عنوان مقاله:
The Impact of Internal Marketing on Organizational Agility in Sales & Marketing department of Iran Khodro Company (IKCO)

محل انتشار:
نشره پژوهش در مدیریت ورزش و روانشناسی (سال:2:5)

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خلاصه مقاله:
Background: In today's competitive and changing environment, organizations need to move toward agility by applying internal marketing to increase flexibility, speed and quality. The aim of this study was to determine the effect of internal marketing on organizational agility in Sales & Marketing department of Iran Khodro Industrial Group. Materials and methods: Research methodology was descriptive-analytic, and researcher questionnaire was used based on internal marketing questionnaire of Ahmedet al, and organizational agility of Sharifi and Zhang. In order to analyze the data, descriptive statistics was used to analyze demographic data and inferential statistics to test the research assumptions by structural equation modeling using AMOS software. Results and Discussions: Results of this research showed that internal marketing effects on organizational agility in sales and marketing department of Industrial Group of Iran Khodro. In this regard, working environment, training and empowering employees, have relatively desirable influence and bonuses and payments, communication and information sharing, have poor influence on the Organization's agility. Also based on the results of structural equations test the components of work process do not affect the Organization's agility. Conclusion: Therefore, it is necessary that relevant authorities pay special attention to human resources management, empowering employees and providing a favorable environment for staffs.

کلمات کلیدی:
Internal Marketing, Organizational Agility, Sales & Marketing department, Iran Khodro Company

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