

Eco-Management and Competitiveness: The Mediator Role of Customer Voice in Jordanian Industrial Companies

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Abstract

In business, environmental problems have become the most important challenge facing all companies. Therefore, "Eco-Management" that seeks to achieve sustainability represents the most rational choice for companies to fulfill their economic, social, and environmental responsibilities. The problem of this study is to investigate dimensions of eco-management (green vision, green organization, eco-ethics and green control) as independent variables and their effect on the Competitiveness criteria (cost, innovation and reputation) as dependent variables in Jordanian industrial companies. Another aspect of the problem is to study the effect of the mediating variable (customer voice) on the relationship between eco-management and Competitiveness in Jordanian industrial companies.

The population consists of all Jordanian industrial companies that work to convert raw materials into a final commodity, represented by companies manufacturing detergents and sanitary paper. The study sample included four companies, which are Fine hygienic paper company, Riyadh detergent manufacturing company, Cosmetics and chemicals industry company "munir sukhtian group", and Munir sukhtian group. This study is quantitative approach using survey design; which depends on the descriptive analytical approach. The study tool is a questionnaire which was developed to collect data. The data were analysed using SPSS. However, the findings indicate that there is a positive and strong effect of eco-management on Competitiveness in Jordanian Industrial Companies. In addition, Sobel test results showed that the mediating variable (customer voice) has an effect at significant level on the relationship between independent variables (eco-management) and the dependent variable (Competitiveness). This study

recommends focusing on the dimensions of environmental management in Jordanian industrial companies, and work to present a green vision for customers and competitors.