عنوان فارسی مقاله:
از مدیریت بردن داخلی تا رفتارهای شهروندی سازمانی: شواهد و قرائن برگرفته از کارمندان اصلی در صنعت هتل

عنوان انگلیسی مقاله:
From internal brand management to organizational citizenship behaviours: Evidence from frontline employees in the hotel industry

توجه!
این فایل تنها قسمتی از ترجمه می‌باشد. برای تهیه مقاله ترجمه شده کامل با فرمت ورد (قابل ویرایش) همراه با نسخه انگلیسی مقاله، اینجا کلیک ماید.
6. Conclusions, limitations, and further research

This study explores the relationships between internal brand management, employees’ organizational identification, work engagement, and organizational citizenship behaviours in the hospitality industry. The findings offer several implications for scholars and practitioners in order to understand the consequences of internal branding activities.

From an academic perspective, this study contributes to filling several gaps in the literature by providing empirical support for relationships that have not been empirically tested in the hospitality industry. The findings suggest that internal branding activities have asymmetrical effects on employees’ work-related states of mind and sense of identification. According to our results, brand training actions and internal brand communications positively influence hotel employees’ identification with the organization. This finding suggests that incorporating the brand into human resource practices may contribute to aligning corporate values with insiders’ values (Vallaster & de Chernatony, 2006). Hence, hotels promoting brand values within their training and communication activities will be more likely to achieve a positive social identity. This situation may happen because internal branding reduces the gap between employees’ defining characteristics and those attributes that define the organization, and leverages the sense of pride in belonging to the organization (Punjaisri & Wilson, 2007).