References

Ahmed, P. K., & Rafiq, M. (1995). The role of internal marketing in the implementation of marketing strategies. *Journal of Marketing Practice* , Vol. 1 (4) pg. 32.

Ahmed, P., & Rafiq, M. (2003). Internal Marketing issues and challenges. *European Journal of Marketing* , Vol. 37 (9) pp. 1177-1186.

Ahmed, P., Rafiq, M., & Saad, N. (2003). "Internal marketing and the mediating role of organizational competencies". *European Journal of Marketing* , Vol.37 (9) pp. 1221-1241.

Ahmed, P., Rafiq, M., & Saad, N. (2002). Internal Marketing, Organizational Competencies, and Business Performance. *American Marketing Association*, (p. 500).

Arnett, D., Laverie, D., & Mclane, C. (2002). Using Job Satisfaction and Pride as Internal - marketing Tools. *Cornell Hotel and Restaurant Administration Quarterly* , Vol. 43 pp.87-96.

Ashforth, B., & Humphrey, R. (1993). Emotional Labour in Service roles: The Influence of Identity. *The Acdemy of Management Review* , Vol. 18 (1) pp.88-115.

Backhaus, K., & Tikoo, S. (2004). Conceptualizing and researching employer branding. *Career Development International* , Vol. 9 (5) pp. 501-517.

Bak, C., Vogt, L., George, W., & Greentree, I. (1994). Management by Team ' An innovative Tool for Running a Service Organization through Internal Marketing'. *Journal of Service Marketing* , Vol. 8 (1) pp. 37-47.

Ballantyne, D. (2003). A relationship- mediated theory of internal marketing. *European Journal of Marketing* , Vol. 37 (9) pp. 1242-1260.

Ballantyne, D. (1997). Internal Networks for Internal Marketing. *Journal of Marketing Management* , Vol. 13 pp. 343-366.

Ballantyne, D. (2000). The strenghths and Weaknesses of internal marketing. In R. Vary, & B. Lewis, *Internal Marketing"Direction for Managemnet"* (pp. pp.43-60). London: Routeldge.

Balmer, J. (1998). Corporate identity and the advent of corporate marketing. *Journal of Marketing Management* , Vol.14 (8) pp. 963-996.

Bansal, H., Mendelson, M., & Sharma, B. (2001). The impact of internal marketing activities on external marketing outcomes. *Journal of quality management* , vol. 6 (1) pp.61-76.

Barnes, B., & Morris, D. (2000). Revising quality awarness through internal marketing: an exploratory study among French and English medium - sized enterprise. *Total Quality Management* , Vol. 11 (4-6) pp. S473 - S483.

Baum, T. (2006). *Human Resource Management for Tourism, Hospitality and Leisure " an international Perspective".* Uk: Thomson Learning.

Beatty, S., & Gup, B. (1989). "A Guide to Building a Customer Service Orientation". *Journal of Retail Banking* , Vol.11 (2) pp.15-22.

Bell, S. (1998). A Relational Approach to Internal Marketing. *AN 3 MAC 98*, (pp. 182-187).

Bell, S., Menguc, B., & Stefani, S. (2004). When Customer Disappoint: A Model of Relational Internal Marketing and Customer Complaints. *Journal of Academy of Marketing Science* , Vol. 32 (2) pp. 112-126.

Bellou, V. (2007). Achieving long-term customer satisfaction through organizational culture (Evidence from the health care sector). *Managing Service Quality* , Vol.17 (5) pp.510-522.

Bennett, T. (2009). A Study Of The Management Leadership Style Preferred BY Its Subordinates. *Journal of Orgainzational Culture, Communications and Conflict* , Vol. 13 (2) pp. 1-25.

Berry, L. (1987). Big ideas in services marketing. *Journal of Services Marketing* , Vol. 1 (1) pp.5-10.

Berry, L. (1999). *Discovering the Soul of Service.* New York, NY: The Free-Press,.

Berry, L. (1981). The Employee as Consumer. *Journal of Retail Banking* , Vol.3 pp.33-40.

Berry, L., & Parasuraman, A. (1991). *Marketing Services.* NY: The Free Press, New York.

Berry, L., & Parasuraman, A. (2000). Services marketing starts from within. In R. Varey, & B. Lewis, *Internal Marketing"Direction for Management"* (pp. pp.173-191). London: Routledge.

Bird, C. (2005). How I stopped dreading and learned to love transcription. *Qualitative Inquiry* , Vol.11 (2) pp.226-248.

Bitner, M. (1990). Evaluating Service Encounters: The Effects Of Physical Surroundings and Employee Responses. *Journal of Marketing* , Vol. 54 (2) pg.69.

Bitner, M., Booms, B., & Mohr, L. (1994). Critical service encounters: the employee's viewpoint. *Journal of Marketing* , Vol.58 (4) pg.95.

Bitner, M., Booms, B., & Tetreault, M. (1990). The Service Encounter: Diagnosing Favorable And Unfavorable. *Journal of Marketing* , Vol. 54 (1) pg.71.

Booms, B., & Bitner, M. (1981). "Marketing Strategies and Organization Structures for Service Firms". In J. H. Donnelly, & W. R. George, *Marketing of Services* (pp. 47-52). Chicago: American Marketing Association.

Boshoff, C., & Allen, J. (2000). The influence of selected antecedents on frontline staff's perception of service recovery performance. *International journal of Service Industry Management* , Vol.11(1) pp. 53-90.

Boshoff, C., & Tait, M. (1996). Quality perceptions in the financial services sector: the potential impact of internal marketing. *International Journal of Service Industry marketing* , Vol.17(5) pp. 5-31.

Bowen, D., & Lawler 3, E. (1992). Total Quality - Oriented Human Resources Management. *Organizational Dynamics* , Spring pp. 3-18.

Boyatzis, R. (1998). *Transforming Qualitative Information : Thematic Analysis and Code Development.* USA: Sage Publications, Inc.

Brady, M., & Cronin, J. (2001). Customer Orientation: Effects on Customer Service Perceptions and outcome Behaviours. *Journal of Service Research* , Vol. 3 p. 241.

Brandon, C. (2005). Truth in Recruitment Branding. *HR Magazine* , Vol.50 (11) pp.89-93.

Braun, V., & Clarke, V. (2006). Using Thematic analysis in Psychology. *Qualitative Research in Psychology* , Vol.3 (2) pp.77-101.

