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INTERNAL MARKETING AND HUMAN RESOURCE MANAGEMENT IN ABIA STATE MINISTRY OF AGRICULTURE

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Abstract
The main objective of this study was to ascertain the effect of internal marketing approach on human resource management in Abia State Ministry of Agriculture. The study adopted a survey design method. The population of this study is made up of 248 management and staff of Abia State Ministry of Agriculture. Taro Yamane's sample size determination formula was used to obtain a sample size of 153. Test of hypotheses in the study was done using simple regression model. All analyses were done through the use of the Statistical Package for the Social Sciences (SPSS) version 20.0. Findings revealed that employee motivation exerts positive and significant effect on human resource management in Abia State Ministry of Agriculture. Simple regression analysis also revealed that employee training exerts statistically significant and positive effect on human resource management of Abia State Ministry of Agriculture. Lastly, on the effect of internal communication on human resource management of Abia State Ministry of Agriculture, it was found that internal communication equally exerts statistically significant and positive effect on human resource management. It was recommended amongst others that it is important for the directors in Abia State Ministry of Agriculture to establish effective plans for the development of internal marketing initiatives, particularly directed towards enhancing internal communications among their employees, motivating employees and promoting smooth communication between employees and managers. empowerment, and integrated internal communications.

Key Words: *Human Resource Management, Internal Communication, Internal Marketing, Employee Training, Employee Motivation.*

Introduction
The economic, political, and social landscape of governmental ministries and parastatals is constantly changing, which leads to ongoing instability in their operations (Ramos, 2018). As a result, these governmental ministries and parastatals must rely on human capital that is becoming more dedicated to its objectives (Zare et al., 2018). In this way, socially conscious governmental ministries and parastatals have shown substantial development within the social economy, serving as an unmistakable illustration of a viable and effective organizational strategy (Coraggio et al., 2011). To strengthen the

existence of a liberal economy that is even more international, it is vital to identify the driving forces behind the emergence of these organizations and also to examine their unique qualities. According to Limnios et al. (2018), traditionally, these social institutions had responded appropriately to the particular and desired socioeconomic demands of stakeholders. These social economy organizations are founded on the idea of cooperation, which contends that to benefit their constituents and communities, these organizations should actively interact with other social institutions on a local, national, and worldwide scale (Puusa et al., 2016).

As a result, inter-institutional agreements for the knowledge transfer to develop the human resources who work on them- considered a priority for the effective management of organizations - are put into place, among other things. And this is true given that they are the ones who choose the level of customer happiness, the quality of the services provided, and whether or not to keep patronizing the products or service the organization provides (Suprihanto et al., 2018). Human resource management (HRM) may find it useful to use marketing principles to the creation of jobs and employee motivation. Internal marketing and human resource management (HRM) alignment refers to the process of coordinating all internal business operations to maximize the provision of value to customers. This is because the employees' performance, which is required for them to feel fulfilled and dedicated to the business, is intimately related to the quality that the consumer perceives. As a result, using the internal marketing method, in which employees are seen as the company's internal customers, is one alternative for effective human resource management (Saad et al., 2002).

Internal marketing calls for the deployment of a number of tactics meant to inspire, develop, and retain staff members while also meeting client expectations (Ahmed & Rafiq, 2013). Therefore, it is crucial to look into how the internal marketing construct affects human resource management in the Abia State Ministry of Agriculture (Braimah, 2016). Due to the constitutional restrictions imposed on them, the Abia State Ministry of Agriculture has continuously developed the popular and solidarity economy (which includes agricultural cooperatives). This assisted the government to recognize, oversee, and assist them. To increase the organizational performance of employees toward the organization, the ministry must, nevertheless, improve the management of human talent and innovate internal marketing techniques. The purpose of this study is to determine how internal marketing strategy affects human resource management.

