



“Gheorghe Asachi” Technical University of Iasi, Romania



THE MEDIATING ROLE OF CORPORATE REPUTATION IN THE EFFECT OF GREEN ORGANIZATIONAL BEHAVIOR ON JOB SATISFACTION

Maida Uzun^{1*}, Yavuz Tansoy Yildirim²

¹Department of Business Administration, Institute of Social Sciences, Bandırma Onyedi Eylül University, Balıkesir, Türkiye

²Department of Organizational Behavior, Division of Business Administration, Faculty of Economics
and Administrative Sciences, Bandırma Onyedi Eylül University, Balıkesir, Türkiye

Abstract

The study aims to investigate the mediating role of corporate reputation between green organizational behavior and job satisfaction in employees working in a dairy product company. Nowadays, the increasing environmental awareness is making the relevance of green organizational behavior clearer. Its impact on employee job satisfaction and corporate reputation has gained significance alongside the implementation of environmentally friendly policies and practices on a global scale. This study was conducted based on data obtained through a survey administered to employees working in a dairy product company operating in the South Marmara region. The analysis of 276 valid questionnaires obtained through convenience sampling was evaluated using statistical methods. According to the findings obtained from the study, it was found that green organizational behavior has a 65% direct effect on job satisfaction. It was determined that the indirect effect of corporate reputation, the mediating variable, on job satisfaction was 35%, hence it was found to play a partial mediating role. Recommendations were made for the dairy sector and sector managers in light of the findings obtained as a result of this research.

Key words: corporate reputation, green organizational behavior, job satisfaction

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* Author to whom all correspondence should be addressed: e-mail: maida.melani.uzune@rgmail.com; Phone: +90266 717 0117