Breaugh, J. (1992). *Recruitment: Science and practice.* Boston: PWS-Kent Pub Co.

Breaugh, J. (1992). *Recruitment: Science and practice.* Boston: PWS-Kent Pub Co.

Brotherton, B. (2008). *Researching Hospitality and Tourism.* London: Sage Publications.

Brown, T., Mowen, J., Donavan, D., & Licata, J. (2002). The Customer Orientation of service Workers: Personality Trait Effects on Self- and Supervisors Performance Ratings. *Journal of Marketing Research* , Vol.39 pp. 110-119.

Bryman, A. (2004). *Social Research Methods.* USA: Oxford University Press.

Buford, S. (2006). Linking human resources to organizational performance and employee relations in human services organizations. *International Journal of Public Administration* , Vol 29(7) pp.517—523.

Burnthorne, T., Carr, J., Gregory, B., & Dwyer, S. (2005). The influence of psychological climate on the salesperson customer orientation-salesperson performance relationship. *Journal of Marketing Theory & Practice* , Vol.13 (2) pp.59-71.

Cahill, D. (1995). The managerial implications of the learning organization: a new tool for internal marketing. *Jornal of Services Marketing* , Vol. 9 (4) pp. 43-51.

Cameron, K., & Quinn, R. (1999). *Diagnosing and changing organizational culture based on competing values framework.* Reading, MA: Addison Wesley.

Caruana, A., & Calleya, P. (1998). The effect of internal marketing on organisational commitment among retail bank managers. *International Journal of Bank Marketing* , Vol. 16 (3) pp. 108-116.

Chan, A. (1997). Corporate culture of a clan orgainzation. *Management Decision* , Vol. 35 (2) pp. 94-99.

Chebat, J.-C., & Kollias, P. (2000). The Impact of Empowerment on Customer Contact Employees' Roles in Service Organizations. *Journal of Service Research* , Vol.3 (1) pp.66-81.

Chi, C., & Gursoy, D. (2009). Employee satisfaction, customer satisfaction, and financial performance: An empirical examination. *International Journal of Hospitality and Management* , Vol. 28 pp. 245-253.

Chimhanzi, J., & Morgan, R. (2005). Explanations from the marketing/ human resourses dyad for marketing strategy implementation effectiveness in service firms. *Journal of Business Research* , Vol. 58 pp.787-796.

Church, A. (1995). Linking Leadership Behaviours to Service Performance: Do Managers Make a Differrence? *Managing Service Quality* , Vol.5 (6) pp.26-31.

Collins, B., & Payne, A. (1991). Internal Marketing: A New Perspective for HRM. *European Management Journal* , Vol. 9 (3) pp. 261-270.

Conduit, J., & Mavondo, F. (2001). "How critical is internal customer orientation to market orientation?". *Journal of Business Research* , Vol. 51 pp.11-24.

Conger, J., & Kanungo, R. (1988). The empowerment process: integrating theory and practice. *Academy of Management Review* , Vol.13 pp.183-211.

Cooper, J., & Cronin, J. (2000). Internal Marketing: A Competitive Strategy for the Long - Term Care Industry. *Journal of Business Research* , Vol. 48 pp. 177-181.

Creswell, J. (2007). *Research Design "Qualitative, Quantitative, and Mixed Methods Approaches".* USA: Sage Publications, Inc.

Crotty, M. (1998). *The Foundation of Social Research.* London: Sage PublicationsLLtd.

Czaplewski, A., Ferguson, J., & Milliman, J. (2001). Southest Airlines: How Internal Marketing Pilots Success. *Marketing Management* , Vol. 10 (3) pp.14-17.

Dabholkar, P., & Abston, K. (2008). The role of customer contact employees as external customers: A concepual framework for marketing strategy and future research. *Journal of Business Research* , Vol. 61 pp. 959-967.

D'Annunzio-Green, N., Maxwell, G., & Waston, S. (2000). Human resource issues in international hospitality, travel and tourism: a snapshot. *International Journal of Contemporary Hospitality Management* , Vol. 12 (3) pp. 215-216.

Darby, D., Daniel, K., & Becker, J. (1997). Towards understanding patient serviceperformance". *the 4th International Meeting of the Decision Sciences Institute.* Sydney.

Davidson, M. (2003). Does organizational climate add to service quality in hotels? *International Journal of Contemporary Hospitality Management* , Vol.15(4) pp.206-213.

Decrop, A. (2005). Trustworthiness in qualitative tourism research. In P. J., & L.Goodson, *Contemporary Geographies of Lesiure, Tourism And Mobility "Qualitative Research in Tourism" ontologies, epistomologies and methodologies* (pp. 156-169). UK: Routhledge.

Den Hartog, D., & Verburg, R. (2002). Service excellence from the emloyees' point of view: the role of first line supervisor. *Managing Service Quality* , Vol.12 (3) pp. 159-164 .

Denzin, N., & Lincoln, Y. (2005). *The Sage Handbook of Qualitative Research.* Thousand Oaks: CA: Sage Publications.

Deshpande, R., & Webster, F. (1989). Organizational Culture and Marketing:Defining the Reseach Agenda. *Journal of Marketing* , Vol.53 (1) pp.3-15.

Deshpande´, R., Farley, J., & Webster, F. (1993). "Corporate culture, customer orientation and innovativeness in Japanese firms: a quadrant analysis". *Journal of Marketing* , Vol. 52(1) pp.3-15.

Donavan, D., Rrown, T., & Mowen, J. (2004). Internal Benefits of Service-Worker Customer Orientation: Job Satisfaction, Commitment, and Organizational Citizenship Behavior. *Journal of Marketing* , Vol. 68 pp.128-146.

Dunne, P., & Barnes, J. (2000). Internal marketing: a relation and value- creation view. In R. Varey, & B. Lewis, *Internal Marketing " Directions for Management"* (pp. 192-220). London: Routeldge.

Dunne, P., & Barnes, J. (2000). Internal marketing:a realtionshops and value-creation view. In R. Varey, & B. Lewis, *Internal Marketing"Direction for Management"* (pp. pp.192-220). London: Routledge.

Easterby-Smith, M., Thorpe, R., & Jackson, P. (2006). *Management Research.* London: Sage Publication Ltd.

Easterby-Smith, M., Thorpe, R., & Jackson, P. (2008). *Management Research.* London: Sage Publication Ltd.

