

Impact of Internal Marketing Practices on Job Satisfaction in a University Setting

Nina Muncherji¹ and Reena Biju²

¹Associate Professor, Institute of Management, Nirma University, Ahmedabad

²Doctoral Student, Institute of Management, Nirma University, Ahmedabad

ABSTRACT

Today we live in an era of Competition. In the area of Higher Education too, there exists a stiff competition. To excel in this competition and come out winners, the Institutions need to satisfy the customer (i.e. the students and the potential students).

The concept of internal marketing, originating from business, deserves to be infused in the education field. Satisfaction of the customer demands first the satisfaction of the employee. Internal Marketing emphasizes that employee as the internal customer needs to be motivated and satisfied in order to provide quality services (education).

This study aimed to test the impact of internal marketing on job satisfaction. The data for this research was obtained through a self-administered questionnaire to the faculty and staff of a University. It established that there was a relationship between internal marketing and job satisfaction. Recommendations were made to emphasize internal marketing which would result in quality delivery of services to the external customers.

Keywords: Internal Marketing, Job Satisfaction, Higher Education Institutions
