

Flowers in the office or environmentally sound revision of production process? Higher job satisfaction through internal marketing communication of corporate environmental responsibility

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Abstract

Linking environmental impact of corporate operations to employee job satisfaction is an under-research field in both HRM and marketing literature. With the growing eco concern of particularly younger generations it is becoming more and more important to understand how employees perceive environmental impact of their work place and how it affects their job satisfaction. Current paper investigates the complex relationship and offers insight into the possible influence of internal marketing tools. The study develops a research framework and features an in-breadth/in-depth qualitative research that might serve as basis for future quantitative research.

Keywords: internal marketing, pro-environment behavior, employee job satisfaction

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