Erlandson, D., Harris, E., Skipper, B., & Allen, S. (1993). *Doing Naturalistic Inquiry.* Newbury Park, CA: Sage Publications.

Finney, S., & Scherrebeck-Hansen, M. (2010). Internal marketing as a change management tool: A case study in re-branding. *Journal of Marketing Communications* , Vol. 16 (5) pp. 325-344.

Flick, U. (2009). *An Introduction to Qualitative Research.* London: Sage Publications.

Flipo, J. (2000). Effectiveness implies leaving myths aside. In R. Varey, & B. Lewis, *Internal Marketing"Direction for Management"* (pp. pp.63-74). London: Routledge.

Flipo, J. (1986). "Service firms: interdependence of external and internal marketing strategies". *Journal of European Marketing* , Vol.20 (8) pp. 5-14.

Forman, S., & Money, A. (1995). Internal Marketing: Concepts, Measurement and Application. *Journal of Marketing Management* , Vol. 11 pp. 755-768.

Foster, C., Punjaisri, K., & R., C. (2010). Exploring the relationship between corporate, internal and employer branding. *Journal of Product & Brand Management* , Vol. 19 (6) pp. 401- 409.

Franke, G., & Park, J. (2006). Salesperson adaptive selling behavior and customer orientation: A meta-analysis. *Journal of Marketing Research* , Vol.43 pp.693–702.

Frook, J. (2001). Burnish your brand from the inside. *B to B* , Vol. 86 pp. 1-2.

Frost, F., & Kumar, M. (2001). Service quality between internal customers and internal suppliers in an international airline. *International Journal of Quality & Reliability Management* , Vol. 18 (4) pp. 371-386.

Gagliardi, P. (1986). The creation and change of organisation cultures: a conceptual framework. *Organisation Studies* , Vol.7 (2) pp.117-134.

George, W. (1990). "Internal marketing and organizational behavior: a partnership in developing customer conscious employees at every level". *Journal of Business Research* , Vol.20 pp. 63-70.

Gill, G., & Johnson, P. (2002). *Research methodos for managers.* London: Sage publications.

Gillham, B. (2004). *Case Study Research Methods.* London: Continuum.

Glassman, M., & McAfee, B. (1992). Integrating the Personnel and Marketing Functions: The Challenge of the 1990s. *Business Horizon* , May- June pp. 52-59.

Glesne, C., & Peshkin, P. (1992). *Becoming qualitative researches: An introduction.* New York: NY:Longman.

Gounaris, S. (2008). Antecedents of internal marketing practice: some preliminary empirical evidence. *International Journal of Service Industery Management* , Vol. 19 (3) pp. 400-434.

Gounaris, S. (2006). Internal - market orientation and its measurement. *Journal of Business Research* , Vol.59 (4), PP. 432-448.

Gounaris, S., Vassilikopoulou, A., Chatzipanagiotou ,A.(2009). Internal-market orientation: a misconceived aspect of marketing theory. *European Journal of Marketing* , Vol.44 (11/12) pp. 1667-1699.

Greene, W., Walls, G., & Schrest, L. (1994). Internal Marketing The Key to External Marketing Success. *The Journal of Service Marketing* , vol.8 (4).

Gremler, D., & Gwinner, K. (2000). Customer-Employee Rapport in Business Relationships. *Journal of Service Research* , Vol.3 pp.82-104.

Gremler, D., & Gwinner, K. (2008). Rapport-Building Behaviors Used by Retail Emloyees. *Journal of Retailing* , Vol. 84 (3) pp. 308-324.

Gremler, D., Bitner, M., & Evans, K. (1994). The Internal Service Encounter. *International Journal of Service Industry Management* , Vol 5 (2) pp.34-56.

Gronroos, C. (1983). *"Strategic management and marketing in the service sector".* Cambridge,MA: Marketing Science Institute.

Gronroos, C. (1997). From marketing mix to relationship marketing - towards a paradigm shift in marketing. *Management Decision* , Vol. 35 (4) pp. 322-339.

Gronroos, C. (1994). From marketing mix to relationship marketing:Towards a paradigm shift in marketing. *Management* , Vol.32 (2) pp.4-20.

Gronroos, C. (1981). 'IM-theory and practice'. *Proceedings of the American Marketing Association Service, Marketing Conference* (pp. pp.41-47). Chicago IL: American Marketing Association.

Gronroos, C. (1985). Internal Marketing - Theory and Practice. In T. Bloch, & e. al, *Services Marketing in a change Environment* (pp. pp. 41-47). Chicago: American Marketing Association.

Gronroos, C. (1990). Relationship Approach to Marketing in Service Contexts: The Marketing and Organizational Behavior Interface. *Journal of Business Research* , Vol. 20 pp. 3-11.

Grugulis, I. (2007). *Skills, training and human resource developmenet: a critical text* . UK: Basingstoke.

Guba, E. (1990). The alternative paradigm dialoge. In E. G. Guba, *The paradigm dialogue* (pp. 17-30). Newbury Park, CA: Sage Publication.

Guba, E., & Linclon, Y. (1994). Competing paradigms in qualitative research. In N. Dezin, & Y. Linclon, *Handbook of qualitative resrach* (pp. 105-117). London: Sage publication.

Guest, G., Bunce, A., & Johnson, L. (2006). How many interviews are enough? An experiement with data saturation and validity. *Field Methods* , Vol.18 (1) pp.59-82.

Gummesson, E. (1991). "Marketing-orientation revisited: the crucial role of the part-time marketer". *European Journal of Marketing* , Vol. 25 (2) pp. 60-75.

Gummesson, E. (1987). A Company Study Using Internal Marketing to Develop a New Culture- The Case of Ericsson Quality. *The Journal of Business and Industerial Marketing* , Vol. 2 (3) pp.23-28.

Gummesson, E. (2000). Internal marketing in the light of relationship marketing. In R. Varey, & B. Lewis, *Internal Marketing"Direction for Management"* (pp. pp.27-42). London: Routledge.

Hales, C. (1994). 'Internal Marketing' AsAn Approach To Human Resource Management: A New pe. *Human Resource Management Journal* , Vol.5 (1)pp.50-70.

Hales, C. (2005). Rooted in Supervision, Branching into Management: Continuity and Change in the Role of First-Line Manager. *Journal of Management Studies* , Vol. 42 (3) pp. 471-506.

