

## **Organizational Identification Mediating Role On The Effect Perception Of Corporate Reputation On Job Satisfaction: An Application On The Universities In The Eastern Anatolia Region**

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### **Extensive Summary**

#### **Introduction**

The concept of corporate reputation is not a new phenomenon. It is known since the discussion of the ethical and moral concept. As a business term marketing emerged in the 1990s, the concept of an organization spread within most management areas such as organizational strategy and finance.

Job satisfaction is one of the important topics of organizational behavior and management. In general, job satisfaction can be expressed as positive feelings for the work done by the employees that they do. Many factors affect the job satisfaction of employees. These factors must be identified to provide a satisfactory solutions for the work force.

#### **1. Corporate Reputation**

Reputation of an institution, can be defined the overall attractiveness compared by stakeholders against their competitors and by the perceptual potential that can be done in the future taking into account the historical movement (Ural, 2006, p. 172). Fombrun (1996, p. 72) defined corporate reputation as the perception of competitors based on the organization's past activities and overall image in the future. Again according to Fombrun and friends corporate reputation is a representation that strengthens the ability of institutions to deliver valuable results for its stakeholders and is a cognitive representation of the results and the actions of an institution (Fombr et al., 2000, p. 87).

Corporate reputation has been described as collective representation both internally with employees and outside with stakeholders that measures the relative position of the institution (Fombrun and Riel, 1997, p. 10).

#### **2. Job satisfaction**

Job satisfaction has been the most studied variable in organizational behavior. In Peretomo (1991) and Whawo (1993), he argued that high job satisfaction results higher

business prestige. Many employees are pleased with the most prestigious jobs. So, some employees, can be satisfied with only what they do. In any case, job satisfaction as individual as the person's feelings and mood. Job satisfaction; is influenced by various factors such as the quality of a person's relationship with their supervisor, the quality of the physical environment where they work (Ololub, 2006, pp. 8-9).

### **3. Organizational Identification**

The concept of identification is related Turner (1985) 's self-categorization theory and is based Tajfel (1978) approach developed by the social identity. According to this approach, every individual, partly due to the fact that the social groups are self-motivated with a positive necessity. Thus, social identity and self-worth is part of the definition arising from membership due to group membership with emotional significance (Tajfel, 1978, p. 63). (Ashforth and Mael, 1992, p. 103, Simon (1947, p. 218) argues that organizational identification is to put the organizational goal instead of individual goal.

### **4. Research Methodology**

The main body of our research is academic and administrative staff of the state universities in Eastern Anatolia. The sample of the study is consisted of 883 individual in the state universities in Eastern Anatolia Region which are academic and administrative staff.

In the study, job satisfaction perceptions of corporate reputation to influence organizational identification mediating role SEM (Structural Equation Model) were analyzed by Amos 18.0.

Hypotheses related to corporate reputation, job satisfaction and organizational identification are as follows.

**H<sub>1</sub>:** Organizational identification has a a mediating affect corporate reputations' influence on job satisfaction.

**H<sub>2</sub>:** Dimensions of corporate reputation has a significant relationship between job satisfaction.

**H<sub>3</sub>:** Dimensions of corporate reputation has a significant relationship between organizational identification.

**H<sub>4</sub>:** There is a significant relationship between job satisfaction and organizational identification.

### **5. Conclusion and Discussion**

In the consequence of the research, some findings supporting the suggested hypothesis have been acquired. In this context, positive linear relationship has been obtained between perception of corporate reputation and job satisfaction/organizational identification. The mediating role of organizational identification between perception of corporate reputation and job satisfaction which consist of the main hypothesis of the study has been discovered.

Structural equation modeling was used to test the hypothesis in the research. The results showed that corporate reputation, job satisfaction and organizational

identification of expressions related to variable was found to be sufficient to explain these variables. In addition, corporate reputation has mid-level linear effect on job satisfaction, has a high degree linear effect on organizational identification. job satisfaction has mid-level linear effect on organizational identification.

Main hypothesis is verified as a result of the final version of the research that organizational identification has a mediating role on the the perception of corporate reputation and mediating role has partial effect.

Since the corporate reputation is a concept that can be measured which is also intangible and important concept, managers are required to measure the level in the eyes of its stakeholders.

As the main hypothesis of our research, "Organizational Identification has a Mediating Role on the effect of Corporate Reputation Perception on Job Satisfaction" because the research hypothesis is accepted, it may be useful to provide them to identify with the institutions of the executive staff of the university.

In this context it can be said that managers should apply valuable tasks to its employees. These applications should contain participatory management policy, open communication network, training and development practice and effective socio-psychological rewarding system..