The overriding aim of this article was to ascertain the effect of internal marketing approach on human resource management. The specific objectives of the study were to:

i. examine the effect of employee motivation on human resource management;
ii. ascertain the effect of employee training on human resource management;
iii. determine the effect of internal communication on human resource management

In order to arrive at statistical conclusion on the issue at stake, the following hypotheses tested;

H_{O1}: employee motivation does not significantly affect human resource management
H_{O2}: employee training does not significantly affect human resource management

H_{O3}: internal communication does not significantly affect human resource management

Literature Review

Internal Marketing

The phrase "the employees are the first market of a company" is one that Sasser and Arbeit (1976) used to introduce the idea of internal marketing (Kimura, 2017). That is, the emphasis on treating employees as internal customers is referred to as "internal-marketing" in the marketing literature (Kanyurhi & Akonkwa, 2016). Internal marketing, according to Pantouvakis (2012), is the use of "a marketing perspective for managing an organization's human resources". Because internal marketing shows a win-win cooperation between employees and the company (Matanda & Ndubisi, 2013), it is crucial in a company and should come before external marketing in order to have high-quality services provided by motivated employees (Piha & Avlonitis, 2018; To et al., 2015). Prior to being applied to clients outside the organization, internal marketing is the application of marketing theory and practice to employees within a corporation (Alma, 2014). People who serve consumers must be hired by managers, and they must work hard. Internal marketing, according to Alma (2014), requires managers to treat their employees as customers, pay attention to the caliber of their work as products, and try to design services and products as much as possible to meet the needs of their customers outside the company. As a result, to develop a business in the field of high contact services, the concept of internal marketing is used in order to provide better and more satisfying services with increasing customer satisfaction.

Internal marketing, according to Kotler (2008), is the process of hiring and educating knowledgeable staff members who are eager to provide excellent customer service. A skilled marketer understands that internal marketing initiatives can be just as vital as external marketing initiatives, if not more so. The best service is frequently promised before the firm workforce is prepared to deliver it. The definition given above demonstrates how critical it is to address employee needs in order to advance and hire qualified personnel to serve customers. Additionally, studies by Akar and Ertürk (2010) and Popa et al. (2017) offered empirical proof of the beneficial effects of employee empowerment and decision-making centralization on businesses' capacity for innovation. Similar to this, McLean's (2005) emphasis on the supervisor's role in fostering an environment that supports risk-taking should assist staff in developing creative ideas for businesses. Regarding the level of employee training, Wilkins (2002), Farouk (2016) and Amahalu, Okudo, Okafor and Onyeka, (2023) emphasize the need of providing employees with suitable training at substantial cost that aims to improve their skills and knowledge.

Human Resources Management in government ministries

The 20th century is frequently cited as the time when human resources emerged in the modern sense. However, research on the human factor in earlier historical eras as well as the development of the human factor as labour were also conducted (Orhan, 2010). In the past 20 years, human resources management has gained popularity and taken on a more strategic role within enterprises. The approach to human resources has been

reformed during this process, and policies and methods that better inspire people by including systems for planning, supplying, developing, performance management, and rewarding have emerged (Akgeyik, 2007). Human resources are one of the crucial elements of personnel management in government ministries. The human aspect is essential for building internal and external interactions and relationships, in addition to developing the framework processes that allow institutions to function. One of the fundamental resources that organizations must use to achieve their institutional goals is the human factor (Amahalu, Ezechukwu, & Okudo, 2022), which is formed by the human resources concept (Üt et al., 2004). Human resources management essentially entails directing, fostering, and inspiring an organization's workforce (Akgeyik, 2007). A fundamental goal in both public and private enterprises is now the efficient utilization of human resources in accordance with institutional goals (Atmaca, 2010).

In general, human resources management refers to a rather complicated structure that deals with human relations inside companies and relates to the status and managing of the human aspect within the firm (Kavi, 2005). An organization's human resource size has a significant impact on how motivated its personnel are. The importance of both tangible and intangible incentives has grown greatly in response to the diversification of methods used to meet the personnel's rising needs (Öğüt et al., 2004). In summary, both public and private institutions must now consider the human component.

Internal Marketing and Human Resource Management

According to Collins and Payne (1991), internal marketing concerns all activities within an organization, but it importantly relates with how human resources are managed and denotes the use of marketing internally in the company. We now know that every division and employee within a company serves as both a supplier and a customer. Additionally, cooperation between suppliers and customers is required "in a manner supporting the company strategy and goals". IM has been defined as a marketing-based concept for managing the organization's human resources. "A market-oriented human resources manager is more likely to have an impact on a company's success, considering it tends to be more effective in both demonstrating the relevance of human resources to the entire company and helping other managers to increase their productivity," says the study. According to Collins & Payne (1991), marketing provides an action framework and a useful methodology by which the human resource management can provide practical answers to pressing business issues.