Hales, C., & Mecrate-Butcher, J. (1994). ' Internal marketing' and human resource management in hotel consortia. *Int. J. Hospitality Management* , Vol. 13 (4) pp. 313-326.

Hansemark, O., & Albinsson, M. (2004). Customer satisfaction and retention: the experiences of individual employees. *Manageing Service Quality* , Vol.14 (1) pp. 40-57.

Harrell, G., & Fors, M. (1992). Internal Marketing of a Service. *Internal Marketing Management* , Vol. 21 pp. 299-306.

Harris, F. D. (2001). Corporate branding and corporate brand performance. *European Journal of Marketing* , Vol. 32 (3 & 4) pp. 441-456.

Harris, F., & de Chernatony, L. (2001). Corporate branding and corporate brand performance. *European Journal of Marketing* , Vol.35 (3/4) pp.441-456.

Harris, L. (1998). Cultural domination: the key to market- oriented culture ? *European Journal of Marketing* , Vol. 32 (3/4) pp. 354-373.

Harris, L., & Ogbonna, E. (1999). Developing a Market Oriented Culture: A Critical Evaluation. *Journal of Management Studies* , Vol. 36 (2) pp. 177-196.

Harris, L., & Ogbonna, E. (2000). The responses of front –line employees to market-oriented culture change. *European Journal of Marketing* , Vol. 34 (3/4) p. 318.

Hartline, M., & Ferrell, O. C. (1996). "The management of customer contact service employees:an empirical investigation". *Journal of Marketing* , Vol.60 (4) pp. 52-70.

Hartly, J. (1994). Case Studies in Organizational Research. In C. Cassell, & G.Symon, *Qualitative Methods in Organizational Research " A Practical Guide".* London: Sage Publications Ltd.

Hatch, M. J., & Schultz, M. (2003). Bringing the corporation into corporate branding. *European Journal of Marketing* , Vol. 37 (7/8) pp. 1041-1064.

Hatch, M., & Schultz, M. (1997). Relations between organizational culture, identity and image. *European Journal of Marketing* , Vol. 31 (5/6) pp. 356-365.

Hauser, J., Simester, D., & Wernerfelt, B. (1996). Internal Customers and Internal Suppliers. *Journal of Marketing Research* , Vol.33 pp. 268-280.

Hennig- Thurau, T., & Thurau, C. (2003). Customer Orientation of Service Employees-Toward Conceptual Framework of a Key Realtionship Marketing Construct. *Journal of Relationship Marketing* , Vol.1 (3).

Hennig-Thurau, T. (2004). Customer orientation of service employees "Its impact on customer satisfaction, commitment and retention". *International Journal of Service Industery Management* , Vol.15 (5) pp. 460-478.

Henry, J. (1994). The Service Employee' s Pivotal Role in Organizatioal Success. *Journal of Service Marketing* , Vol. 8 (4) pp. 25-35.

Heskett, J., Jones, T., Loveman, G., Sasser, W., & Schlesinger, L. (1994). Putting the Service Chain to Work. *Harvard Business Review* , Vol.72 pp.164-175.

Heskett, J., Jones, T., Loveman, G., Sasser, W., & Schlesinger, L. (2008). Putting the Service-Profit Chain to Work. *Harvard Business Review* , Vol.59 pp.118-129.

Hochschild, A. (2003). *The managed heart: commercialization of human feeling.* Berkeley and Los Angeles: University of California Press.

Hochschild, A. (1983). *The Managed Heart:Commertionalization of Human Feelings.* Berkeley: University of California Press.

Hoe, J. (2007). Service Delivery and Service Quality in Radiology. *A view from Abroad* , pp. 643-651.

Hoffman, K., & Ingram, T. (1992). Service provider job satisfaction and customer-oriented performance. *Journal of of Services Marketing* , Vol.6 (2) pp.68-78.

Hofstede, G. (1991). *Cultures and Organizations: Software of the Mind.* London: McGraw-Hill.

Hogg, G., Carter, S., & Dunne, A. (1998). Investing in People: Internal Marketing and corporate Culture. *Journal of Marketing Management* , Vol. 14 pp. 879-895.

Homburg, C., & Pflesser, C. (2000). A Multiple-Layer Model of Market-OrientedOrganizational Culture: Measurement Issues and Performance Outcomes. *Journal of Marketing Research* , Vol.37 pp.449–462.

Homburg, C., & Stock, R. (2004). The Link Between Salespeople's Job Satisfaction and Customer Satisfaction in a Business -to- Business Context: A Dyadic Analysis. *Academy of Marketing Science Journal* , Vol. 32 (2) pp.144-158.

Hopfl, H., Abbey, S., & Spencer, S. (1992). Values and valuations: corporate culture and job cuts. *Personnel Review* , Vol.21(1) pp.24-38.

Hurley, R. (1998). Customer Service Behavior in Retail Settings: a Study of the Effect of Service Provider Personality. *Journal of the Academy of Marketing Science* , Vol. 26 (2) pp. 115-127.

Hwang, I., & Chi, D. (2005). Relationships among Internal Marketing, Employee Job Satifaction and International Hotel Performance: An Empirical Study. *International Journal of Management* , Vol.22 (2) pp.285-293.

Ind, N. (1998). An integrated approach to corporate branding. *Journal of Brand Management* , Vol. 5 (5) pp. 323-332.

Jackson Jr, D., & Sirianni, N. (2009). Building the bottom line by develpoing the frontline: Career development for service employees. *Business Horizons* , Vol. 52 pp. 279-287.

Jarrar, Y., Aspinwall, E., & Zairi, M. (2010). *A Reward, Recognition, and Appraisal System for Future Competitiveness:A UK Survey of Best Practices.* Retrieved September 2011, from www.ecbpm.com: http://www.ecbpm.com/index.php?option=com_flippingbook&view=book&id=16&page=1&Itemid=129

Jaussi, K., & Dionne, S. (2003). Leading for creativity: The role of unconventional leader behavior. *The Leadership Quarterly* , Vol. 14 pp. 475-498.

Jaworski, B., & Kohli, A. (1993). Market Orientation: Antecedents and Consequences. *Journal of Marketing* , Vol.57 (3) pp.53-70.

Jean Lee, S., & Yu, K. (2004). Corporate culture and organizational performance. *Journal of Managerial Psychology* , Vol.19 (4) pp. 340-359.

