

**تقييم دور التسويق الداخلي في تحقيق الرضا
الوظيفي بالتطبيق علي البنوك التجارية المصرية
بالقطاع العام**

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د./ أمجد حامد عماره **

أسماء رشاد محمد **

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Abstract

Since the mid nineties of the last century, the domain of internal marketing has been of particular interest to both the marketing researchers and the practitioners in the marketplace. A number of marketing studies has been conducted to investigate the relationship between the internal marketing policies and job satisfaction. The current research seeks to find out the extent to which the Egyptian commercial banks in the public sector are experienced the internal marketing policies, the discrimination between these banks according to their practices of the internal marketing policies, and finally the relationship between the applied internal marketing policies and the overall job satisfaction.

Hand-delivery questionnaires are used to collect the required primary data from the target respondents (i.e., managers, supervisors, and employees). These data are related to three types of variables, including the internal marketing policies and dimensions (i.e., selection and appointment, role ambiguity, role conflict, communication, motivation, training, performance appraisal, management style, internal relations, and interaction between the employees and customers). The research findings reveal that there is no significant discrimination between the banks under investigation in terms of their practices of the internal marketing policies and dimensions. Perhaps the possible discriminators in this respect are motivation programs, selection and recruitment, relations with colleagues, and criteria of performance evaluation. Moreover, the results show that there is a significant difference between the same banks in terms of the respondents' overall job satisfaction, and there is a significant relationship between the practices of the internal marketing policies and dimensions and the overall job satisfaction levels in these banks. The most important internal marketing variables that are highly correlated to the overall satisfaction include the interaction between the employee and customer, performance evaluation, management style, role conflict, relations with colleagues, and motivation programs.

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(Kotler and Levey,1969)

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(Wong and Perry,1991)

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Piercy and Morgan 1991, Tim and Divas,)

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(Wasmer and Baer ,1991)

(Jenkins and Thomlinson,1992)

(Tansuhaj, et. al., 1987)

(Hogg, 1996)

(Mitchell ,1997)

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Multi-item () question
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Single-item question

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Structured and non-

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Drop-off method

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Multivariate

Analysis techniques

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Alpha Correlation

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Multiple Discriminant Analysis

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