Rafiq and Ahmed (1993) identified the following as the fundamental elements of IM: a marketing-like approach; application of a specific corporate or functional strategy; employee motivation and satisfaction; customer orientation and satisfaction; and coordination and integration across functional lines. According to George (1990), IM serves as a comprehensive management process to integrate the different organizational functions in two ways: 1) by ensuring that employees at all levels understand and experience the business and its various activities and campaigns in the context of a setting that supports customer consciousness, and 2) by ensuring that all employees are ready and motivated to act in a service-oriented manner.

This philosophy's underlying tenet is that if management wants employees to treat customers well, then it must also be ready to treat employees well. That is to say, effective internal communications between the organization and its employee groups are necessary before a corporation can be successful in achieving goals about its external markets. The internal marketing idea therefore asserts that the best way to encourage the internal market of employees to exhibit a service-minded and customer-oriented behaviour is through an active, marketing strategy, where marketing-like actions are employed maternally (George, 1990). According to Mudie (2003), the consumer has always been the center of marketing and the reason it even exists. According to the concept of an internal customer, every employee in the company serves as a customer to other employees. Since internal consumers provide goods and services for the final consumer, they are crucial to ensuring customer satisfaction (Conduit & Mavondo, 2001). Employee happiness and motivation will favourably affect customer satisfaction since customers will have more favorable interactions with contact workers. According to this perspective, first-line workers are the internal "customers" of the company, and "employment" (job descriptions and employee-related policies) is the internal "product" (Gounaris, 2008).

Employee purchases of the company's goods and services should be promoted in order to increase sales and build employee confidence in providing customer service. There needs to be a lot of coordination because promotions to customers from the outside will also have an important impact on employees (Varey, 1995). According to Paraskevas (2001), successful interdepartmental connections would develop from internal service contacts in a perfect working environment. According to George (1990), personnel administration, training, management support, external activities and internal communications need to be taken into account for the implementation of an internal marketing process. People do not just "buy" a job description, according to Vasconcelos (2008). Actually, the exchange mechanism between employers and employees is far more intricate than that. Although it is thought that promises of adequate job security, ongoing development, and training help to forge an exchange of goods and services. Employers should provide enjoyable working environments and expect the knowledge and commitment of their staff in return. Such a premise can result in gratifying organizational performance, and there is no reason to think otherwise. It is managed skillfully, so theoretically it will satisfy both parties. In an effort to make it function as planned, the human resource manager must collaborate closely with the marketing manager.

One of the marketing-like activities needed to implement an IM program, in accordance with George (1990), is market research. This activity could help understand employee capabilities (attitudes, skills), which are necessary to the success of internal marketing practices. Services present special challenges in marketing and management since they are more concerned with performances than physical items or commodities. The "service trinity" is a system that integrates the three management functions of marketing, operations, and human resources to create and deliver services (Joseph, 1996). By seeing every employee of the company as a customer in his interactions with others, one can assess what happens in a firm from a suitable process-management perspective (George,

1990). According to Bansal et al. (2001), achieving internal customer commitment, job happiness, and trust are some important human resources management approaches that are vital to the success of IM management. The phrase "internal customer commitment" describes how committed and involved an employee is with their organization. Job satisfaction is the evaluation of the positive aspects of a job and the emotional experiences one has while working. Believing what management says and acting on what it says can be summed up as having faith in management.

Theoretical framework

Human Capital Theory- Schultz (1961)

When classical economics first appeared in 1776, a scientific theory that would later become known as human capital theory was born (Fitzsimons, 1999). Human capital was named one of the key drivers of national economic growth in the modern economy by Schultz (1961). According to the human capital idea, spending money on education and training is expensive but should be viewed as an investment because it's done to advance one's own personal growth. According to Becker's (1964) introduction, the theory of human capital can be described as the acquisition of skills, and skills acquisition can be accomplished through education and training. The best way to acquire human capital is through education, and investing in training is another crucial strategy. According to Woodhall (2001), human capital has an impact on different societal facets. In contrast to the quantitative input of other components like land, financial capital, and labor force, some economists found that the investment of human capital was the major element to improve individuals' earnings in the 1950s (Salamon, 1991). An individual's knowledge and abilities can easily be applied to specific commodities and services through the investment of human capital (Romer, 1990).There is a popular opinion that learning is the key element to expand the human capital, which is essential for employee performance in courier firms, given that the accumulation of knowledge and skills plays a significant role in that of human capital. In other words, learning is a crucial part of acquiring knowledge and skills through a variety of methods, including relationships with others (Sleezer et al., 2003). Currently, it is permissible for the conceptual basis of a person's human capital to be based on the information and skills that person has learned.

