

**The impact of green supply chain on competitive market performance in
Jordanian pharmaceutical companies: The mediating role of employee
satisfaction**

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Abstract**

This study is to investigate the effect of the four dimensions of the green supply chain (green purchasing, green manufacturing, green distribution and green customer) on market performance in two main aspects: market survival and market growth in Jordanian pharmaceutical companies. The study also sought to determine the mediating effect of employee satisfaction on the causal relationship between the green supply chain and market competitive performance. The questionnaire was the data collection tool. The sample size of the study was 206 respondents, which was taken from six large, medium and small pharmaceutical companies. The results of the study confirmed that among the dimensions of the green supply chain, the green customer dimension had the greatest impact on market performance. The results also confirmed that there is no role for employee satisfaction as a mediator between the green supply chain and market performance. As a result, this study provided recommendations for companies to understand the impact of green supply chain and its adoption in achieving market performance.

Keywords: Greening, supply chain, competitive market performance, employee satisfaction.