

Abstract

Despite the limited financial resources in Jordan; the sector of higher education plays strategic and significant role in leveraging the economics wheel, knowledge and social level of the Jordanian citizens. Based on that, this research aimed to investigate the effect of brand knowledge, role clarity and brand commitment as employee-based brand equity (EBBE) dimensions on organizational citizenship behavior (OCB) in the context of private universities in Jordan, likewise, to examine the role of job satisfaction as mediating variable. Methodologically; a self-administered questionnaire was developed based on previous measurements and related literatures, and has been distributed of a total sample of 680 academic staff working in private universities at Amman. However, the multiple regression findings showed that; role clarity was the most effective predictor on organizational citizenship behavior, followed by brand commitment and brand knowledge respectively. Moreover, job satisfaction was found to play a key role as mediating variable. Consequently, managerial implications, recommendations and limitations were also discussed.

Keywords

Brand Knowledge, Role Clarity, Brand Commitment, Job Satisfaction, Organizational Citizenship Behavior.