

A Study of the Relationship Among Internal Marketing, Organizational Political Climate and Organizational Commitment

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ABSTRACT

The purpose of this research was to explore the influence of internal marketing on organizational commitment of teachers and whether organizational political climate has mediating effects between internal marketing and organizational commitment. The purposive sampling method was used to conduct surveys with structured questionnaires in public and private elementary schools in Taiwan. A total of 550 participants returned valid responses for further analysis. The results of this research shows, the impact of internal marketing on organizational political climate is negative; the impact of organizational political climate on organizational commitment is negative; the impact of internal marketing on organizational commitment is positive. And organizational political climate has mediating effects between internal marketing and organizational commitment.

Keywords : internal marketing ; organizational commitment ; organizational political climate

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