Human capital is a basic source of economic production and an investment that people make in themselves to boost their output, according to Rodriquez and Loomis (2007; Mulgan, 2005). Sheffin (2003) defined human capital as the pool of knowledge and skills that are manifested in the capacity to execute work in a way that generates economic value from a production-oriented perspective. As a result, human capital combines instrumental meaning, which is employed to create certain values, with endogenous meaning, which comes from within. There is no doubt that education and training may play a significant role in defining the concept of human capital in terms of the ability to either dependently or independently develop these values.

Expectancy Theory - Armstrong (2010)

Armstrong (2010) asserted that in the expectation theory, motivation is most likely to occur when there is a perceived and useable relationship between the action taken and the result, with the result being viewed as a way to meet requirements. In other words,

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there must be a connection between a particular reward and the actions required to obtain it. In the context of this investigation, this theory is crucial. It is useful, especially when developing employee welfare programs that are performance-based. The people in Nigeria completely relies on certain institutions to provide them with basic agricultural services. The employees of these institutions must place a high priority on striking a balance between competitive rewards and increased employee performance. In order to maintain their personnel, the latter must develop employee welfare programs based on performance. This theory contends that development must follow a precise process.

Attraction Selection Attrition Theory - Schneider (1987)

This Schneider (1987) theory explains why people are drawn to institutions or groups. The majority of the time, hiring and selection procedures are implemented after initially luring potential employees to the company or institution. Furthermore, it needs to be said that attraction is reciprocal. This means that, prior to hiring and choosing candidates for roles, the company is drawn to a pool of people with particular qualities that may exist outside the organization or institution.

The attraction selection theory is pertinent to this research because it describes how firms attract, select, and retain individuals as a foundation for job security. The theory can be helpful in understanding corporate reward practices and their effects on organizational effectiveness in the Nigerian context of the public sector. Although the human resource used at such organizations in some cases is highly unskilled, tendencies are that such institutions will tend to retain the high performers.

Empirical review

A marketing and human resource management strategy model was developed by Rohman et al. (2018) to help grocery retailers in Jambi, Indonesia, gain a competitive edge in their local traditional market. The study examined the relationship between competitive advantage, human resources, and marketing strategy. The study used both quantitative and qualitative approaches and used the explanatory descriptive kind of sequel. 85 participants in their study participated in a survey that was done using the quota sampling methodology. The results of the study demonstrated that human resources and marketing strategy (PMS) have a substantial impact on the competitive advantage of grocery stores in the traditional market of Jambi. However, the marketing approach is not much impacted by human resources.

Khansa et al. (2012) looked into how internal marketing affected organizational commitment, market orientation, and business performance of commercial banks. The study's data came from 12 Pakistani commercial banks. Data were gathered using quantitative research methods, and the study's sample size was 500 bank employees. On SPSS 18.00, inferential analysis methods were used to further evaluate the data. According to the study's findings, internal marketing initiatives significantly influenced employees' dedication, market orientation, and the firm's total profitability. Additionally, there was no evidence to support the mediation relationship between internal marketing and market orientation and organizational commitment.

Waddah and Nooraini (2016) looked at how internal marketing affected job satisfaction among Yemeni bank employees. Internal marketing elements, which included development, vision, internal communications, rewards, and empowerment, served as the study's independent variable. The dependent variable was the elements that contributed to job satisfaction, which included pay, promotions, supervision, work, and coworkers. 407 Yemeni bank workers completed a survey questionnaire for the study, which then used descriptive statistics and exploratory factor analysis to examine the data. Additionally, the study made use of structural equation modeling, and the results showed that there is a substantial correlation between internal marketing and job happiness. The findings of this study demonstrated that internal marketing enhances job satisfaction. Their findings were in line with those of Huang and Rundle-Thiele (2014), who found a connection between internal marketing and employee satisfaction.

