



SCHOLARLY PUBLICATIONS

School of Aerospace Engineering

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Journal Name: Marketing Intelligence & Planning

IF: 6.0

Title: Internal marketing: a systematic literature review and research agendas

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Details: July 2026

Abstract: Extant literature highlights the significance of internal marketing (IM) for enhancing organizational performance. Although it spans both the domains of marketing and human resource (HR), IM remains under-researched. There is a need for a structured, systematic literature review (SLR) to synthesize IM literature. Design/methodology/approach- By applying the Preferred Reporting Items for Systematic Reviews and Meta-Analyses and theory-context-characteristics-methodology framework, this SLR synthesizes 170 selected research papers to explore the nuances of IM and its implications. Findings -The review identified varied research gaps, categorized as contextual, digital/technological, strategic, crisis and cultural, and suggests future research propositions. It identifies multifaceted themes of IM literature and offers theoretical contributions. The framework highlights the varied IM practices. The resultant benefits include the role of digitization, artificial intelligence (AI) and sustainability as moderators. The review contributes theoretically by analysing different theoretical frameworks, such as social exchange theory, social identity theory, transformative learning theory and socio-technical system theory, which extend insights into the role of IM in shaping employee attitude and behaviour conducive to organizational success. Practical implications -The review offers insights into managerial implications. The outcome would help managers implement effective IM practices, including training, proper communication and reward systems with the integration of digitalization and AI, which will foster employee satisfaction, loyalty, commitment and performance. Originality/value -The review attempts to conduct a structured review of research on IM. Synthesizing extant IM literature, it presents a conceptual framework that exhibits the relationship between varied IM practices and the outcomes related to organizations, employees, customers and society.



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