104   (2009)   [   ]   : http://www.104.com
.tw/jobbank/custjob/Introduce.cfm?j= 623e47282f62422 64c6 c3f6752323b1f24874462929292926406c5c2240j50 [2009, Nov 7]
(2007)   TOP 5000   (1999)
23(3)   125-133   (2009)   [   ]   :htt
p://just.career.Com.tw/CareerGuide/FrontShow/paper_display.aspx?menu_id= 2&submenu_id= 403&apmenu_id= 172 [2009, Oct 21]
(1999)
(2007)   :   (1997)   :   Arthur
H. M. (1995). Internal marketing: Concepts, measurement and application. Journal of Marketing Management, 11(8) ,755 – 768. Adkins, C. L.
(1995). Pervious work experience and organizational socialization: A longitudinal examination. Academy of Management Journal, 38(3), 839-862
Bak, C. A., Vogt, L. H., George, W. R., & Greentree, I. R. (1994). Management by team: An innovative tool for running a service organization
through internal marketing. Journal of Services Marketing, 8(1), 37-47. Batt, R.(1999). Work organization, technology, and performance in
customer service and sales. Industrial and Labor Relations Review, 5(24), 539-564. Bansal, M. S., Mendelson, M. B., & Sharma, B. (2001). The
impact of internal marketing activities on external marketing outcomes. Journal of Quality Management, 6(1), 61-76 Barnes, R. R., Martin, T. F.,
& Morris, D. S. (2004). Exploring the link- age between internal marketing, relationship marketing and service quality: A case study of a consulting
organization. Total Quality Management, 15(5-6), 593-601, Bauer, T. N., & Green, S. G. (1994). Effect of newcomer involvement inwork-related
activities: A longitudinal study of socialization. Journal of Applied Psychology, 79(2), 211-223 Berry, L, L., & Parasuraman, A. (1991). Marketing

services: Compet-i ng through quality. New York: The Free Press. Berry, L. (1995). Relationship marketing of services-Growing interest, emerging perspectives. Journal of the Academy of Marketing Science, 23(4), 236-245. Blumberg, D. F. (1991). Improving productivity in service operations on an international basis. National Productivity Review, 10(2), 167-179. Blau, P. M. (1964). Exchange and Power in Social Life. New York: Wiley. Chao, G. T., O'Leary-Kelly, A. M., Wolf, S., Klein, H. J., & Gardner, P. D. (1994). Organizational socialization: It's content and consequences. Journal of Applied Psychology, 79(5), 930-743. Charles, R. M. (1999). Staff turnover: occasional friend, frequent foe, and continuing frustration. The Health Car Manager, 1(1), 1-13. Cronin, J. J., Jr., & Taylor, S. A. (1992). Measuring service quality: a reexamination and extension. Journal of Marketing, 56(3), 55-68. Deal, T. E., & Kennedy, A. A. (1982) corporate culture(reading). Mass: Addison- Wesley. Feldman, D. C. (1981). The multiple socialization of organization members. Academy of Management Review, 6(2), 309-319. Feldman, D. C. (1976). A contingency theory of socialization. Administrative Science Quarterly, 21(3), 443-452. Ferris, K, & Aryanya. (1983). Comparison of two organizational commitment scales. Personnel Psychology, 36(1), 87-98 Frankfort-Nachmias, C., & Nachmias, D. (1996). Research methods in the social sciences, New York: Saint Martin's. Fisher, C. D. (1986). Organizational socialization: A intergrative review. In K. M. Rowland & G. R. Ferris (Eds.). Research in Personnel and Human Resource Management, 4, 101-145 Flipo Jean-Paul (1986). Service firms interdependence of external and internal marketing strategies. European journal of Marketing, 20(8), 5-14. Fornell, C., & Larcker, D. F. (1981). evaluating structural equation models with unobservable variables and measurement error. Journal of Marketing Research, 18(1), 39-50. Galpin, T. J. (1997). Marketing strategy work. The Journal of Business Strategy, 18(1), 12-14. George, W. R. (1990), Internal marketing and organizational behavior: A partnership in developing customer - conscious employees at every level. Journal of Business Research, 20(1), 63-70. George,W. R. (1977). The retailing of services-a challenging future. Journal of Retailing, 53(3), 85-98. Green, T. K. (2005). Work culture and discrimination. California Law Review, 93(3), 625-84. Glassman, M., & McAfee, B. (1992). Integrating the personnel and marketing functions. Business Horizons, 35(3), 52-59. Greene, W. E., Walls, G. D., & Schrest, L. J. (1994). Internal market- ing: the key to external marketing success. Journal of Services Marketing, 8(4), 5-13. Gronroos, C. (1981). Internal marketing - an integral part of marketing theory, In J. H. Donnelly & W. E. George (Eds.), Marketing of Services. American Marketing Association Proceedings Series, 236-238. Gronroos, C. (1990). Relationship approach to marketing in service contexts: The marketing and organizational behavior interface. Journal of Business Research, 20(1), 3-11. Gronroos, C. (1994). From marketing mix to relationship marketing: towards a paradigm shift in marketing. Management Decision, 32(2), 4-22. Harvey, J. (1998). Tutorial service quality: A tutorial. Journal of Operations Management, 16(5), 583-597 Hesketh, B., & Myors, B. (1997). How should we