Capital and Organizational Culture on Improving Organizational Performance. *International Review of Management and Marketing*, 10(3), 93.
- Ouchi, W. G., & Jaeger, A. M. (1978). Type Z organization: Stability in the midst of mobility. *Academy of management review*, 3(2), 305-314.
- Ozimek, A. (2017, January 29). *No, most restaurants don't fail in the first year*. Retrieved from https://www.forbes.com/sites/modeledbehavior/2017/01/29/no-most-restaurants-dont-fail-in-the-first-year/?sh=3db3e9f34fcc
- Pathiranage, Y. L., Jayatilake, L. V., & Abeysekera, R. (2020). A literature review on organizational culture towards corporate performance. *International journal of management, accounting and economics*, 7(9), 522-544.
- Payne-Palacio, J., & Theis, M. (2015). Gestão de Negócios em Alimentação: princípios e práticas.
- Pecot, F., & Merchant, A. (2022). Why and when is older better? The role of brand heritage and of the product category in the evaluation of brand longevity. *Journal of Business**Research, 140, 533-545.
- Penrose, L. S. (1959). Self-reproducing machines. Scientific American, 200(6), 105-117.
- Peteraf, M. A. (1993). The cornerstones of competitive advantage: a resource-based view. *Strategic management journal*, 14(3), 179-191.
- Porter, M. (1985). *Competitive advantage: Creating and sustaining superior performance*. New York: Free Press.
- Prahalad, C. K., & Hamel, G. (1990). Harvard Business Review. *The Core Competence of the Corporation*, 79-91.

- Preece, C., Kerrigan, F., & O'reilly, D. (2019). License to assemble: Theorizing brand longevity. *Journal of Consumer Research*, 46(2), 330-350.
- Qu, S. Q., & Dumay, J. (2011). The qualitative research interview. *Qualitative research in accounting & management*.
- Reidhead, C. (2020). Impact of organizational culture on employee satisfaction: A case of Hilton hotel, United Kingdom. *Journal of Economics and Business*, 3(1).
- Richards, L. (1999). Data alive! The thinking behind NVivo. *Qualitative health research*, *9*(3), 412-428. https://doi.org/10.1177/104973239900900310
- Roberts, J., & Cayla, J. (2009). Global branding. *The SAGE Handbook of International Marketing*, 346-360.
- Rodrigues, M., & Franco, M. (2019). The corporate sustainability strategy in organisations: A systematic review and future directions. *Sustainability*, *11*(22), 6214. https://doi.org/10.3390/su11226214
- Rousseau, G. (2018). The impact of longevity on older consumer needs: implications for business. *Journal of Family Ecology and Consumer Sciences= Tydskrif vir Gesinsekologie* en Verbruikerswetenskappe, 46(1), 19-33.
- Saunders, M., Lewis, P. H. I. L. I. P., & Thornhill, A. D. R. I. A. N. (2007). Research methods. *Business Students 4th edition Pearson Education Limited, England*.
- Saunders, M., Lewis, P., & Thornhill, A. (2003). Research methods for business students. *Essex:*Prentice Hall: Financial Times.
- Schein, E. H. (2010). Organizational culture and leadership (Vol. 2). John Wiley & Sons.
- Schumpeter, J. (2018). Gustav v. Schmoller und die Probleme von heute. *Journal of Contextual Economics*, 138(3-4), 1-52.
- Sigalas, C. (2015). Competitive advantage: The known unknown concept. Management Decision.

- Singhei, K. (2022). *Top foodservice trends of 2022*. WebstaurantStore Blog. https://www.webstaurantstore.com/blog/2214/top-foodservice-trends.html
- Starbucks' Stories. (2018, June 04). Message from Howard Schultz to partners: Onward with love.

 https://stories.starbucks.com/press/2018/message-from-howard-schultz-to-partners-onward-with-love/
- Stolp, S., & Smith, S. C. (1995). Transforming School Culture: Stories, Symbols, Values & the Leader's Role. ERIC Clearinghouse on Educational Management, 5207 University of Oregon, 1787 Agate Street, Eugene, OR 97403-5207.
- SuperSoul Conversations Podcast. (2017, September 14). Oprah's SuperSoul Conversations Podcast

