



The Influence of Internal Marketing on Corporate Social Responsibility (CSR) In Iran Telecom Company (ITC) In Iran

Author's name, PHD Student: Liu Qian

Hebei Vocational College of Politics and Law

Limkokwing University of Creative Technology (LUCT)

ABSTRACT

Internal marketing is new concept or even if its old concept as a marketing tool, but most of companies are not practicing it in their organizations. Internal marketing is growing rapidly in the most successful companies around the world, especially for companies in the developed countries. This study aims to identify the impact of staff strength, innovation, and employees training on corporate social responsibility in Iran Telecom Company. The cross-sectional method is used to analyze the data obtained from these study respondents. The questionnaire instrument is used to collect the data from 152 employees from Iran Telecom Company. The finding of this study revealed a significant impact from factors that staff strength, innovation, and employees training on corporate social responsibility in Iran Telecom Company. It recommends for Iran Telecom Company to strengthen the innovation program at finding time and cost losses in all internal processes of the Company.

Keywords: Staff Strength, Innovation, Employees Training, CSR, ITC and Influence

1.1 Introduction

Internal marketing is new concept or even if its old concept as a marketing tool, but most of companies are not practicing it in their organizations. Internal marketing is growing rapidly in the most successful companies around the world, especially for companies in the developed countries. Internal marketing is a very important tool for the permanent success of a company in regard to their products and services. Internal marketing is a strategy that treats all the company's employees as customers to make them willingly commit to the company's goals and vision. Treating the employees as customers gives the organization the ability to predict the expectations of external customers that will make the organization to be able to come up with the perfect products and services to acquire the customers' satisfaction.

The objective of internal marketing is to adjust each part of the organization's internal activities to ensure that they fit what is envisioned by offering some benefits to customers. On the chance that the organization can act in a planned and institutional manner, that the organization can give a more reliable plight to its customers.

Internal marketing depends on the possibility that customer mindsets towards an organization rely on their full participation with that organization, not just their involvement with the organization's elements. Whenever a client connects with a factor, it affects their overall achievement. Every person from a business representative to a cross-tech telephone expert is an engaging customer. In this way, the loyalty of the consumer is deeply subject to the implementation of the staff of the organization.

Internal marketing is new concept or even if its old concept as a marketing tool, but most of companies are not practicing it in their organizations. Internal marketing is growing rapidly in the most successful companies around the world, especially for companies in the developed countries. Internal marketing is a very important tool for the permanent success of a company in regard to their products and services. Internal marketing is a strategy that treats all the company's employees as customers to make them willingly commit to the company's goals and vision. Treating the employees as customers gives the organization the ability to predict the expectations of external customers, which will make the organization to be able to come up with the perfect products and services to acquire the customers' satisfaction. CSR is a kind of self-direction of companies listed in the business plan. The CSR strategy works as a self-governing component, where business screens operate and ensure their dynamic consistency with the spirit of law, ethical models and national or global standards.

With a few models, the CSR implementation goes past the consistency and legal imperatives, which are involved in "activities that seem to promote some great social, in the past the interests of the company which is required by law." The parallel decision must be made between "walking along" with the law and "past the past" law with some precision. In many areas, for example, ecological controls or work, companies can follow the law, to bypass the law, yet they can also decide not to approve the law, for example, when they deliberately ignore gender CSR or order to hire debilitating professionals. There must be recognition that some of the so-called "hard" laws are additional "weak" laws, weak, as they are ineffective, with little or no control or little support or support in the case of resistance. The weak Law should not be mistaken for the soft law. The goal is to increase the benefits of long distances and investor confidence through positive

advertising and high ethical standards to reduce legitimate business and risks by taking responsibility for corporate activities. CSR procedures urge organized results to be achieved on the ground and partners including buyers, representatives, speculators, groups and others

1.2 Problem Statement

Corporate Social Responsibility (CSR) has been characterized as exercises that secure and enhance both the welfare of society all in all and the enthusiasm of the association (Davis and Blomstrom, 1975; Rupp, et al, 2006). Different definitions have been advanced (Maignan & Ralston, 2002; Michael, 2003) however the general idea is reliable. Around the world, organizations make social responsibility a fundamental piece of their business procedures. While developing the quantities of scientists have thought about the positive effect of CSR on clients, almost no consideration has been offered particularly to the effect of CSR on present and potential workers of the association (Mess and Jamie, 2004). There are a few investigations have been directed about positive effect of CSR that expansion the salary of organizations and establishing clients' connection great. Outside the organization, it is broadly perceived that CSR can build financial specialist intrigue, client buys of items, and positive associations with the administration, however there are a few investigations about the impact inside the endeavors (Valentine and Fleischman, 2008).

