

內部行銷、組織政治氣候與組織承諾關係之研究

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摘要

本研究旨在探討教師所知覺的內部行銷對於教師組織承諾度的影響，以及組織政治氣候是否對內部行銷與組織承諾關係具有中介效果作用。本研究係以台灣公私立國民小學為研究對象，採分層比例抽樣方式發放問卷，受訪者採自我評量的方式回答題項，發放600份問卷，共回收550份，有效問卷515份，有效回收率為93.64%。研究結果顯示：教師所知覺的內部行銷程度對其組織政治氣候程度有負向影響，教師所知覺的組織政治氣候程度對其組織承諾程度有負向影響，教師所知覺的內部行銷程度對其組織承諾程度有正向影響，組織政治氣候在內部行銷與組織承諾間具中介效果。

關鍵詞：內部行銷；組織承諾；組織政治氣候

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