

Sign in or create account [Learn more about signing in or creating an account with Scopus \(opens in a new window\)](#)

To use this feature you must be a registered user of Scopus.

Sign in or create accountClose popup

Document details - Ethics as an innovative approach to better internal marketing

[×](#)

Scopus will soon cease the support of IE 9 and users are recommended to upgrade to the latest Internet Explorer, Firefox, or Chrome.

1 of 1

- Export
- Download

More...


Innovative MarketingVolume 4, Issue 2, 2008, Pages 42-48

Ethics as an innovative approach to better internal marketing(Article)

- Malmarugan, D.
- [View Correspondence \(jump link\)](#)

Retrieving additional authors...

- India

Retrieving additional affiliations...

AbstractView references

Consumers are certainly more driven now than ever before by ethics and social responsibility. The workplace is a collection of different experiences and, therefore, differing ethics. Many people join a company without close investigating the ethics of their employing organization and often find themselves at variance and out of balance when those ethics are tested. Satisfied and committed employees will lead to satisfied and committed customers. The degree of internal customer satisfaction largely determines the profits of the company through external customer satisfaction and customer retention. This research aims to study the relationship between ethical practices and enhancing employee satisfaction by means of internal marketing. The methodology adopted is collecting responses by Questionnaire administration from a sample of executives from textile and clothing organizations in India. A random sample of 600 respondents was chosen among textile and clothing organizations, listed in the Apparel Export Promotion Council (AEPC) database. The member organizations are located throughout India. The implications and recommendations based on the findings of this research study are those that ethical practices with respect to “Equal opportunity providing”, “A subordinate representing to higher-ups above immediate superior”, “Female employees feeling secure and comfortable”, “Transparency in appraisal methods being practiced”, are increasing job satisfaction and leading to better internal marketing. These parameters of ethical behavior with respect to “Employees who are internal customers in organizations”, lead to better internal marketing practices. © Devanathan Malmarugan, 2008.

Author keywords

EqualityEthicsInternal marketingSatisfactionWhistle blowing

- ISSN: 18142427
- Source Type: Journal
- Original language: English

- Document Type: Article
- Publisher: LLC CPC Business Perspectives

Malmarugan, D.; India
© Copyright 2021 Elsevier B.V., All rights reserved.

Cited by 2 documents

Mishra, S. , Tripathi, V.
Theoretical framework on state-of-the-art sales ethics in marketing
(2022) International Journal of System Assurance Engineering and Management
Porras-Contreras, Y.A. , Torres-Aranguren, J.A.
Sports doping as a socially acute question: A literature review. | El dopaje deportivo como cuestión socialmente viva: Una revisión bibliográfica
(2019) Quimica Nova
[View details of all 2 citations](#)
Inform me when this document is cited in Scopus:
[Set citation alert](#) [Set citation feed](#)

Related documents


Find more related documents in Scopus based on:
Author
Keywords
{ "topic": { "name": "Cause-Related Marketing; Corporate Social Responsibility; Corporate Philanthropy", "id": 184, "uri": "Topic/184", "prominencePercentile": 99.94162, "prominencePercentileString": "99.942", "overallScholarlyOutput": 0 }, "dig": "78e7248f1ececc065fa8412560e9d2fb68fab68b6f06daf41ab26e08ccbe7ef1" }

SciVal Topic Prominence




New: SciVal Topic Prominence

Topics are unique areas of research, created using all Scopus publications from 1996 onwards.

Use this section to learn about the Topic, find key authors to follow, and view related documents. [Learn more about these Topics](#)


Close window

Topic:
Prominence percentile:

Prominence is an indicator that shows the current momentum of a Topic. It is calculated by weighing 3 metrics for papers clustered in a Topic: Citation count, Scopus views and Average CiteScore. 



Topic:

Year range:

Representative documents

Top authors Scholarly Output

Keyphrase analysis

- Chart
- Table

A A A relevance of keyphrase | declining A A A Growth
[Analyze in SciVal](#)

About Scopus

- What is Scopus
- Content coverage
- Scopus blog
- Scopus API
- Privacy matters



Language


- [日本語版を表示する](#)
- [查看简体中文版本](#)
- [查看繁體中文版本](#)
- [Просмотр версии на русском языке](#)


Customer Service

- [Help](#)
- [Tutorials](#)
- [Contact us](#)

ELSEVIER

[Terms and conditions](#)  [Privacy policy](#) 

Copyright © Elsevier B.V.  All rights reserved. Scopus® is a registered trademark of Elsevier B.V.

We use cookies to help provide and enhance our service and tailor content. By continuing, you agree to the use of cookies .



Loading...