

Investigating the Impact of Internal Marketing Dimensions on Human Resource Organizational Commitment In the Ayandeh Bank of Guilan province

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Abstract: Internal marketing is one of the most useful tools for managers in HR planning. The purpose of this study was to investigate the effect of internal marketing dimensions on organizational commitment of human resources in the future bank of Guilan province. This study is descriptive-analytical in terms of purpose and in terms of data collection. The statistical population of the study is all the employees of Future Bank of Guilan Province. Independent variables are internal marketing research that includes reward and motivation dimensions, effective communication, equipment development and training, effective ion and work environment. The dependent variable is organizational commitment research. The data collection tool used in this study is a questionnaire designed by Alan & Myers questionnaire for organizational commitment, Kim et al questionnaire for internal marketing. Research findings indicate that internal marketing has a positive and significant effect on organizational commitment. Also, reward and motivation dimensions and equipment development and training have a positive and significant effect on organizational commitment

Keywords : Internal Marketing, Dimensions of Internal Marketing, Organizational Commitment.

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