

Stakeholders management of internal and external relations impacts on the performance of integrated marketing communication

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ABSTRACT

In this study, a declaration of Integrated Marketing Communications company as its theme, the management of its stakeholders, internal and external relations for the performance impact of Integrated Marketing Communications, and its staff for the empirical analysis of the company objects. Want to know whether the integrated marketing communications in an increasingly competitive industry, the declaration of an effective strategy for competitive advantage, and to provide some reference and its recommendations. Measured with the general way in the company, after a total of 326 questionnaires for data analysis statistics. First, the relationship between the declaration of the company's internal technology integrated Marketing Communication has a positive impact. Second, the declaration of the company's external relations and communication technologies integrated Marketing has a positive impact. Third, the relationship between the declaration of the company's internal performance integrated Marketing Communication positive impact. Fourth, the declaration of the company's external relations performance integrated Marketing Communication positive impact. Fifth, the integration of the declaration's Marketing Communication Integrated Marketing Communication techniques positive impact on performance.

Keywords : Internal Relations、 External Relations、 IMC Technology、 IMC Performance

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