The 20*th* Academic Conference on Economics, International Trade and Global Business Management

The Notice for Submission

1. Please register from https://forms.gle/xHE7GZiqNHKAu6fv8

2. Please upload your abstract before May 16th, 2025 (Friday) when registering via Google form. You will receive a letter of acceptance via e-mail if you pass the abstract review. The full paper will be submitted to eitgbm@gmail.com after acceptance.
3. Author are required to submit full paper before May 24th, 2025 (Saturday).
4. Important information: Conference will hold in May 28th, 2025 (Wednesday) Ming Chung University Jihe Campus (No.130, Jihe Road, Shihlin District, Taipei).
5. Conference Conveners:

   Dr. Yi-Jie Wang

   Dr. Tun-Chih Kou
6. For further information, please Contact

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Manuscript Presentation

Manuscripts must be submitted via word processing packages such as MS Word running under operating systems MS DOS, Windows, PDF is not an acceptable file format.

Limit the paper to no more than 15,000 words including references, footnotes, tables, figures, and appendices (font-size: 10pt., Times New Roman, with 2 cm margins), including abstract, content, references, footnotes, tables, figures, and appendices. Use 16-point for line and paragraph space. all material including notes and references. Number the pages consecutively.

Title page (Abstract)

Use 16-point for line and paragraph space, 12pt Times New Roman for title of the Paper.

The title page document should contain the author(s) name, affiliation, and any acknowledgements. Be sure to include the 150-250 words abstract, and 3-5 keywords in the manuscript. Use 16-point for line and paragraph space, 10pt Times New Roman for your text.

Section Headings

1. Section: Need in Arabic numerals.
   3 Research Design
   3.1 Questionnaire survey
   3.1.1 Samples
2. Citation in Content:
   Example: Many studies show the relationship between organizational culture and organizational reengineering (Simon, 1960; Weber, et al., 1990; Hackman and Oldham, 1975)
   Example: Robbins (1995) suggested that ....
3. Footnote:
   Please use Arabic number in order, the repeat number are not allowed.
   Please use Superscript and noted below the page.
   example:
   For other problems, which are apparently even more difficult, ...NP - complete [2]
   ---
   [2]The authors are grateful to M.L. Fisher and B.J. Lageweg for their useful comments.

Figures and Tables

Each figure and table should be numbered, titled, and referred to in the text. The Table title should be on the top and central of the table; table sources are under the table, align left. The Figure title should be on the bottom of the Figure; reference sources are under the figure left align.

References

Please sequences in alphabet order

(Book)

1. Peter, T., and Waterman, R., 1982. ***In Search of Excellence***, New York: Harper and Row.
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1. Cook, S. A., 1971. The Complexity of Theorem Procedures, ***Proceedings 3rd Annual ACM Symposium on Theory of Computing***,151-158.
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Appendix A

內部行銷對員工服務品質承諾的影響:心理契約之中介效果與知覺顧客導向文化之干擾效果

The Mediating Effect of Psychological Contract and the Moderating Effect of Perceived Customer-oriented Culture on the Relationship of Internal Marketing and Employee Commitment to Service Quality

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摘要

本研究目的在於探討內部行銷對員工服務品質承諾的影響，以及在受到心理契約的中介效果和知覺顧客導向文化的干擾效果下，對內部行銷與員工服務品質承諾的影響效果。

本研究針對工作內容需服務顧客的在職者進行隨機抽樣調查，利用階層迴歸分析和二因子變異數分析進行中介與干擾效果驗證。由實證結果發現: (1)內部行銷與員工服務品質承諾間具有顯著的正向影響關係;(2)心理契約與員工服務品質承諾間具有顯著的正向影響關係;(3)心理契約對內部行銷與員工服務品質承諾間具有顯著的部份中介效果;(4)知覺顧客導向文化對內部行銷與員工服務品質承諾間具有顯著的強化效果。

ABSTRACT

The aim of this study attempts to explore the relations between internal marketing and employee commitment to service quality, and also examine both the mediating role of psychological contract and the moderating role of perceived customer-oriented culture with respect to the underlying process through which internal marketing enhances employee commitment to service quality.

This study involves a survey, using a random sample of employed customer service staffs. We use hierarchical linear modeling (HLM) and two-way ANOVA to test all proposed hypotheses of mediation and moderation. The empirical results show that: (1) Internal marketing is positively related to employee commitment to service quality. (2) Psychological contract is positively related to employee commitment to service quality. (3) Psychological contract mediates partially the relationship between internal marketing and employee commitment to service quality. (4) Perceived customer oriented-culture moderates the relationship between internal marketing and employee commitment to service quality such that the higher perceived customer-oriented culture, the stronger the internal marketing–commitment relationship.

關鍵詞: 內部行銷、員工服務品質承諾、心理契約、知覺顧客導向文化

Keywords: internal marketing, employee commitment to service quality, psychological contract, and perceived customer oriented culture