

HOW DOES MORAL INTENSITY MODERATE THE RELATIONSHIP BETWEEN ORGANIZATIONAL COMMITMENT AND MARKETING PERFORMANCE? EVIDENCE FROM STOCK EXCHANGE OF THAILAND

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ABSTRACT

This paper explored the relationship between organizational commitment and marketing performance via moral intensity as the moderator. In the content of Thailand as the firm in stock exchange of Thailand are used as the sample. The regression was used to test hypothesis.

Keywords: *Organizational Commitment, Marketing performance, Moral intensity*