

The Study of the Relationship among Internal Marketing, Workplace Friendship and Organizational Citizenship Behavior - A

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ABSTRACT

The concept of the internal marketing originates from service industry. It takes organization staff as the object, and employs the marketing ideas and techniques to meet the staff ' s needs. It cultivates customer-oriented consciousness and conduct, and further enhances service quality to achieve organization goal. For an educational organization, if it views the staff, namely the teachers, as the internal customers and kindly treats them, this may contribute to the friendship among teachers, and teachers may thus repay by fulfilling unofficial role obligations and promote organization citizen behavior. The purpose of this study is to examine the effect of internal marketing on workplace friendship and organization citizen behavior. This study adopts survey research method and takes random samplings from junior high school teachers in Taichung County. 300 questionnaires are distributed and 257 are received. The response rate is 85.6%. The result of this research shows that the internal marketing is positively related to workplace friendship, and internal marketing is also positively related to organization citizen behavior. Through the application of internal marketing, teachers may be more collaborating and willing beyond official role obligation to conduct which is beneficial to the organization. This study also suggests that school authorities, besides valuing students and their guardians, should concern more about the essential factor of schools, the teachers. School authorities should likely regard the teachers as internal customers, listen to their needs, and treat them with due concerns to create the win-win-win circumstance. According to the result of this research, the managerial implications and the further research directions are also provided.

Keywords : internal marketing ; workplace friendship ; organization commitment

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