

Research Article

Happiness Management in Micro, Small and Medium Sized Food and Beverage Enterprises (SMFBEs): Menteşe/Muğla Case

Özer ŞAHİN

Muğla Sıtkı Koçman University
Tourism Faculty

Department of Food and Beverage Management
Mugla, Turkey

orcid.org/0000-0002-7497-564X

ozersahin@hotmail.com

Abstract

Happiness management is a common practice in large and very large-sized enterprises according to literature. The present study aimed to investigate and raise awareness about happiness management practices in food and drink enterprises, which have an important place among micro, small, and medium-sized enterprises (SMEs). The study is a qualitative study based on both primary and secondary sources. After a review of the related literature, interview method was used to obtain data from primary sources and face-to-face interviews were conducted with 10 managers; the interviews lasted between 35 and 90 minutes. During the interviews, audio recordings and written notes were made. As a result of the study, it was found out that managers have a positive attitude towards making themselves, their close ones, friends, employees, and customers happy. It was also found out that some of the enterprises organized social activities and gave financial aid and aid in kind. The most important finding of the study is that the happiness level of the employees was found to be the lowest of all, while that of the customers was found to be the highest. In the present study, it was proposed that SMFBEs should increase the number of happiness management practices, and that emotional states of individuals should be given importance to, and recommendations were made.

Keywords: Happiness Management, SMEs, SMFBEs, Menteşe/Muğla

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