

The Practice of Internal Marketing is Influence the Market Orientation and Innovation

Yafang Tsai

Associate Professor, Department of Health Policy and Management,
Chung-Shan Medical University, Taiwan
+886-4-24730022 ext.17176, avon611@yahoo.com.tw

Shih-Wang Wu

Assistant Professor, Dept. of Hospital and Health Care Administration,
Chia Nan University of Pharmacy & Science, Taiwan
PhD Candidate, Graduate Institute of Business Administration,
National Chung Cheng University, Taiwan
+886-6-2664911 ext.5225, scottwu101@mail.chna.edu.tw

Hsien-Jui Chung

Professor, Dept. of Business Administration,
National Chung Cheng University, Taiwan
+886-5-2720411 ext.34313 , hjchung@ccu.edu.tw

ABSTRACT

The purpose of this study is to explore that how hospitals' administrators apply the practice of internal marketing to influences hospitals' market orientation and innovation. The research subjects are 491 contracted hospitals with the evaluated level as district hospital and above to investigate presidents and high-level managers of hospitals in Taiwan. There were 106 valid questionnaires retrieved and the response rate was 21%. According to the result, this study found that: Internal marketing influence the market orientation significantly; Internal marketing influence the organizational innovation significantly.

Keywords: Hospital management, Healthcare service, Market orientation, Innovation, Internal marketing

INTRODUCTION

The Taiwanese National Health Insurance Program has been successfully implemented over the years however just like the hospitals in countries like Europe or the United States, they faced increasing market competitions and managerial challenges upon implementing insurance pay out program. In order to sustain its competitive advantages, standing out within the Medical market, over the past years hospital administrators in Taiwan have devoted their effort in improving internal control systems, hopping through better medical service procedure and well maintained doctor patient relationship, will build a long term partnership