Johnson, P., & Clark, M. (2006). "Mapping the terrian:an overview of business and management research methodologies". In P. Johnson, & M. Clark, *Business and Management Research Methodologies.* London: Sage publications.

Jones, P. (1986). Internal Marketing. *International Journal of Hospitality Management* , Vol. 5 (4) pp. 201-204.

Joseph, W. (1996). Internal Marketing builds Service Quality. *Journal of Health Care Marketing* , Vol.16 (1) pp.54-59.

Judge, T., & Cable, D. (1997). Applicant personality,organizational culture, and organization attraction. *Personnel Psychology* , Vol.15 (15) pp.359-394.

Jung, D., & Avolio, B. (1999). Effects Of Leadership Style And Followers' Cultural Orientation On Performance In Groupe And Individual Task Conditions. *Academy of Management Journal* , Vol. 42 (2) pp. 208-218.

Kang, G., Fames, F., & Alexandris, K. (2002). Measurment of internal service quality: application of the SERVQUAL battery to internal service quality. *Managing Service Quality* , Vol. 12 (5) pp. 278-291.

Keller, B., Lynch, D., Ellinger, A., Ozmet, J., & Calantone, R. (2006). The Impact of Internal Marketing Efforts in Distribution Service Operator. *Journal of Business Logistics* , Vol. 27 (1) pp. 109-137.

Kelley. (1992). Developing Customer Orientation Among Service Employees. *Journal of the Academy of Marketing Science* , vol 20 (1) pp.27-36.

Kelley, S. (1990). Customer Orientation of Bank Employees and Culture. *International Journal of Bank Marketing* , Vol. 8(6) p. 25.

Kim, S. (2002). Participative Management and Job Satisfaction: Lessons for Management Leadership. *Public Administration Review* , Vol.62 (2) pp. 231-241.

King, N. (2004). Using templates in the thematic analysis of text. In C. Cassell, & G. Symon, *Essential Guide to Qualitative Methods in Organizational Research* (pp. 256-270). London: Sage Publications.

Kohli, A. k., & jaworski, B. (1990). "Market orientation: the construct, research propositions, and managerial implications". *Journal of Marketing* , Vol.54 (2) pp.1-18.

Kohli, A., Jaworski, B., & Kumar, A. (1993). MARKOR: A Measure of Market Orientation. *Journal of Marketing Research* , Vol. 30 (4) pp. 467-477.

Kotler, P. (1972). A generic concept of marketing. *Journal of Marketing* , Vol.36(2) pp.46-54.

Kotler, P. (2006). *Marketing for Tourism and Hospitality* (4th ed.). Upper Saddle River, NJ: Pearson Prentice Hall.

Kotler, P. (1991). *Marketing Management: Analysis, Planning, Implementation and control.* Englewood Cliffs, New Jersey: Prentice-Hall.

Kotler, P. (1994). *Marketing Management: Analysis, Planning, Implementation and Control.* Prentice-Hall.

Kotler, P., Bowen, J., & Maken, J. (2006). *Marketing for hospitality and tourism.* USA: Prentice-hall.

Koutroumanis, D., & Alexakis, G. (2009). Organizational Culture in the Restaurant Industery: Implications for Change. *Journal of Organizational Culture, Communications and Conflict* , Vol. 13 (2) pp.45-55.

Lam, T., & Zhang, H. (1999). Service quality of travel agents: the case of travel agents in Hong Kong. *Tourism Management* , Vol. 20 pp. 341-349.

Lam, T., Zhang, H., & Baum, T. (2001). An investigation of employees' job satifaction: the case of hotels in Honh Kong. *Tourism Management* , Vol. 22 pp. 157-165.

Lee, S., & Yu, K. (2004). Corporate culture and orgainzational performance. *Journal of Managerial Psychology* , Vol. 19 (4) pp. 340-359.

Legge, K. (1994). `*Managing culture: fact or fiction' in Personnel Management: A Comperhensive Guide to Theory and Practice in Britain.* Oxford: Blackwel.

Leidner, R. (1999). Emotional Labor in Service Work. *The Annals of the American Academy of Political and Social Science* , Vol.561 pp.81-95.

Lewis, B., & Clacher, E. (2001). Service failure and recovery in UK theme parks: the employees' perspective. *International Journal of Contemporay Hospitality* , Vol.13 (4) pp. 166-175.

Lewis, R. (1989). Hospitality Marketing:The Internal Approach. *The Cornell H.R.A Quarterly* , November pp.41-45.

Liaw, Y.-J., Chi, N.-W., & Chuang, A. (2010). Examining the Mechanisms Linking Transformational Leadership, Employee Customer Orientation, and Service Performance: The Mediating Roles of Perceived Supervisor and Coworker Support. *Journal of Business Pshycology* , Vol.25 pp.477–492.

Lin, W. (2008). Factors enhancing the intentions of employees toward customer-oriented behaviors. *International Journal of Commerce and Management* , Vol. 18 (3) pp. 267-288.

Linclon, Y., & Guba, E. (1985). *Naturalistic Inquiry.* Beverly Hills,CA: Sage Publications.

Lings, I. (2000). Internal Marketing and supply chain mangement. *Journal of Services Marketing* , Vol. 14 (1) pp. 27-43.

Lings, I. (1999). Managing Service Quality with Internal Marketing Schematics. *Long Range Planning* , Vol. 32 (4) pp. 452-463.

Lings, L. (2004). Internal maket orientation 'Construct and consequences. *Journal of Business Research* , Vo. 54 pp.405-413.

Lings, L., & Brooks, F. (1998). Implementing and measuring the Effectiveness of Internal Marketing. *Journal of Marketing Management* , Vol.14 pp.325-351.

lings, L., & Greenley, G. (2005). Measuring Internal Market Orientation. *Journal of Service Research* , Vol.7 (3) 290-306.

Loveman, G. (1998). Employee Satisfcation, Customer Loyality, and Financial Performance An Empirical Examination of the Service Profit Chain in Retail Banking. *Journal of Service Research* , Vol. 1 (1) pp. 18-31.

Lukas, B., & Maignan, I. (1996). Striving for Quality: The Key Role of Internal and External Customers. *Journal of Market Focused Management* , Vol. 1 p.175-187.

Lusch, R., & Serpkenci, R. (1990). Personal Differences, Job Tension, Job Outcomes, and Store Performance: A Study of Retail Store Managers. *Journal of Marketing* , Vol. 54 (1) pp. 85-101.

