

A Study of the Relationship among the Organizational Change Recognition, Internal Marketing Practice and Service Attitud

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ABSTRACT

With the economic rapid growth, the changes of financial environment combined with these changes of domestic financial laws, banking industries expand its operational extents that have had strategic alliance with different industries integrated with the application with information technology, resulting in the occurrence of electric banking industries. The occurrence of electric banking industries is said to be a great change. Whether this great change will affect these factors of managers' managerial mechanism and employees' job behavior or not is the crucial issue in the banking industries nowadays. The purpose of the study is to explore employees' recognitive reaction that whether it will affect managers' internal marketing practices toward their employees' perceptions and employees' serviced attitude toward their customers in the face of occurrence of electric banking industries. As a result, the study will view banking employees' as participants in an empirical research. The results of canonical correlation analysis are that organizational changes recognition (organizational utility、employees' development), internal marketing practices (managers' support、communication participation、reward motivation、educational training), and service attitude (reaction, guarantee, empathy, tangibility and reliability) have correlated relation individually. The results of multi-regression are that changes recognition of organizational utility and employees' development will have a positive effect on internal marketing practices and service attitude. Simultaneously, the result of Structural Equation Model (SEM) is that organizational changes recognition will have positive effect on service attitude through the moderated effect of internal marketing practices. Finally, demographic variables (gender, banking attributes, age, and education level) are significant to these dimensions of organizational changes recognition, internal marketing practices and service attitude individually. Key Words: Electronic Banking, Organizational Change Recognition, Internal Marketing Practice, Service Attitude

Keywords : Electronic Banking ; Organizational Change Recognition ; Internal Marketing Practice ; Service Attitude

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