

EXAMINATION OF STUDIES ON ORGANIZATIONAL BEHAVIOR: THE CASE OF FOOD AND BEVERAGE BUSINESSES

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INTRODUCTION

As a scientific research topic, how organizational employees are affected by which factors was started to be studied in the 1930s (Brieff and Weiss, 2002). In food and beverage businesses, providing service by smiling employees increases service quality and helps to ensure customer satisfaction (Basım and Beğenirbaş, 2012). In today's conditions, employees are affected by various factors. These factors include attitudes and behaviors of organizational managers, attitudes and behaviors of colleagues, working hours, dissatisfaction with the wages they earn, worries and concerns about their careers. In particular, the approaches, attitudes and behaviors of organizational managers affect service quality by affecting employees, who are also called service providers and internal customers of the organization (Sarıkaya, 2018). In the tourism sector and in food and beverage businesses, which are one of the sub-branches of tourism, there are problems regarding the continuity of employees (Met and Sarioğlu, 2010: 201). In food and beverage businesses, managers are required to help employees to ensure adaptation, maintain order with the rules they establish, and provide opportunities for employees to improve themselves (Garipoğlu et al., 2023). The problem of the study is what are the issues studied on employees in food and beverage businesses in the literature. In this context, the aim of the study is to examine the positive and negative organizational behavior issues in the research on food and beverage business employees in the literature.

LITERATURE

Organizational behavior examines the causes of human behavior. As a result of research on organizational behavior, it is possible to increase the efficiency of the organization by making predictions for the future, to ensure more efficient use of the resources and opportunities and to make the organization successful by revealing what needs to be done to implement the prepared plan (Yavan, 2016). Today, the rapid flow of information, the fact that jobs requiring specialization require more specific qualifications and the ability of employees to adapt to changing environmental conditions have led to the emergence of new approaches in the field of organizational psychology (Luthans, Youssef, and Avolio, 2006). In the tourism literature, studies on organizational behavior mostly focus on justice, commitment, trust, silence and identification (Tekin, 2016:). In order to determine the studies on organizational behavior in the national literature, Erdem (2009) examined the papers on organizational behavior presented at the National Management and Organization Congresses and stated that there are four themes. These themes are culture, leadership, commitment and mobbing. Food and beverage businesses have an organizational structure that is highly bureaucratic and operated with a traditional management style. There are strict rules and practices in food and beverage businesses (Koutroumanis et al., 2015). Reward systems are important for employee motivation and productivity in labor-intensive

food and beverage businesses. While the employee spends effort for the organization, he/she expects to receive feedback such as rewards, wages and promotions from the organization in return (Tarkan and Tepeci, 2006). According to Dermodyi et al. (2004), food and beverage businesses have a high turnover rate. Turnover intention decreases with the increase in organizational commitment level (Garipoğlu et al., 2023). In order for the organization to be successful, the factors that increase the job performance of employees should be maximized. Increasing employee performance also increases organizational success (Akkoç, Çalışkan, and Turunç 2012). As the proactive personality levels and positive organizational support perception levels of food and beverage business employees increase, the effect of organizational virtuousness on work engagement increases. It has been shown that managers can increase employees' commitment by improving their perceptions of organizational virtuousness (Tekeli and Özkoç, 2022). The attitudes and behaviors of employees in the sector affect the quality of service in the organization, which increases the importance of organizational behavior (Karabacak, 2020). The subject of the study is positive and negative organizational behaviors towards food and beverage business employees.

METHODOLOGY

This study was conducted as a literature review in order to determine the organizational behavior issues on employees working in food and beverage businesses, which are part of the tourism sector. The data used in the study were obtained from studies in Google Scholar databases. While selecting these data sources, keywords were searched in English. These words are: "organizational behavior", "food and beverage employees" and "food and beverage businesses". As a result of the literature review, only articles related to the subject were examined. A total of 41 articles on organizational behavior on food and beverage employees were included in the review. According to the findings, it was determined that the studies were conducted between 2009 and 2024. It is seen that half of the studies were conducted between 2020 and 2022. It was determined that the most studies were conducted on turnover intention and emotional intelligence. The other most studied topics are job stress, counterproductive work behaviors, organizational citizen behaviors, job satisfaction, organizational commitment, innovative work behavior and transformational leadership. Organizational behavior, which is widely studied in the literature, is also studied in the tourism sector. Gümüş and Yeksan (2019) examined the papers on organizational behavior in national tourism congresses. Domestic and foreign master's and doctoral theses, scientific articles were examined and the relationship between curiosity, intrinsic motivation and learning was tried to be revealed. For this purpose, a traditional review study was conducted in the research. The data sources of the study consist of domestic and foreign master's and doctoral theses and scientific articles conducted in the last ten years (2012-2022). It was determined that the top three most studied topics were job satisfaction, organizational commitment and organizational silence, respectively. Emotional burnout, turnover intention, leadership behaviors, organizational justice, organizational citizenship behavior and job performance are also among the topics covered in the field of organizational behavior.

THE WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

It has a key role in terms of the efficiency and competitiveness of businesses in the tourism sector, which has an important place in global economies and whose subject is people (Gümüş and Yeksan, 2019). Nutrition is one of the most basic needs in Maslow's hierarchy of needs. In economic terms, all tourists spend money on food and beverages during their travels to meet their nutritional needs (Shenoy, 2005). This situation makes a significant contribution to the food and beverage businesses in the region and thus to the regional economy (Pyo, Uysal, and McLellan). The fact that the employees serving in food and beverage businesses are happy in the organization increases the performance of the employees. Thus, service quality also increases (Basım and Beğenirbaş, 2012). Increased employee performance also increases the success of the organization (Akkoç, Çalışkan, and Turunç 2012). In this context, the

findings obtained as a result of the study will provide better management of food and beverage businesses and employee satisfaction. Thus, the quality and revenues of the enterprises will increase. The study was limited to articles on organizational behavior in the field of food and beverage. The literature review was limited to Google Scholar database. In the future, other academic sources such as thesis studies, papers and books on organizational behavior on food and beverage business employees should be examined.

THE ORIGINALITY OF THE RESEARCH

The study is an original study in terms of its subject. It fills an important gap in the literature and sheds light on future academic studies. In the literature, there are literature review studies on the subjects studied in the tourism sector. However, there is no study on the literature review of organizational behavior issues for food and beverage business employees. Organizational behavior is an important field of study that has been studied a lot today. According to the data obtained, there have been studies on positive and negative organizational behavior in food and beverage businesses in recent years. It is important to examine the previous studies in order to shed light on these studies. The study aims to fill this gap. As a result of the study, it is stated which topics are studied more and which topics are studied less. In addition, the findings obtained from the studies in the literature were examined. At the end of the study, academic suggestions are given in the light of the findings. It makes suggestions about organizational behavior topics that can be studied on food and beverage employees. As a result of the studies examined, suggestions are made to food and beverage businesses about employee satisfaction and employee awareness. Thus, food and beverage businesses will be able to develop new strategies to increase both employee and organizational performance by getting to know their employees better.

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