Malhotra, N., & Mukherjee, A. (2004). The relative influence of organisational commitment and job satisfaction on service quality of customer-contact employee in banking call centres. *Journal of Service Marketing* , Vol. 18 (3) pp.162-174.

Mason, J. (2009). *Qualitative researching.* London: Sage publications Ltd.

Mathew, J., Ogbonna, E., & Harris, L. (2011). Culture, employee work outcomes and performance: An empirical analysis of Indian software firms. *Journal of World Business* , Vol. 46 (1) pp.1-10.

Miles, M., & Huberman, A. (1994). *Qualitative data analysis: An expanded sourcebook.* Thousand Oaks:CA: Sage Publications.

Miles, R., & Creed, W. (1995). Organizational forms and managerial philosophies: a descriptive and analytical review. *Research in Organizational Behavior* , Vol.17 pp. 333-72.

Miles, S., & Mangold, W. (2005). Positioning Southwest Airlines through employee branding. *Business Horizons* , Vol. 48 pp. 535-545.

Mitchell, E. (1983). Case and Situation Analysis. *Sociological Review* , Vol.31 pp.186-211.

Mitchell, M., & Taylor, S. (2004). Intrenal Marketing: Key to Successful Volunteer Programs. *Nonprofit World* , Vol. 22 (1) pp. 25-26.

Mitchell, V.-W. (1992). Organizational Homoeostasis: A Role for Internal Marketing. *Management Decision* , Vol. 30 (2) pp. 3-7.

Mohr-Jackson, I. (1991). Broadening the Market Orientation: An added Focus on Internal Customers. *Human Resource Management* , Vol.30, (4) pp. 455-467.

Morgan, R., & Hunt, S. (1994). The Commitmment- Trust Theory of Relatioship Marketing. *Journal of Marketing* , Vol.58 pp. 20-38.

Morris, T., & Wood, S. (1991). "Testing the surveys method: continuing and change in Britian industrial relations". *Work Employment and Society* , Vol 5 (2) pp.259-282.

Morrison, E. (1996). Organizational Citizenship Behavior as a Critical Link between HRM practices and Service Quality. *Human Resource Management* , Vol. 35 (4) pp.493-512.

Mudie, P. (2003). Internal Customer: by design or by default. *European Journal of Marketing* , Vol. 37 (9) pp. 1261-1276.

Narver, J., & Slater, S. (1990). "The effect of a market orientation on business profitability". *Journal of Marketing* , Vol. 54 pp. 20-35.

Narver, J., & Slater, S. (1998). Additional Thoughts on the Measurement of Market Orientation: A Comment on Deshpandé and Farley,". *Journal of Market Focused Management* , Vol. 2 (1) pp.233-236.

Naudé, P., Desai, J., & Murphy, J. (2003). Identifying the Determinants of Internal Marketing Orientation. *European Journal of Marketing* , Vol.37 (9) pp.1205-1220.

Neuman, W. (2005). *Social Research Methods.* London: Pearson.

Nickson, D. (2007). *Human Resource Management ForThe Hospitality And Tourism Industrires.* Oxford: Butterworth-Heinemann.

Ogbonna, E. (1993). Managing organisational culture: fantasy or reality? *Human Resource Management Journal* , Vol.3 (2) pp.42-54.

Ogbonna, E., & Harris, L. (1998). Managing organisational culture: compliance or genuine change? *British Journal of Management* , Vol.9 pp.273-288.

Ogbonna, E., & Harris, L. (2002a). Managing Organizational Culture: insights from the hospitality industry. *Human Resource Management Journal* , Vol.12(1) p.33.

Ogobnna, E., & Harris, L. (2002b). Orgainzational Culture: A Ten Year, Two - Phase Study of Change in the Uk Food Retailing Sector. *Journal of Management Studies* , Vol. 39 (5) pp. 673-706.

Onyemah, V., Rouzies, D., & Panagopoulos, N. (2010). How HRM control affects boundary-spanning employees' behavioural strategies and satisifaction: the moderating impact of cultural performance orientation. *The International Journal of Human Resource Management* , Vol. 21 (11) pp. 1951-1975.

Panigyrakis, G., & Theodoridis, P. (2009). Internal marketing impact on business performance in a retail context. *International Journal of Retail & Distribution Management* , Vol. 37 (7) pp.600-628.

Papasoloman, I., & Vrontis, D. (2006). Building corporate branding through internal marketing: the case of the UK retail bank industry. *Journal of Product & Brand Management* , Vol. 15 (1) pp. 37-47.

Papasolomou, I., & Vrontis, D. (2006). Using internal Marketing to ignite the corporate brand: The case of the UK bank industry. *Journal of Brand Management* , Vol.14 (1/2) pp.177-195.

Papasolomou-Doukakis, I. (2006). Can internal marketing be implemented within bureaucratic organisations? *International Journal of Bank Marketing* , Vol.(24) pp.194-212.

Papasolomou-Doukakis, I., & Kitchen, P. (2004). Intrernal marketing in UK banks: conceptual legitimacy or window dressing? *The International Journal of Bank Marketing* , Vol.22 (6) pp. 421-452.

Parasuraman, A. (1987). Customer- Oriented Corporate Cultures Are Crucial To Services Marketing Success. *The Journal of Services Marketing* , Vol. 1 (1) pp. 39-46 .

Patton, M. (2002). *Qualitative Research & Evaluation Methods.* USA: Sage Publications, Inc.

Pfeffer, J. (1995). Producing sustainable competitive advantage through the effective management of people. *Academy of Management Executive* , Vol.9 (1) pp. 55–72.

Pfeffer, J. (1998). Seven practices of successful organizations. *California Management Review* , vol. 40 (2) pp.96-124.

Piercy, N. (1995). "Customer satisfaction and the internal market: marketing our customers to our employees". *Journal of Marketing Practice: Applied Marketing Science* , Vol. 1 (1) pp.22-44.

Piercy, N., & Morgan, N. (1989/90). Internal Marketing Strategy: Leverage for Managing Marketing - Led Strategic Change. *Irish Marketing Review* , Vol. 4 (3) pp. 11-28.

Piercy, N., & Morgan, N. (1989). Internal Marketing: Making Marketing Happen. *Marketing Intellegence & Planning* , Vol.8 (1) pp.4- 6.