(2013) Amangala and Wali assessed how internal marketing strategy affected worker productivity. More specifically, the study used the domains of internal marketing identified by Greene et al. (1994) as the predictor and criterion variables, respectively. Affective organizational commitment served as the study's moderating variable. Employee performance served as the study's moderating variable. In order to collect data from the target population, the study also used a questionnaire instrument. 150 employees were then purposefully chosen from ten service companies serving the aviation industry at Nigeria's Port Harcourt International Airport. With the aid of SPSS version 18, the obtained data were also examined utilizing the Pearson Product Moment Correlation Coefficient and Simple Regression. Findings demonstrated a strong and favorable influence of internal marketing promotion on worker performance. Additionally, internal marketing reward programs had a favorable and significant impact on workers' output, and affective organizational commitment and output were found to be positively correlated. It was advised that stakeholders and managers of businesses in the Nigerian aviation sector use internal marketing strategies to encourage their staff to work as productively as possible.

Methodology

The study adopted a survey design method to help analyze the inherent problem. The survey study method was adopted because its approach provides a holistic and in-depth investigation of the phenomena and is compatible with a critical interpretive research paradigm. The design is descriptive and analytical in nature employing both quantitative and qualitative approaches. Survey approach allowed the researchers to solicit information that can be aggregated and quantified.

The population of this study is made up of 248 management and staff . To obtain a sizeable sample for the study the Taro Yamane's sample size determination formula is used thus;

$$n = \frac{N}{1 + N(e^2)}$$

Note: Here, the researcher assumes a 5% level of significance (95% confidence level).

Thus $n = \frac{N}{1 + N(e^2)}$

$n = \frac{248}{}$

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$$n = \frac{1 + 248\ (0.05)^2}{1+248(0.0025)}$$

$$n = \frac{248}{1.62}$$

n = 153 respondents.

For the present study, convenience sampling was used because of the nature of the respondents. Convenience sampling was employed because it offered the researcher the opportunity to select and interview those who were willing to provide the relevant information needed for the study. The researcher approached these respondents in their offices where copies of the questionnaire were administered and retrieved immediately after completion. Based on the sample size of 153, copies of the questionnaire were administered. Primary data were sourced through survey. For this study, it involved mainly the questionnaire. The questionnaire contained relevant questions posed to elicit response from the respondents. The structure of the major questions for the questionnaire involved the use of the Likert scales, combined with unstructured question type.

Before the questionnaire which was the major research instrument used for actual study, its content was validated through pilot survey. The importance of this test was to ensure that the questionnaire covered all the intended dimensions of the research. It l also assisted the researcher in eliminating questions that were ambiguous. Space allocated for the answers was also be determined to be adequate or not. In response to this, necessary modification and adjustment were made. A minimum of five (5) academics which included the research supervisor were involved in this testing. Thus, content validity was used. Firstly, test re-test was conducted to establish the initial reliability of the instrument. A further reliability test was conducted in the study using the Cronbach's Alpha. The reliability of the instrument was upheld when the reliability coefficient (r) exceeded 0.7 according to Nunnally (1978). Cronbach's alpha seeks to measure how closely test items are related to one another and thus measuring the same construct.

The test of hypotheses was done using simple regression model. All analyses were done through the use of the Statistical Package for the Social Sciences (SPSS) version 20.0.

(i) The regression model used to examine the effect of employee motivation on human resource management is implicitly stated as follows;

$y = \beta_0 + \beta x + e_i$ …….. (i)

where;

y = human resource management (captured with a 5 point likert scale)

x = employee motivation (captured with a 5 point likert scale)

e = error term

(ii) The regression model used to ascertain the effect of employee training on human resource management is implicitly stated as follows;

$y = \beta_0 + \beta x + e_i$ …….. (ii)

where;

y = human resource management (captured with a 5 point likert scale)
x = employee training (captured with a 5 point likert scale)
e = error term

(iii) The regression model used to determine the effect of internal communication on human resource management is implicitly stated as follows;

$y = \beta_0 + \beta x + e_i$ …….. (iii)

where;
y = human resource management (captured with a 5 point likert scale)
x = internal communication (captured with a 5 point likert scale)
e = error term

Result and Discussion

Effect of employee motivation on human resource management

Table 1: Simple regression analysis showing the effect of employee motivation on human resource management

Variables	Coefficient	Std. Error	t-value
Constant	1.470	0.105	14.001
Employee motivation	0.113	0.023	4.913***
R	0.703		
R^2	0.674		
F-ratio	24.213		
N	153		

Source: Field Survey, 2023
Note: ***= Significant at 1% level

In Table 1, employee motivation was found to be a positive and significant factor influencing human resource management. Employee motivation was significant at 1% probability level and positively affects human resource management. This indicates that human resource management improves with an increase in employee motivation. Thus, as a way of improving human resource management, the manner in which employee motivation is carried out is important. This assertion is at the 99% confidence level. The R Square of 0.674 shows that 67% of the variability observed in human resource management was explained by employee motivation. The f-ratio of 24.213 which was significant at the 1% level shows that the model has a good fit.