 Howard Schultz: Pouring Your Heart into Your Business. Youtube:

 https://www.youtube.com/watch?v=ltkJ5mGHd1I&t=1500s
- Tàpies, J., & Moya, M. F. (2012). Values and longevity in family business: evidence from a cross-cultural analysis. *Journal of Family Business Management*.
- Tharawat Magazine. (2018, November 06). *PAUL The Global Bakery*. https://www.tharawat-magazine.com/artificial-intelligence/features-paul-bakery/
- Tikson, S. D. S. (2018). Human resource policies and work culture: A case of Starbucks. *JBMI* (Jurnal Bisnis, Manajemen, dan Informatika), 15(1), 1-12.
- Tuomi, A., Ashton, M., Ellonen, H. K., & Tussyadiah, I. (2022, January). innovation in High-End Foodservice During COVID-19 Lockdowns. In *Proceedings of the 55th Hawaii International Conference on System Sciences*.
- Urinov, B. N. (2020). Theoretical aspects of organizational behavior and corporate culture. *Economics and innovative technologies*, 2020(2), 7.
- Wahyuni, D. (2012). The research design maze: Understanding paradigms, cases, methods, and methodologies. *Journal of applied management accounting research*, 10(1), 69-80.

- Wanjiku, G. W. (2017). The influence of competitive advantage strategies on performance of international fast-food franchises in Nairobi, Kenya (Master's Thesis, University of Nairobi, Kenya). Retrieved from http://erepository.uonbi.ac.ke/bitstream/handle/11295/102696/Gitia%2cWendy%20G_The% 20Influence%20of%20Competitive%20Advantage%20Strategies%20on%20Performance% 20of%20International%20Fast%20Food%20Franchises%20in%20Nairobi%2c%20Kenya.p df?sequence=1&isAllowed=y
- Wanto, H. S. (2012). The effect of organizational culture and organizational learning towards the competitive strategy and company performance (case study of East Java SMEs in Indonesia: Food and beverage industry). *Information Management and Business Review*, 4(9), 467-476. https://doi.org/10.22610/imbr.v4i9.1002
- Waterman, R. H., & Peters, T. J. (1982). *In search of excellence: Lessons from America's best-run companies* (p. 360). New York: Harper & Row.
- Wernerfelt, B. (1984). A resource-based view of the firm. *Strategic management journal*, 5(2), 171-180.
- Wilkins, A. L., & Ouchi, W. G. (1983). Efficient cultures: Exploring the relationship between culture and organizational performance. *Administrative science quarterly*, 468-481.
- Williams, A. (2017). Sustainability strategies for small business restaurant owners.
- Wuestefeld, T., Hennigs, N., Schmidt, S., & Wiedmann, K. P. (2012). The impact of brand heritage on customer perceived value. *Der markt*, 51(2), 51-61.
- Yamaoka, Y., & Oe, H. (2021). Business strategies of companies with a longevity of 300 years or longer in Japan: a concept model. *International Journal of Management Concepts and Philosophy*, 14(4), 283-295. http://dx.doi.org/10.1504/IJMCP.2021.10040235
- Yin, R. K. (1994). Discovering the future of the case study: Method in evaluation research. *Evaluation practice*, *15*(3), 283-290.

- Yin, R. K. (2018). Case study research and applications. Sage.
- Yin, R. K. (2003). Designing case studies. *Qualitative research methods*, 5(14), 359-386.
- Yin, R. K. (2012). Case study methods. In H. Cooper, P. M. Camic, D. L. Long, A. T. Panter, D. Rindskopf, & K. J. Sher (Eds.), APA handbook of research methods in psychology, Vol. 2. Research designs: Quantitative, qualitative, neuropsychological, and biological (pp. 141–155). American Psychological Association
- Yin, R. K. (2014). Case study research: Design and methods (5th ed.). Thousand Oaks, CA: Sage.
- Zamawe, F. C. (2015). The implication of using NVivo software in qualitative data analysis: Evidence-based reflections. *Malawi Medical Journal*, *27*(1), 13-15. http://dx.doi.org/10.4314/mmj.v27i1.4
- Zheng, W., Yang, B., & McLean, G. N. (2010). Linking organizational culture, structure, strategy, and organizational effectiveness: Mediating role of knowledge management. *Journal of Business research*, 63(7), 763-771.