The Main issue for this research is that internal marketing has a great impact on CSR and yet companies do not see this through. The research has selected ITC as company to be the participated company for the research because ITC is one of the companies that treat CSR seriously. IranTelecom Company pays close attention to its social responsibility and maintains its national authority in this area by embracing the concepts of social responsibility, manageability and citizenship in each of its activities and exercises, and improving the openings and enhancing its impact on the Group. This research will uncover the impact of internal marking on CSR in ITC.

1.3 Research Objectives

This research aims to find out the impact of internal marketing on CSR in ITC Company. In order to achieve that, this research came up with the following objectives:

- To identify the impact of staff strength on CSR in ITC.
- To evaluate the impact of innovation on CSR in ITC.
- To examine the impact of employees training on CSR in ITC.
- To analysis the impact of team turnover on CSR in ITC.

2.0 LITERATURE REVIEW

2.1 Introduction

This is the second chapter in the whole research. In this chapter, a full theoretical background of the research variables will be provided, as well as some theoretical definitions. The most important concepts that will be taken in this chapter are internal marketing, corporate social responsibility, staff strength, innovation, employee training, and team turnover. Besides the academically views on the research variables, this chapter will also provide the relationships between the research independent variables and the dependent variable.

2.2 Internal Marketing (IM)

Internal marketing is a face-to-face marketing. Internal marketing is used by advertisers to raise all the capabilities to meet customers. With the advertised internal marketing really expanding, the construction of marketing institutions, for example, the idea of marketing, conduct a customer loyalty trade for internal customers. The internal customer will be anyone working with the incentive transfer to another client. This will include internal capabilities within businesses with which retail personnel collaborate, including innovative work, generation / functions / logistics, human resources, information technology and customer management (Fortenberry Jr and McGoldrick, 2016).

2.3 Corporate Social Responsibility (CSR)

Corporate social responsibility (CSR) promotes a vision of business accountability to a wide range of stakeholders, besides shareholders and investors. Key areas of concern are environmental protection and the wellbeing of employees, the community and civil society in general, both now and in the future. The concept of CSR is underpinned by the idea that corporations can no longer act as isolated economic entities operating in detachment from broader society. Traditional views about competitiveness, survival and profitability are being swept away (Schwartz, 2017).

2.4 Independent Variables

This section is about analyzing and studying the independent variables of this research. The independent variables will be explained and elaborated below.

Internal marketing is new concept or even if its old concept as a marketing tool, but most of companies are not practicing it in their organizations. Internal marketing is growing rapidly in the most successful companies around the world, especially for companies in the developed countries. Internal marketing is a very important tool for the permanent success of a company in regard to their products and services. Internal marketing is a strategy that treats all the company's employees as customers to make them willingly commit to the company's goals and vision

2.4.1 Staff Strength

Employees are the basis of any small institution or partnership, and some of their strengths or securitizations enable organizations to operate more productively. As a president or business owner, you must evaluate your employees' strengths reliably, at this point putting them in positions where this power can be used better. Strengths can be competency-based or determined by an individual's assessment

2.4.2 Innovation

Innovation can be described primarily as "another idea, tool or strategy". However, innovation is often seen as the use of better arrangements to meet new needs, unpaid needs or existing business needs. This is an expert through gradually growing elements, models, departments, progress, or business models that are immediately accessible to the business, government and society sectors. The term "innovation" can be described as something unique and more successful, and as a new result, "breaks" the market or society.

2.4.3 Employees Training

Training is a program that enables employees to learn certain information or capabilities to enhance performance in existing parts. The development is more extensive and highlights staff development and future performance, rather than an immediate occupation part. Great training and development programs enable you to retain the right people and develop benefits. While the struggle for higher capacities is more focused, staff training and development programs are more vital than ever in modern memory. Employing the highest investment potential requires considerable cash and how to communicate with and build on this capacity from the time it is first formulated to maintain impact and business development. According to a 2017 workplace learning report from LinkedIn, 69% of L & D experts say that capacity is the basic need in their organization and they expect an increase in spending in 2017 for L & D programs (Farahani et al., 2016).