With this result, the null hypothesis which states that employee motivation does not significantly affect human resource management is rejected and the alternative hypothesis accepted. It can thus be concluded that employee motivation significantly affects human resource management.

This is in alignment with previous findings. Dunne and Barnes (2000), Varey (2001), and Glassman and McAfee (1992) noted that good internal marketing would be the greatest way to motivate employees as part of human resource management.

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Effect of employee training on human resource management

Table 2: Simple regression analysis showing the effect of employee training on human resource management

Model	B	Std. Error	t-value
(Constant)	4.941	0.440	11.230
Employee training	0.385	0.098	3.928***
R	0.787		
R^2	0.717		
F-ratio	20.817		
N	153		

Source: Field Survey, 2023
Note: *** = Significant at 1% level

From Table 2, simple regression analysis shows that employee training exerts statistically significant and positive effect on human resource management. This signifies that the more employee training is carried out, the higher the overall human resource effectiveness. The f-statistic value was 20.817 and equally significant at the 1% level ($P < 0.005$) which indicates that the model specification was correct. Thus, the estimated regression model shows that human resource management is a linear function of employee training. The r^2 value which signifies the coefficient of determination was 0.717 implying that changes in employee training will bring about 72% of the variation observed in human resource management. This assertion is at the 99% confidence level. This result leads to the rejection of the null hypothesis and the acceptance of the alternative hypothesis. It can thus be concluded that employee training significantly and positively affects human resource management.
This is also in agreement with the findings of Rohman, et al. (2018) who noted that one of these strategies is staff training, which also satisfies internal customers while significantly enhancing human resource management in organizations.

Effect of internal communication on human resource management

Table 3: Simple regression analysis showing the effect of internal communication on human resource management

Model	B	Std. Error	t-value
(Constant)	3.617	0.503	7.191
Internal communication	0.213	0.073	2.915**
R	0.721		
R^2	0.660		
F-ratio	20.141		
N	153		

Source: Field Survey, 2023
Note: **= Significant at 5% level

Simple regression result in Table 3 shows the effect of internal communication on human resource management. From the simple regression analysis table, internal communication was found to be statistically significant at the 5% probability level with

P-Value = 0.005 and with a positive figure. This implies that an increase in internal communication will result to an increase in human resource management. The coefficient of determination (r^2) value of 0.660 shows that 66% of the variation in human resource management was accounted for by internal communication. Similarly, the f-ratio value of 20.141 indicates that the model specification was correct while significant at 5%. The estimated regression line shows that human resource management is a linear function of internal communication. This assertion is at the 95% confidence level. With this result, the null hypothesis which states that internal communication does not significantly affect human resource management is rejected and the alternative hypothesis accepted. It can thus be concluded that internal communication significantly affects human resource management. This is in tandem with the result of Amangala and Wali (2013) who opined that internal communication positively leads to successful human resources management.

Conclusion and Recommendations

The results have indicated that internal marketing dimensions like motivation, training and internal communication have a positive effect on human resource management. There are several motivating factors that can have a significant impact on the human resource management, including the presence of an effective performance rating system, fair periodic wage increases, efficient promotional chances, and employee appreciation. Internal marketing encourages the adoption of a participative and inclusive style of management by supporting over the long term a broad vision geared toward marketing within the firm. Thus, it may be inferred that internal marketing has an impact on human resource management in government parastatals.

Based on the findings of the data analysis, the study provided the following suggestions.

i. The directors in government ministries should lead internal marketing initiatives within the department in order to increase staff commitment and boost performance, which would help the department become more profitable overall.
ii. It is critical to create effective plans for the growth of internal marketing initiatives, particularly those aimed at improving internal communications among their staff, inspiring employees, and fostering effective management-employee communication. integrated internal communications, and empowerment.
iii. To ensure that staff have the necessary abilities, the directors must support internal marketing policies that require regular employee training.

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