9. CONTRIBUTION TO THE POOL OF KNOWLEDGE
9. **Contribution to the pool of Knowledge**

1. The researcher has endeavored to connect internal marketing and customer delight via employee engagement. Researcher has also tried to illustrate the role of internal marketing as a catalyst in employee delight, engagement and retention, leading to better service quality, customer delight and retention in Figure 1-1-Construct and significance.

2. The researcher has attempted to decode internal marketing in the context of 7 Ps of marketing while taking cognizance of views of experts in the field (Ref: Table 2-1). The interpretation may help to gain better understanding about internal marketing in the milieu of multiplicity of interpretation.

3. A systematic approach has been developed for ‘identifying products’ for internal marketing as depicted in the pictograph below. This approach can be used by many other researchers and also line managers designing and implementing internal marketing activity.

4. Researcher has developed a systematic algorithmic approach in the present study for drawing an internal marketing strategy, that can be of general use.(Ref: Figure 3-4 Flow chart of the course of events)

5. Researcher has used marketing mix framework for internal marketing. This can be adapted by researchers and practitioners.(Ref. Internal Marketing framework and mix. Pg.141)

6. This study uses a case study approach to make before and after comparison between customer satisfactions through employee engagement as a consequence of internal marketing. This, a relatively novel and unique approach, can be used for research in other B to B situations.