

## REFERENCES

- A., A.-W. G. (2019). Towards internal marketing practices in enhancing job engagement. *International Journal of Pharmaceutical and Healthcare Marketing*, 13(1), 40–56.
- Abou-Moghli, A., and Abo-Rumman (2012), Influential relationship between human resources management practices (HRMP) and organizational performance: A study on fivestar hotels in Jordan, *American Academic & Scholarly Research Journal*, Vol. 4 No. 5, pp.110
- Abzari, M., Ghorbani and Madani, F. (2011), The effect of internal marketing on organizational commitment from market-orientation viewpoint in hotel industry in Iran, *International Journal of Marketing Studies*, Vol. 3 No. 1, pp. 147-155
- Ainsworth Anthony Bailey Faisal Albassami Soad Al-Meshal , (2016), "The roles of employee job satisfaction and organizational commitment in the internal marketing-employee bank identification relationship", *International Journal of Bank Marketing*, Vol. 34 Iss 6 pp. 821 – 840.
- Akhtar, S., Ding, D., and Gglorial Ge (2008), Strategic HRM practices and their impact on company performance in Chinese enterprises, *Human Resource Management*, Vol .47 No. 1, pp. 15-32
- Alencar de Farias, S. (2010), Internal Marketing (IM): A literature review and research propositions for service excellence, *Vitória-ES*, Vol. 7 No. 2, pp. 99-115
- Back, K.J., Lee, C.K. and Abbott, J. (2011), "Internal relationship marketing: Korean casino employees' job satisfaction and organizational commitment", *Cornell Hospitality Quarterly*, Vol. 52 No. 2, pp. 111-124.
- Bansal, H.S., Mendelson, M.B. and Sharma, B. (2001), "The impact of internal marketing activities on external marketing outcomes", *Journal of Quality Management*, Vol. 6 No. 1, pp. 61-76.
- Berry, L. and Parasuraman, L. (1992), *Marketing of Services - Competing through quality*. New-York, MacMillan.
- Bhatti W., Khan, M., Ahmad, A. Hussein M., and Rehman K (2011), Sustaining Competitive Advantage through effective knowledge management. *African Journal of Business Management*, Vol 5. No.8, pp.3297 - 3301.
- Brown, S.P. and Peterson, R.A. (1993), "Antecedents and consequences of salesperson job satisfaction: meta-analysis and assessment of causal effects", *Journal of Marketing Research*, Vol. 30 No. 1, pp. 63-77.

- Chang, C. and Chang, H. (2007), "Effects of internal marketing on nurse job satisfaction and organizational commitment: example of medical centers in Southern Taiwan", *Journal of Nursing Research*, Vol. 15 No. 4, pp. 265-273.
- Chen, Yu-Chuan; Lin, Shinyi (2013), Modeling Internal Marketing and Employee Loyalty: A Quantitative Approach, *Asian Social Science*
- Chi, C., and Gursoy, D. (2009), Employee job satisfaction, customer satisfaction, and financial performance: An empirical examination, *International Journal of Hospitality Management*, Vol. 28 No, pp. 245-253
- Delaney, J. and Huselid, M.A. (1996), "The impact of human resource management practices on perceptions of organizational performance", *Academy of Management Journal*, Vol. 39 No. 4, pp. 949-969.
- Eddy balemba kanyurhi Déogratias BUGANDWA Mugu Akonkwa, (2016), "Internal marketing, employee job satisfaction, and perceived organizational performance in microfinance institutions", *International Journal of Bank Marketing*, Vol. 34 Iss 5 pp.
- Gao-Liang, W. (2011), A study of how the internal-service quality of international tourist hotels affects organizational performance: Using employees' job satisfaction as the mediator, *The Journal of Global Business Management*, Vol. 7 No. 2 , pp. 117-128.
- Ghoneim , A., and El-Tabie, N. (2014), Effect of internal marketing adoption on the performance of the commercial banks in Egypt, Proceedings of 9th International Business and Social Science Research Conference 6 - 8 January, 2014, Novotel World Trade Centre, Dubai, UAE, ISBN: 978-1-922069-41-2
- Gounaris, S. (2008), Antecedents of internal marketing practice: Some preliminary empirical evidence, *International Journal of Service Industry Management*, Vol.19 No. 3, pp. 400-434
- Hair, J. F., Hult, T. M., Ringle, C. M., & Sarstedt, M. (2014). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). *Thousand Oaks: Sage*.
- Hair, Jr., J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis 7th Edition*.
- Harel, G., and Tzafirir, S. (1999), The effect of human resource management practices on the perceptions of organizational and market performance of the firm, *Human Resource Management*, Vol. 38 No. 3, pp. 185-200

