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Abstract
The time of Knowledge-based Economy is coming, so for a corporation people is more important than before. The scale and prospect of a corporation are subject to the quantity and quality of the people. If people are the most precious intangible asset, then culture will play the role of CEO. When corporate culture is well established, the continuous practices of internal marketing can assure employee's job performance. Therefore, the combination of aggressive internal marketing and sound corporate culture could increase the competitive advantage. This study bases on the argument "the stronger corporate culture a company has, the higher job satisfaction and organization commitment will be." This paper uses job satisfaction and organization commitment as mediator to explore the interrelationships of corporate culture, internal marketing and job performance.
Up to 2005, the population in the service industry already reached 5.85 millions, which was 58.31% of the total employment population. The output value of the service industry took a share of 69.34% of GDP. The number of nationals' outbound departures was 8.2 millions, while the numbers of visitors arriving in Taiwan was 3.37 millions. The visitors' expenditure almost reached five billion US dollar. Both the numbers of visitors and expenditure increased from those of the same period in the previous year. There were over five thousand workers in the tour-guide field, which increased 67.2% from that of the previous year. Therefore, this research targets on those employees of the top seven comprehensive travel agencies, who are in charge of trip planning, in the tourism industry. It adopts a methodology of convenience sampling. After analyzing the reliability and validity of the obtained data, and further verifying the theoretical structure by canonical correlation analysis and structural equation modeling, the results are summarized as below:
1.There is no direct correlation among internal marketing, corporate culture and job performance. The other aspects have significantly positive correlations to one another.
2.A positive and indirect effect on job performance results from internal marketing and corporate culture through job satisfaction and organization commitment.
3.The research also discovered that internal marketing blending into corporate culture enhances employees' job satisfaction and organization commitment and has bigger impact on job performance.
4.While the corporate introduces any internal marketing activity, the clan culture has the best effect.
Advisory Committee Ying-Yuh Huang - advisor

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