

題目	內部行銷對新員工留任意願的影響—以員工關係為中介變數
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摘要	本文從企業與內部新員工互動的角度出發，根據 1086 份有效的新員工問卷，採用路徑分析、多元回歸分析、相關分析、因數分析和描述性統計等方法，探討員工關係在內部行銷與新員工留任意願之間的中介效應。研究結果顯示，內部行銷對員工關係和留任意願有正向影響，員工關係對內部行銷、留任意願的關係有部分中介效應。本研究的結論對降低企業的離職率，並構建和諧的員工關係進而提高組織績效有一定的借鑒意義。
關鍵字	內部行銷、新員工、員工關係、留任意願
Title	The Effects of Internal Marketing on Newcomers, Intention to Stay—A Mediating Approach of Employee Relations
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Abstract	This study considers the relationship between enterprise and newcomers based on interactive perspective. The structural questionnaire was designed step by step, and 1086 available data were analyzed by path analysis, multiple regression, correlations and descriptive analysis. The purpose of the study was to explore the mediated effect of employee relations on internal marketing and intention to stay. Main conclusions have drawn as following, (1) internal marketing have significant impact on employee relations and intention to stay. (2)employee relations have significant impact on intention to stay. (3) employee relations have mediated effect on internal marketing and intention to stay. The conclusion of this study is significance to reduce the turnover rate, build harmonious employee relations and improve organizational performance.
Key Words	Internal Marketing; Newcomer; Employee Relations; Intention to Stay