

領導風格、內部行銷、組織支持與工作滿足關係之研究

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摘要

本研究的目的是在探討領導風格、內部行銷、組織支持與工作滿足彼此之關係，並進一步加入組織支持中介變項，以了解領導風格、內部行銷是否會透過組織支持對工作滿足產生干擾效果。主要以問卷調查的方式進行，樣本來自國防部所屬各主計單位，共計發出問卷500份，實際回收450份，有效問卷421份，問卷回收率為90.00%，問卷有效回收率為93.56%。

關鍵詞：領導風格(leadership style)，內部行銷(internal marketing)，組織支持(organization supports)，工作滿足(job satisfaction)

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