عنوان مقاله:
Investigation of Internal Marketing as Regards Job Satisfaction and Organizational Commitment in Economic Agencies

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خلاصه مقاله:
The present research has been conducted to investigate Internal marketing as regards job satisfaction and organizational commitment in economic agencies (Tehran Melli Bank). On one hand, the present research aims to investigate the effect of job satisfaction on internal marketing in Melli Bank and on the other hand, it attempts to investigate the effect of organizational commitment on Internal Marketing in Melli Bank. The statistical population of the study included all employees of Melli Bank in Tehran in the whole ۰.۱ branches. Data gathering instrument included job satisfaction, organizational commitment and Internal Marketing. The data analysis method is based on Structural Equation Modeling method. The results indicated the following: ۱) Job satisfaction of the employees positively affects Internal Marketing. ۲) Organizational commitment of the employees positively affects Internal Marketing.

کلمات کلیدی:
Internal Marketing, Job Satisfaction, Organizational Commitment, Melli Bank

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