

# Empowerment and involvement driving brand commitment with the mediating role of role clarity

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# **Empowerment and involvement driving brand commitment with the mediating role of role clarity**

## **Abstract**

**Purpose:** This study examines the impact of psychological empowerment and employee involvement on brand commitment, with a focus on the the mediating role of role clarity within the banking sector in Kosovo. Given these dynamics have not been adequately explored before, this study advances organizational behaviour theory by demonstrating the importance of role clarity in influencing brand commitment.

**Methodology:** Data were collected from employees in various banks in Kosovo and structural equation modeling (SEM) was used to analyze the relationships between psychological empowerment, employee involvement, role clarity, and brand commitment.

**Findings:** Results demonstrate that psychological empowerment and employee involvement significantly enhance brand commitment, with role clarity acting as a crucial mediator. More specifically, employees who have a clear understanding of their roles experience a stronger impact of empowerment and involvement on their commitment to the brand.

**Implications:** Organizations, particularly in the banking sector, should emphasize fostering psychological empowerment, actively involving employees in decision-making processes. Ensuring clear role definitions and communication is critical for maximizing brand commitment, which can lead to improved employee engagement and brand loyalty.

**Keywords:** *Psychological empowerment, employee involvement, brand commitment, role clarity, banking*

**Track:** *Product and Brand Management*