- Hyun-Woo Joung Ben K. Goh Lynn Huffman Jingxue Jessica Yuan James Surles , (2015),"Investigating relationships between internal marketing practices and employee organizational commitment in the foodservice industry", *International Journal of Contemporary Hospitality Management*, Vol. 27 Iss 7 pp. 1618 - 1640.
- Javad, K. P. (2017). Linking internal marketing orientation to balanced scorecard outcomes in small businesses: the case of travel agencies. *International Journal of Culture, Tourism and Hospitality Research*, 11(3), 297–308.
- Jerrell D. Cogburn, R. Paul Battaglio Jr., Mark D. Bradbury, (2014) "Employee job satisfaction and organizational performance: The role of conflict management", *International Journal of Organization Theory & Behavior*, Vol. 17 Issue: 4, pp.498-530.
- Jou, J.Y.H., Chou, C.K. and Fu, F.L. (2008), "Development of an instrument to measure internal marketing concept", *Journal of Applied Management and Entrepreneurship*, Vol. 13 No. 3, pp.66-79.
- June M.L. Poon, (2004) "Effects of performance appraisal politics on job satisfaction and turnover intention", *Personnel Review*, Vol. 33 Issue: 3, pp.322-334.
- Lings, N.I. and Greenley, G.E. (2010), "Measuring internal market orientation", *Journal of Service Research*, Vol. 7 No. 3, pp. 290-305.
- Mahmood, S., Mirza, W., Khan, B., et al (2011), The legacy job satisfaction and its impact on performance of the firm: An empirical analysis, *Interdisciplinary Journal of Contemporary Research in Business*, Vol. 3 No. 2, pp. 790-803
- Manafi, M., Gheshmi, R., Hojabri, R., et al (2011), Mediating role of customer satisfaction in relationships between employee job satisfaction and financial performance, *Interdisciplinary Journal of Contemporary Research in Business*, Vol. 3 No. 7, pp. 782-794
- Odom, R.Y., Boy, W.R. and Dunn, M.G. (1990), "Organizational culture, commitment, satisfaction and cohesion", *Public Productivity and Management Review*, Vol. 14 No. 2, pp. 157-168.
- Panigyrakis, G.G. and Theodoridis, P.K. (2009), "Internal marketing impact on business performance in a retail context", *International Journal of Retail and Distribution Management*, Vol. 37 No. 7, pp. 600-628.
- Pantouvakis, A. (2011), Internal service quality and job satisfaction synergies for performance improvement: Some evidence from a B2B environment, *Journal of Targeting, Measurement and Analysis for Marketing*, Vol. 19 No. 1, pp. 11-22

- Papasolomou, I., and Vrontis, D. (2006), Using internal marketing to ignite the corporate brand: The case of the UK retail bank industry, *Journal of Brand Management*, Vol.14, pp. 177-195
- Paul Benjamin Lowry and James Gaskin (2014). "Partial least squares (PLS) structural equation modeling (SEM) for building and testing behavioral causal theory: When to choose it and how to use it," *IEEE Transactions on Professional Communication* (57:2), pp. 123-146.
- Poor, R., Akhlaq, M., and Akhavan, M. (2013), Evaluate the effect of internal marketing on employees behavior Case Study: Guilan Private Insurance Companies, *IJRRAS*, Vol. 16 No. 1, pp.
- Rachid Zeffane, Shaker Jamal Bani Melhem, (2017) "Trust, job satisfaction, perceived organizational performance and turnover intention: A public-private sector comparison in the United Arab Emirates", *Employee Relations*, Vol. 39 Issue: 7, pp.1148-1167, <https://doi.org/10.1108/ER-06-2017-0135>
- Ro, H. and Chen, P. (2011), "Empowerment in hospitality organizations: customer orientation and organizational support", *International Journal of Hospitality Management*, Vol. 30 No. 2, pp.422-428.
- Robbins, S.P. (2013), *Organizational Behavior: Concept, Controversies, and Applications*, Prentice-Hall, Englewood Cliffs, NJ.
- Rodrigues, P., and Pinho, J. (2012), The impact of internal and external market orientation on performance in local public organizations, *Marketing Intelligence & Planning*, Vol. 30 No. 3, pp. 284-306
- Sanchez-Hernandez, I., and Miranda, F. (2011), Linking internal market orientation and new service performance, *European Journal of Innovation Management*, Vol. 14 No. 2, pp. 207-226
- Sarah, H. and Tricia, V. (2005), "Determining the impact of an organization's performance management system", *Asia Pacific Journal of Human Resources*, Vol. 43 No. 1, pp. 76-97.
- Sekaran, U. (2016). *Research Methods for Business: A Skill-Building Approach* (Seventh Edi). John Wiley & Sons, Inc.
- Sem, V., & Haenlein, M. (2009). An Empirical Research Comparison of the Efficacy of Covariance-based and Variance-based SEM. *Faculty & Research Working Paper, INSEAD Business School*.

- Stoffers, J., and Heijden, B. (2009), Towards an HRM model predicting organizational performance by enhancing innovative work behavior: A study among Dutch SMEs in the Province of Limburg, *Business Leadership Review*, Vol. VI, No. IV, pp. 1-13
- Suzuki, E., Itomine, I., Kanoya, Y., Katsuki, T., Horii, S. and Sato, C. (2006), “Factors affecting rapid turnover of novice nurses in university hospitals”, *Journal of Occupational Health*, Vol. 48 No.1, pp. 49-61.
- Urbach, N., & Athleman, F. (2010). Structural equation modelling in informations systems research using partial least squares. *Journal of Information Technology Theory and Applications*.
- Vazifehdoost H, Hooshmand S , Dehafarin E (2012), The Effects of Internal Marketing and Organizational Commitment on Bank’s Success, *International Journal of Business and Commerce* , Vol. 1, No. 9, pp. 01-15
- Wagner, M. E. (2019). Effects of internal marketing on job satisfaction in the banking sector. *International Journal of Bank Marketing*, 37(5), 1313–1333.
- Wieseke, J., Ahearne, M., Lam, S. et al (2009), The role of leaders in internal marketing, *Journal of Marketing*, Vol. 73, March, pp. 123-145
- Yan-Kai Fu (2013), The influence of internal marketing by airlines on customer-oriented behavior: A test of the mediating effect of emotional labor, *Journal of Air Transport Management*, Vol. 32, pp. 49-57
- Yang, C.C., Marlow, P.B. and Lu, C.S. (2009), “Knowledge management enablers in liner shipping”, *Transportation Research Part E*, Vol. 45 No. 6, pp. 893-903.

