

The Effect of Internal Marketing on Work Engagement of Academic Staff in Higher Educational Institutions

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ABSTRACT Due to their important roles in organizational success, internal marketing and work engagement have become more interesting subjects among researchers. However, empirical research is limited in the literature, and the relationship between these two variables in higher education institutions is not clear. Hence, the purpose of this study was to examine the effect of internal marketing on work engagement of academic staff in higher educational institutions. The data for the study was collected from academic staff who worked in the school of sport sciences in Turkey. The findings showed a statistically significant positive effect of internal marketing on work engagement. As a result, this study revealed that internal marketing is an effective tool for work engagement of academic staff.