Piercy, N., & Morgen, N. (1991). Internal Marketing The Missing Half of the Marketing Programme . *Long Range Planning* , Vol.24 (2) pp.83- 93 .

Pitt, L. F., & Formen, S. (1999). Internal Marketing Role in Organizations: A Transaction Cost Perspective. *Journal of Business Research* , Vol. 44 pp. 25-36.

Pitt, M., Bruwer, J., Nel, D., & Berthon, J. (1999). A Framwork for Research in Internal Marketing and the Study of Service Quality: Some Propositions. *Management Reaearch News* , Vol. 22 (7) pp.1-11.

Purcell, J., & Hutchinson, S. (2007). Front-line managers as agents in the HRM-performance causal chain: theory, analysis and evidence. *Human Resource Management* , Vol. 17 (1) pp. 3-20.

Puth, G., & Ewing, M. (1998). Managers' and employees' perceptions of communication in a service culture: a case study. *Corporate Communications : An International Journal* , Vol. 3 (4) pp. 106-114.

Radley, A., & Chamberlain, K. (2001). "Health Psychology and the study of the case: from method to Analytic Concern". *Social Science and Medicine* , Vol 53 pp.321-332.

Rafiq, M., & Ahmed, P. (1993). "The scope of internal marketing: defining the boundarybetween marketing and human resource management". *Journal of Marketing Management* , Vol. 9 pp. 219- 232.

Rafiq, M., & Ahmed, P. (1998). A customer-oriented framework for empowering sevice employeese. *Journal of Services Marketing* , Vol. 12 (5) pp.379-396.

Rafiq, M., & Ahmed, P. (2000a). A meta-model of internal marketing. In R. Varey, & B. Lewis, *Internal Marketing " Directions for Management"* (pp. 223-237). London: Routledge.

Rafiq, M., & Ahmed, P. (2000b). Advances in the internal marketing concept: definition, synthesis and extension. *Journal of Services Marketing* , Vol.14(6) pp.449 - 462.

(2008). *Recruitment, Retention and Turnover, Annual Survey* . CIPD.

Remenyi, D., Williams, B., Money, A., & Swartz, E. (1998). *Doing Research in Business and Management: An introduction to process and method.* London: Sage.

Ritchie, J., & Lewis, J. (2007). *Qualitative Research Practice: A Guide for Social Science Students and Researcher.* London: Sage Publications Ltd.

Robson, C. (2002). *Real World Research.* Oxford: Blackwell.

Rogers, J., Clow, K., & Kash, T. (1994). Increasing Job Satisfaction of Service Peronnel. *Journal of Service Marketing* , Vol. 8 (1) pp. 14-26.

Rousseau, D., & Parks, J. (1992). The contracts of individuals and organizations. *Research in Organizational Behavior* , Vol.15 pp. 1-43.

Rust, R., Stewart, G., Miller, H., & Pielack, D. (1996). The satisfaction and retention of frontline employees A customer satisfaction measurement approach. *International Journal of Service Industry Management* , Vol.7 (5) pp. 62-80.

Ryan, G., & Bernard, H. (2000). Data management and analysis methods. In N. K. Denzin, & Y. Lincoln, *Handbook of Qualitative Research.* Thousand Oaks:CA: Sage Publications.

Sanchez- Hernandez, M., & Miranda, F. (2011). Linking internal market orientation and new service performance. *European Journal of Innovation Management* , Vol. 14 (2) pp. 207-226.

Sargeant, A., & Asif, S. (1998). The strategic application of internal marketing - an investigation of UK banking. *International Journal of Bank Marketing* , Vol. 16 (2) pp. 66-79.

Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research methods for business students.* Pearson Education Limited: England.

Schein, E. (1984). Coming to a New Awareness of Organizational Culture. *Sloan Management Review* , Vol.25 (2) pg. 3.

Schein, E. (1990). Organizational Culture. *American Psychologist* , Vol.45 (2) pp.109-119.

Schein, E. (1999). *The Corporate Culture Survival Guide: Sense and Nonsense About Culture Change.* San Francisco: Jossey Bass.

Schweitzer, L., & Lyons, S. (2008). The market within: A marketing approach to creating and developing high-value employment relationships. *Business Horizons* , Vol. 51 pp. 555-565.

Schwepker, C. J., & Good, D. (2004). Marketing control and sales force customer orientation. *Journal of Personal Selling & Sales Management* , Vol.24 (3) pp.167-179.

Sergeant, A., & Frenkel, S. (2000). When do customer contact employees satisfy customers? *Journal of Service Research* , Vol 3 (1) pp.18-34.

Shapiro, B. (1988). What the Hell is Market Oriented? *Harvard Business Review* , Vol.66 pp.119-125.

Silverman, D. (2005). *Doing Qualitative Research.* London: Sage Publications.

Slater, S. F., & Narver, J. (1994). "Does Competitive Environment Moderate the Market Orientation–Performance Relationship?". *Journal of Marketing* , Vol.58 pp.46-55.

Slater, S., & Narver, J. (1998). Customer- Led and Market-Oriented: Let's not Confuse the Two. *Stratgeic Management Journal* , Vol. 19 pp. 1001-1006.

Slater, S., & Narver, J. (1995). Markrt Orientation and the Learning Organization. *Journal of Marketing* , Vol. 59 pp. 63-74.

Slater, S., & Narver, J. (1992). *Superior Customer Value and Business Performance: The Strong Evidence for a Market Driven Culture.* Cambridge, MA: Marketing Science Instituite.

Smircich, L. (1983). Concepts of Cultural and Organizationlal Analysis. *Administrative Science Quarterly* , Vol. 28 (3) pp. 339-358.

Snell, L., & White, L. (2009). An Exploratory Study of the Application of Internal Marketing in Professional Service Organizations. *Service Marketing Quaterly* , Vol. 30 pp. 195-211.

Som, A. (2003). Redisgining the Human Resources Function at Lafarge. *Human Resource Management* , Vol.42 (3) pp.271-288.

Stake, R. (1995). *The Art of Cae Study Research.* Thousand Oaks, CA: Sage.

Stauss, B., & Hoffmann, F. (2000). Communication and Service delivery. In R. Varey, & B. Lewis, *Internal Marketing"Direction for Management"* (pp. pp.141-159). London: Routledge.

Strauss, A., & Corbin, J. (1998). *Basics of Qualitative Research:Techniques and Procedures for Developing Grounded Theory.* Thousand Oaks:CA: Sage Publications.

