

利益關係人管理之內外部關係對整合行銷傳播績效影響之研究 = Stakeholders management of internal and external relations impa

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摘要

本研究以開原報關公司之整合行銷傳播為主題，探討其利益關係人管理、內外部關係對整合行銷傳播績效之影響，並以其公司全體員工為實證分析對象。希望了解整合行銷傳播是否為競爭日益激烈的報關業提升競爭優勢的有效策略，並對其提供一些參考及建議。在公司用普測方式，總共發放問卷326份後進行資料分析統計。一、xx報關公司之內部關係對整合行銷傳播技術有正向影響。二、xx報關公司之外部關係對整合行銷傳播技術有正向影響。三、xx報關公司之內部關係對整合行銷傳播績效正向影響。四、xx報關公司之外部關係對整合行銷傳播績效正向影響。五、xx報關公司之整合行銷傳播技術對整合行銷傳播績效正向影響。

關鍵詞：內部關係、外部關係、整合行銷傳播技術、整合行銷傳播績效

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