

The Contributions of Internal Marketing to the Explanation of Organizational Commitment: Study Developed on Public Institutions

Authors : J. Santos, A. Gomes, G. Goncalves

Abstract : Organizations have increased the debate on the importance of symbolic aspects need to humanize, based on trust. A strong connection with the cultural guidance is key to determine the success of any company since it guarantees its recognition and increased productivity. This way, the quality of an organization relies essentially on its collaborators; on the way, they feel the company as their own. The changes imposed on public institutions try to fit some management practices of the private sector, to the public organizations. Currently, all efforts are aimed to increase competitiveness and promoting a better organizational performance, which leads to an increased the importance of human assets in organizations. A particular interest is the internal marketing since it has a relevant role in the development of employees. This research aimed to describe and identify how internal marketing contributes to explain organizational commitment. A quantitative analysis was done with a sample of 600 workers from public organizations, collected through a questionnaire composed of two scales that allowed the analysis of each of the constructs. The results show explanatory contribution of internal marketing practices on affective and normative commitment, through written information. By the results, workers are committed to the organizations.

Keywords : internal marketing, organizational commitment, public institutions, Portuguese

Conference Title : ICIOP 2018 : International Conference on Industrial and Organizational Psychology

Conference Location : Vienna, Austria

Conference Dates : June 14-15, 2018