measure fit in organizational psychology - or should we? Australian Psycho- ogist, 32(1), 71-76. Heskett, J. L. (1987). Lessons in the service sector. Harvard Business Review, 65(2), 123. Homans, G. C. (1958). Social behavior as exchange. The American Journal of Sociology, 62(4) 597-606. Ian N. L., & Gordon E. G. (2005). Measuring internal market orientation. Journal of Service Research, 7(3), 290-305 Johnson, E. M., & Seymour, D. T. (1985). The impact of cross selling on the selling on the service encounter in retail banking. Lexington: Lexington Books. Jones, G. R. (1983). Psychological orientation and process of organizational socialization: An interactionist perspective. Academy of Management Review, 8(3), 464-474. Joseph, W. B. (1996). Internal marketing builds service quality. Journal of Health Care Marketing, 16(1), 54-59. Keaveney, S. M. (1995). Customer switching behavior in service industries: An exploratory study. Journal of Marketing, 59(2), 71-82. Kelley, S.W. K., & Davis, M. A. (1994). Antecedents to customer expectations for service recovery. Journal of the Academy of Marketing Science, 22(1), 52-61. Kolter, P., & Armstrong, G. (1991). Principles of marketing. (5thed). Englewood, New Jersey: Prentice-Hall. Kotler, P. (1972). A generic concept of marketing. Journal of Marketing, 36(3), 46-54. Lam, S. Y., Shankar, V., Erramilli, M. K., & Murthy, B. (2004). Customer value, satisfaction, loyalty, and switching costs: An illustration from a business to siness service context. Journal of the Academy of Marketing Science, 32(3), 293-311. Louis, M.R. (1980). Surprise and sense making: What newcomers experience in entering unfamiliar organizational settings. Administrative Science Quarterly, 25(2), 226-251. Lehtinen, U. & J. R. Lehtinen (1991). Two approaches to service quality dimensions. The Service Industries Journal, 11(3), 287-303. Morrison, E. W. (1993). Longitudinal study of the effects of information seeking on newcomer socialization. Journal of Applied Psychology, 78(2), 173-183. Parasuraman, A. (1985). A conceptual model of service quality and its implications for future research. Journal of Marketing, 49(4), 41-50 Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multipleitem scale for measuring consumer perceptions of service quality. Journal of Retailing, 64(1), 12-40. Piercy, N., & Morgan, N. (1991). Internal marketing - the missing half of the marketing program. Long Range Planning, 24(2), 82-93. Pitt, L. F., & Foreman, S. K. (1999). Internal marketing role in organizations: A transaction cost perspective. Journal of Business Research, 44(1), 25-36. Rafiq, M., & Ahmed, P. K. (1993). The scope of internal marketing: defining the boundary between marketing and human resource management. Journal of Marketing Management, 9(3), 219-232. Rafiq, M., & Ahmed, P. K. (2000). Advances in the internal marketing concept: definition. Synthesis and Extension. Journal of Services Marketing, 14(6), 449-462 Reichers, A. E., Wanous, J. P., & Steele, K. (1994). Design and implementation issues in socializing (and resocializing) employees. Human Resource Planning, 17(1), 17-25. Robbins, S. P. (1998). Organizational behavior: Concept, controvers- ies and application. New Jersey: Prentice-Hall. 554. Robert, J. T. (2009). Organizational socialization: The missing link between employee needs and organizational culture. Journal of Managerial Psychology, 24(7), 650-676 Roger, B. & Anna, B. (2005). Internal marketing, negative experience -ees, and volunteers commitment to providing high-quality services in a uk helping and caring charitable organization. International Journal of Voluntary and Nonprofit Organizations, 16(3), 251-274 Sasser, W. E. & Arbeit, S. F.(1976). Selling jobs in the service sector. Business Horizons, 6(1), 61-62. Scarpello, V. (1994). New paradigm approaches in strategic human resource management: a commentary. Group & Organization Management, 19(2), 160-164. Schein, E. H. (1996b). Culture: the missing concept in organization studies. Administrative Science Quarterly, 41(2), 229. Schein, E. H. (1968). Organizational socialization and the profession of management. Industrial Management Review, 9(2), 16. Tansuhaj, P. S., D. M.

Randall & J. M. McCullough (1991). Applying the internal marketing concept within large organizations: As applied to a credit union. Journal of Professional Services Marketing, 6(2), 193-202. Tansuhaj, P., Randall, D., & McCullough, J. (1988). A service marketing management model: integrating internal and external marketing functions. Journal of Services Marketing, 2(1), 31-38. Wasmer, D. J,. & Gordon C. Bruner II (1991), Using organizational culture to design internal marketing strategies, The Journal of Services Marketing, 5(1), 35-46 Winter, J. P. (1985). Getting your house in order with internal marketing: A marketing prerequisite. Health Marketing Quarterly, 3(1), pp.69-77. Zeithaml, V. A., & Bitner, M. J. (2002). Services marketing: Integrating customer focus across the firm (2nd ed.). Columbus, OH: McGraw Hill.