2.4.4 Innovation Impact on Corporate Social Responsibility (CSR)

These days, CSR and innovation are creating business capabilities. CRS has developed and gradually completed the completion of the previous contract. Improvements in CRS procedures can refer to social innovation. Organizations need to do more to address issues, for example, social justice, destitution and environmental change. The boundless brands will be those who see these difficulties as open doors to creativity, rather than mitigating risk. As the UK Office of Trade and Industry has said, corporate social responsibility speaks to "the honesty with which the organization runs itself, meets its central goal, lives by its appreciation, relies on its partners, measures its impact and reports (Ioannou and Serafeim, 2015)

2.4.5 Employees Training Impact on Corporate Social Responsibility (CSR)

Barely any organizations include CSR training as a key aspect of employee training programs. Only 9 per cent of S & P Global 1200 and 5 per cent of S & P 500 institutions reported CSR training. Institutions in the facility segment were well on their way to integrating CSR training for their staff, which organizations take in the media transport sector. The investigation through the income group demonstrates that CSR training is a kind of hegemony to some extent among high-income organizations (Epstein and Buhovac, 2014).

2.4.6 Team Turnover Impact on Corporate Social Responsibility (CSR)

Corporate Social Responsibility (CSR) is becoming a vital methodology for the organization's long-term assistance and past good commitments to the general public. Specifically, organizations in contested companies, for example, tobacco, liquor, oil, games and other socially-exposed companies, swing to CSR as a means of obtaining authenticity and sustainability. 8. Their elements or departments of dubious companies are likely to be seen as harm to members of society. Thus, suspicious firms seek to counter their outrageous and disrespectful observations of great and worthwhile images of CSR despite the fact that science can be reduced to CSR. This is based on the fact that organizations are not actually recognized as a real social part that can be controlled if they neglect to achieve the social desires of groups (Grayson and Hodges, 2017)

Carroll (1991) identifies corporate social responsibility as a commitment to an enterprise that includes financial, legal, ethical and generous corporate partners. The institution has a monetary obligation to provide the products and projects needed by the community and to provide them for benefit. If so, social partners expect the company to satisfy its cash driving forces within a legally recognized structure. Similarly, they

expect the partnership to act and act ethically over legal imperatives. Altruistic commitments include an attempt to profit from society, for example, by giving administrations to collective organizations and undertaking land assistance activities. Partners, for example, owners / investors, employees, clients, a neighboring group and a large community have an enthusiasm for the organizations' practices and choices because they are influenced by and influenced by the practices of organizations (Oh et al., 2016).

3.0 Future Scope

The location of this research will be in the Iran, specifically applied to the company ITC (Iran Telecom Company). This research will use a quantitative methodology to collect the data and examine them. A survey questionnaire will be the instrument for this research.

Population of this research will be all the companies that practice CSR in their environment. While the samples of this research will be 300 employees at ITC headquarter and other branches in Riyadh (the capital city of Iran). Samples will mix of managers and employees at ITC.

4.0 Research Significance

This research presents a high valued significance to both ways the academic way and the operational way. Firstly the academic way, this research will be significant to its contribution to the literature review of internal marketing and CSR. This research will provide valid and reliable information that can help the readers to understand and expand their knowledge towards internal marketing and its role in CSR

5.0 Recommendation

Based on the result obtained, three recommendations suggest are as follows:

- 1- Pay more attention toward the boosting the employees authority toward correct problems in their area when CSR standards are not being met
- 2- Strengthen the innovation program at finding time and cost losses in all internal processes of the Company
- 3- Educate the supplier department staff that all staff must respect the needs and expectations of their suppliers

6.0 Future studies

This study focuses on four dimensions of internal marketing that staff strength, innovation, team turnover, and employees training on corporate social responsibility in IranTelecom Company. It suggests for future studies to investigate further additional factors of internal marketing on corporate social responsibility such as resources and capabilities.

7.0 Conclusion

In the field of telecommunication seeks to meet the different demands presented by users, who in turn have the right to opt for CSR care that resolves their problems, was how the term of CSR in telecommunication benefits arose. Private Sector organizations will often be subject to constraints, pressures and mandatory legislative regulations that hinder the management of their economic and financial resources to a greater extent than the private sector. The ability of Private Sector organizations to generate additional economic resources may be limited, as well as their freedom to assign, or reassign, their economic resources to the services they wish to provide. Organizations must describe all restrictions imposed on the use of their

economic and financial resources and also highlight any restrictions that may affect the use of other resources contemplated in this criterion. Organizations may have limited control over obtaining their resources, so the evaluation should not measure whether the resources or allocations are adequate, but how, within the established limits, their resources are managed in support of their policy and strategy.