Sullivan, J. (2004). *Eight element of a successful employment brand*. Retrieved July 2011, from http://www.ere.net/2004/02/23/the-8-elements-of-a-successful-employment-brand/#more-356

Sullivan, S. (1999). The Changing Nature of Careers: a review and research agenda. *Journal of Management* , Vol.25 pp. 457-475.

Susskind, A., Kacmar, K., & Borchgrevink, C. (2003). Customer service providers' attitudes relating to customer service and customer satisfaction in the customer-server exchange. *Journal of Applied Psychology* , Vol.88 pp. 179-187.

Tansuhaj, P., Randall, D., & McCullough, J. (1991). "Applying the internal marketing concept within large organizations: as appliedto a Credit Union"l. *Journal of Professional Services Marketing* , Vol.6(2) pp.193-202.

Tansuhaj, P., Randall, D., & McCullough, J. (1988). A Service Marketing Management Model:Integrating Internal And External Marketing Functions. *The Journal of Services Marketing* , Vol.2 (1) pp.31-38.

Tansuhaj, P., Wong, J., & McCullough, J. (1987). Internal and External Marketing: Effect on Consumer Satisfaction in Banks in Thailand. *International Journal of Bank Marketing* , Vol. 5 (3) pp.73-83.

Taylor, S., & Cosenza, R. (1997). Internal Marketing Can Resduce Employee Turnover. *Supervision* , Vol. 58 (12) pp. 3-5.

(2011). *The hospitality, leisure, travel and tourism Industry,Summary, People 1st Sector.* LLEP.

Theopold, S., & Schacherer, M. (2002). Internal marketing: review on a broadened concept and its operationalisation. *Research Paper 2* , pp. 1-30.

Timmerman, J., & Lytle, R. (2007). Exercises in tourism empowerment practice. *International Journal of Culture, Tourism and Hospitality Research* , Vol. 1 (4) pp. 273-280.

Tompkins, N. (1992). Employee Satisfaction Leads to Customer Service. *HR Magazine. Alexanderia* , Vol.37 (11) pp. 93-96.

Tortosa, V., Moliner, M., & Sanchez, J. (2009). Internal market orientation and its influence on orgaisational performance. *European Journal of Marketing* , Vol. 43 (11/12) pp. 1435-1456.

Truss, C. (2001). Complexities and controversies in linking HRM with organizational outcomes. *Journal of Management Studies* , Vol. 38 (8) pp. 1121-1149.

Tuckett, A. (2005). Applying thematic analysis theory to practice: A researcher's experience. *Contemporary Nurse* , Vol.19(1-2) pp. 75-87.

Ugboro, I., & Obeng, K. (2000). Top management leadership, employee empowerment, job satisfaction, and customer satisfaction in TQM organizations: an empirical study. *Journal of Quality Management* , Vol. 5 pp. 247-272.

Ulrich, W. (1986). HRM and Culture: history, Ritual and Myth. *Human Resource Management* , Vol. 23 (2) p.117.

Varey, R. (2000). A broader conception of internal marketing: a social constructionist perspective. In R. Varey, & B. Lewis, *Internal MArketing " Directions for Management"* (pp. 281-290). London: Routledge.

Varey, R. (1995). Internal marketing: a review and some interdisciplinary research challenges. *International Journal of Service Industry Management* , Vol. 6 (1) pp. 40-63.

Varey, R., & Lewis, B. (1999). A broadened conception of internal marketing. *European Journal of Marketing* , Vol. 33 (9/10) pg. 926.

Varey, R., & Lewis, B. (2000). End-view: directions for management. In R. Varey, & B. Lewis, *Internal Marketing " Directions for Management"* (pp. 293-301). London: Routledge.

Varey, R., & Lewis, B. (2000). *Internal Marketing " Directions for Management".* London: Routledge.

Varoglu, D., & Eser, Z. (2006). How Service Employees Can Be Treated as Internal Customers in Hospitality Industry. *The Business Review* , Vol. 5 (2) pp. 30-35.

Veal, A. (2006). *Research Methods For Leisure and Tourism.* England: Pearson Education Limited.

Voima, P. (2000). Internal relatioship management: broadening the scope of internal marketing. In R. Varey, & B. Lewis, *Internal Marketing " Directions for management"* (pp. 238-253). London: Routledge.

Wangenheim, F., Evanschitzky, H., & Wunderlich, M. (2007). Does the employee–customer satisfaction link hold for all employee groups? *Journal of Business Research* , Vol.60 pp.690-697.

Wasmer, J., & Bruner II, G. (1991). Using Organizational Culture to Design Internal Marketing Strategies. *The Journal of Services Marketing* , Vpl.5 (1) pp.35-46.

Webb, D., Webster, C., & Krepapa, A. (2000). An Exploration of The Meaning and Outcomes of a Customer- Defined Market Orientation. *Journal of Business Research* , Vol. 48 pp. 101-112 .

Webster, F. E. (1992). The changing role of marketing in the corporation. *Journal of Marketing* , Vol. 56(4) pp.1-18.

Wieseke, J., Ahearne, M., Lam, S., & Dick, R. (2009). The Role of Leaders in Internal Marketing. *American Marketing Association* , Vol. 73 pp.123-145.

Wieseke, j., Kraus, F., Alavi, S., & Kessler-Thones, T. (2011). How Leaders' Motivation Transfers to Customers Service Representatives. *Journal of Service Research* , Vol. 14 (2) pp. 214-233.

Wiley, J. (1991). Customer satisfaction: a supportive work environment and its financial costs. *Human Resource Planning* , Vol.14 pp.117-127.

Willmott, H. (1993). Strength is Ignorance; Slavery is Freedom: Managing Culture in Modern Orgainzations. *Journal of Management Studies* , Vol. 30 (4) pp. 515-552.

Wilson, A. (1991). The Internal Marketing of Services-The New Surge. *Management Decision* , Vol. 29(5) pp. 4-7.

Yin, R. (2003). *Case Study Research: Design and Method.* London: Sage Publications.

Yoo, D., & Park, J. (2007). Perceived service quality Analyzing relationship among employees, customers, and financial performance. *International Journal of quality & Reliability Management* , Vol. 24 (9) pp. 908-926.

Zeithaml, V., Bitner, M., & Gremler, D. (2006). *Services marketing integrating customer focus across the firm.* U.S.A: Mc Graw Hill.