

A study of the relationship among transnational corporation employees' organization socialization' in

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ABSTRACT

Previous studies in service quality can improve customer satisfaction and organizational commitment. Through satisfying internal customers' needs, employees become more motivated and committed to offering a high quality of service, resulting in external customers' expectations being well satisfied. Organizational socialization is a process in which the organization can select and deselect (dismiss) an employee, but in which the employee also can either adapt to the organizational culture or choose to not socialize. Ideally, both parties will act in promotive cooperation, thereby making organizational socialization a two-way process. We send 500 questionnaires to sales of insurance industrial in china. The study explores the intermediate effect that internal marketing bring between organizational socialization and service quality.

Keywords : Organizational socialization、 Internal marketing、 Service quality、 Sales of insurance industrial

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