

## عنوان مقاله:

Studying the effect of internal marketing on the motivation and enabling staff of Tehran Large Taxpayer Organization (TLTO)

## محل انتشار:

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## خلاصه مقاله:

Today, the importance, and the key role of within organization customers (employees) in success of external marketing program have become clearer than ever before. In this regard, TLTO needs to develop organizational capabilities in order to provide suitable services with high quality. Therefore, in this study, the effect of internal marketing on the performance of this organization is studied. To conduct this research, five indices (techniques) of internal marketing (including senior management, strategic encouragement and rewards for employees, suitable internal communications, training, and staff development, staff empowerment) have been considered to review its role on the organization performance. The present study is applied regarding purpose, and regarding the method and type is cross-sectional. The population in this study is the managers and experts of TLTO. Time realm of the study is 2015, and the samples chosen is 196 subjects. To collect information for analysis and hypothesis testing, questionnaire was used. The results of hypothesis testing showed that five indices (technique) of internal marketing have a significant role on the performance of the organization. Moreover, these indices that have been prioritized by the TOPSIS technique, according to the results, it became clear that the index of senior management has the highest priority and staff empowerment index has the lowest priority that should be taken into account while implementation and deployment of internal marketing, and try to implement in terms of priorities determined.

## کلمات کلیدی:

internal marketing, performance, TLTO

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/549684>

