



Sudan University of Science and Technology

College of Graduate Studies

Department of Business Administration



**The Impact of Relationship Quality on the Relationship between
Internal Marketing and Employees Performance**

Study on Commercial Banks in Sudan

جودة العلاقة وأثرها في العلاقة بين التسويق الداخلي وأداء العاملين

دراسة في البنوك التجارية العاملة بالسودان

**Thesis Submitted in Fulfillment of the Degree of Doctor
of Philosophy in Business Administration**

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