

Mediating Effect of Organizational and National Culture on Relationship between Global Corporate Citizenship and Market Performance

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Abstract

In today's business, corporates are no longer driven by their self-interest only. Other responsibilities such as social and moral obligations have become crucial for the corporates' survival in the environment in which they exist. Hence, corporates have to consider their responsibilities towards society. Moreover, stakeholders are increasingly interested in the social performance of a business corporate. Therefore, corporates are responsible in front of the hosting society, being one of its citizens. In light of the era of globalization that affects all businesses, this study aims to delve into the corporate citizenship of global corporates. It investigates the mediating role of OC and NC on the relationship between GCC (organizational integrity, commitment to social problems, moral commitment, and commitment to humanitarian issues) as the independent variable and MP (corporate reputation and customer loyalty) as the dependent variable in Jordanian industrial corporates.

The population consists of Jordanian industrial corporates that operate beyond the borders of Jordan. The study sample includes four corporates: Jordan Minerals Est., Lamis for Detergents, Al-Wazir for Detergents Industry, and Shamcom Import/Export of Raw Materials LLC. This study is a quantitative approach using a survey design, which depends on the

descriptive-analytical approach. The study tool is a questionnaire that was developed to collect data. The data were analyzed using SPSS. However, the findings indicate a positive and robust effect of GCC on MP in Jordanian industrial corporates.

On the other hand, Sobel test was executed to test the significance of a mediating effect. Sobel test results show that the mediating variables (OC and NC) do not affect a significant level on the relationship between independent variables (GCC) and the dependent variable (MP). This study recommends focusing on the dimensions of corporate citizenship in Jordanian industrial corporates and work to present a broader vision on corporate citizenship characteristics in the Jordanian market.