

DEDICATION

This research is dedicated to my mother.

Dedication for my husband, who has always been there through the hard times.

Dedicated with love to my brothers and family.

ACKNOWLEDGEMENT:

Writing this thesis was quite a challenge. I worked hard to get to the point where I am now, but I definitely could not have gotten here without the support of many people. I would like to take the opportunity to thank some of you here. There is not enough space to thank everyone:

First, I would like to thank university of Niyala to give me this opportunity. Which also helped me in doing of research and I came to know about so many new things I am really thankful to university of Niyala. My thesis extends To: Sudan University of Science & Technology and her staff transcendent thanks.

I would also like to thank Managements of commercial banks in Sudan for this opportunity.

I would like to thank my supervisor, Dr. Abdel Hafiez Ali Hasab Allah, for the guidance, encouragement and advice he has provided throughout my time as his student. I have been extremely lucky to have a supervisor who cared so much about my work, and who responded to my questions and queries so promptly.

Special thanks go to Co supervisor, Dr Siddig Blal Ibrahim who helped me in my supervisor's absence. He gave me moral support and encouragement. I was continually amazed by his willingness to read countless pages of research.

I would like to express my deepest appreciation to my family. They have all supported me during this period. My mother and brothers have always supported me. Thank you all.

Thanks and appreciation to Dr. Mohammed Saleh, who helped me to complete this research.

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ABSTRACT

Employee performance plays an integral role in achieving business goals. Employees are the most valuable organizational resources which lead to a sustained competitive advantage; this study investigate the mediating role of relationship quality on the relationship between internal marketing and employee performance in commercial banks in Sudan and to finding out if organization culture moderate the relationship between relationship quality and employee performance. This study used convenience sampling (non-probability). Where total of 382 questionnaires were distributed to the respondent's employees of commercial banks in Sudan, The overall response rate was 87%.The study found positive relationship between internal marketing and employee performance, in addition the study indentified positive relationship between relationship quality with employee satisfaction and employee empowerment but not supported any positive relationship with employee retention. The study also found that relationship quality mediates the relationship between effectiveness leadership, cooperation, and pay motivation with employee satisfaction and employee empowerment. Furthermore; the study found that organizational culture moderate the relationship between relationship quality and employees empowerment and satisfaction but not supported on employee retention. This study adds knowledge to the theory and practice of internal marketing, relationship quality and organizational culture particularly in Commercial banks in Sudan. The theoretical contribution and empirical data adds more insight on the previous literature in the field but the contribution of practice can help bank's managers to understand the impact of internal marketing on bank's customer satisfaction, and how relationship quality can influence leadership effectiveness.

مستخلص الدراسة

يُعبأ أداءُ الموظفين دوراً تكاملياً في إنجاز أهدافِ العملِ. الموظفين هم المصادرُ لتنظيميةَ الثمينةَ التي تُؤتي إلى استمرارالميزة التنافسيةَ . هذه الدراسة تتحرى الدور الوسيط لجودة العلاقة في العلاقة بين التسويق الداخلي وأداء الموظفين (المستخدمين) في البنوك التجارية العاملة في السودان ومعرفة ما إذا كانت ثقافة المنظمة تعدل العلاقة بين جودة العلاقة واداء الموظفين. استخدمت هذه الدراسة العينة المريحة (غير احتمالية) تم توزيع 382 استبانة على عينة من موظفي البنوك التجارية العاملة في السودان، بلغت نسبة الاسترداد 87%. وجدت الدراسة إن هناك علاقة ايجابية بين التسويق الداخلي واداء الموظفين، هذا بالإضافة إلى تحديد وجود علاقة ايجابية بين جودة العلاقة ورضا الموظفين وتمكينهم، بينما لم تدعم الدراسة وجود أي علاقة ايجابية مع الاحتفاظ بالموظفين. الدولة أيضاً وجدت إن جودة العلاقة تَتوسطُ العلاقةَ بين فاعلية القيادة ، التعاون، والحافزالنقدي ورضا الموظفين وتمكينهم. علاوة على ذلك؛ وجدتُ الدراسةُ ان الثقافة التنظيمية تُعدلُ العلاقةَ بين جودة العلاقة وتمكين ورضا الموظفين و لكنها لم تدعم وجود علاقة ايجابية مع الاحتفاظ بالموظفين. تضيف هذه الدراسة معرفة إلى علم وممارسة التسويق الداخلي، جودة العلاقة ، والثقافة التنظيمية خصوصاً في قطاع البنوك التجارية العاملة في السودان. المساهمة النظرية والبيانات التجريبية يضيفان توضيح أكثر على الاطار النظري السابق في هذا الحقل و لكن المساهمة العملية يُمكن أن يُساعد مدراء البنوك لفهم تأثير التسويق الداخلي على رضا العميل في البنوك التجارية، وكيف يمكن لجودة العلاقة إن تُؤثر على فاعلية القيادة.