Internal marketing is new concept or even if its old concept as a marketing tool, but most of companies are not practicing it in their organizations. Internal marketing is growing rapidly in the most successful companies around the world, especially for companies in the developed countries. Internal marketing is a very important tool for the permanent success of a company in regard to their products and services. Internal marketing is a strategy that treats all the company's employees as customers to make them willingly commit to the company's goals and vision. Treating the employees as customers gives the organization the ability to predict the expectations of external customers, which will make the organization to be able to come up with the perfect products and services to acquire the customers' satisfaction. CSR is a kind of self-direction of companies listed in the business plan. The CSR strategy works as a self-governing component, where business screens operate and ensure their dynamic consistency with the spirit of law, ethical models and national or global standards.

With a few models, the CSR implementation goes past the consistency and legal imperatives, which are involved in "activities that seem to promote some great social, in the past the interests of the company which is required by law." The parallel decision must be made between "walking along" with the law and "past the past" law with some precision. In many areas, for example, ecological controls or work, companies can follow the law, to bypass the law, yet they can also decide not to approve the law, for example, when they deliberately ignore gender CSR or order to hire debilitating professionals. There must be recognition that some of the so-called "hard" laws are additional "weak" laws, weak, as they are ineffective, with little or no control or little support or support in the case of resistance. The weak Law should not be mistaken for the soft law. The goal is to increase the benefits of long distances and investor confidence through positive advertising and high ethical standards to reduce legitimate business and risks by taking responsibility for corporate activities. CSR procedures urge organized results to be achieved on the ground and partners including buyers, representatives, speculators, groups and others

8.0 References

- Abramo, g., d'angelo, c. A. & soldatenkova, a. 2016. The ratio of top scientists to the academic staff as an indicator of the competitive strength of universities. *Journal of informetrics*, 10, 596-605.
- Alkali, b. R. U., tanyigna, k. B. & yabo, y. A. 2015. Evaluation of challenges faced by nigerian veterinary laboratory staff in the diagnosis of avian influenza.
- Bell, s. J., buttigieg, d. M. & iverson, r. D. 2015. *Relational internal marketing: an empirical investigation. Global perspectives in marketing for the 21st century.* Springer.
- Carayon, p., wetterneck, t. B., rivera-rodriguez, a. J., hundert, a. S., hoonakker, p., holden, r. & gurses, a. P. 2014. *Human factors systems approach to*
- Eriksson, h. 2016. Outcome of quality management practices: differences among public and private, manufacturing and service, sme and large organisations. *International journal of quality & reliability management*, 33, 1394-1405.
- Farahani, f. R., aliabadi, r. N. & shariatmadari, m. 2016. Analysis of factors affecting the quality of employees training in tehran emergency center. *International business management*, 10, 2999-3004.
- Ginter, p. M. 2018. *The strategic management of health care organizations*, john wiley & sons.
- Grayson, d. & hodge, a. 2017. *Corporate social opportunity!: seven steps to make corporate social responsibility work for your business*, routledge.
- Hopkins, m. 2016. *The planetary bargain: corporate social responsibility comes of age*, springer.
- Krejcie, r. V. & morgan, d. W. 1970. Determining sample size for research activities. *Educational and psychological measurement*, 30, 607-610.
- Lins, k. V., servaes, h. & tamayo, a. 2017. Social capital, trust, and firm performance: the value of corporate social responsibility during the financial crisis. *The journal of finance*, 72, 1785-1824.
- Ruggie, j. G. 2017. *The theory and practice of learning networks: corporate social responsibility and the global compact.* Learning to talk. Routledge.
- Mair j, robinson j and hockerts s. *Social entrepreneurship*. Palgrave macmillan; 2006.
- Carroll ab. The pyramid of corporate social responsibility: toward the moral management of organizational stakeholders. *Bus horiz.* 1991; 34(4):39-48.

Jones, d. A., willness, c. A., and madey, a. (2014). Why are job seekers attracted by corporate social performance? Experimental and field tests of three signal-based mechanisms. *Acad. Manag. J.* 57, 383–404. Doi: 10.5465/amj.2011.0848.

Grant, a. M., dutton, j. E., and rosso, b. D. (2008). Giving commitment: employee support programs and the prosocial sensemaking process. *Acad. Manag. J.* 51, 898–918. Doi: 10.5465/amj.2008.34789652.

