

عنوان مقاله:

Internal marketing and manufacturing industries

محل انتشار:

یازدهمین کنفرانس بین المللی مکانیک، ساخت، صنایع و مهندسی عمران (سال: 1401)

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خلاصه مقاله:

In the implementation of internal marketing, organizations attempt to adopt a marketing approach in the internal environment to achieve employee's satisfaction and then to achieve the other expected outcomes at the individual and organizational levels. A review of past studies shows, although there has been a lot of research on internal marketing globally, but its activities and researches have focused mainly on front-line service's employees, and not be extended to other organizational sectors, and other industries such as manufacturing. Given the above, the questions that arise are: Is internal marketing only for front-line employees? Can internal marketing be used in other organizational areas such as support and production in value chain? Is internal marketing also used in the manufacturing industries? Now, considering the importance of familiarizing enthusiasts and researchers with internal marketing activities and studies in various production and service organizations, and considering the need to be aware of internal marketing impacts on human resources, especially in other value-added organizational activities beyond of frontline services, this research is on, to take a critical approach and evaluate the content of internal marketing literatures, and to review and analyze approaches and requirements to apply the concept of internal marketing and to the possibility of using it in support and production sections, as well as services front-line, and using it in manufacturing organizations. In this study, ۱۳۱ articles, which included the study of the concept of internal marketing and the steps of implementing internal marketing, was reviewed. The present study, by carefully reviewing the internal marketing literature, in addition will be useful for researchers interested in studying in this field, especially for those who are developing internal marketing .processes in other sections beyond front-line service staff and developing it in other industries such as manufacturing

کلمات کلیدی:

.Internal Marketing, Manufacturing Industries, Management

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