EFFECT OF EDUCATIONAL PROGRAM FOR INTERNAL MARKETING ON NOVICE NURSING GRADUATES JOB PERFORMANCE

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Abstract

Internal marketing is process of attracting, developing, motivating and sustaining novice nursing graduates by providing them with the necessities they need and wants, so this study aimed to assess effect of educational program for internal marketing on novice nursing graduates job performance **Aim;** This study aimed assess effect of educational program for internal marketing on novice nursing graduates job performance. **Study design**; a quasi-experimental design was utilized to conduct this study. **Setting;** this study was conducted at Tanta University Hospitals are emergency hospital, ophthalmology hospital, main university hospital, student hospital, and psychiatric medicine center. **Subject;** all (n=122) novice nursing graduates in previously mentioned setting were chosen for conducting this study. **Data collection tools:** Tool (I) Novice nursing graduates perception and knowledge about internal marketing and job performance questionnaire. Tool (II) Novice nursing graduates job performance practice observational checklist. **Results;** The results of this study showed preprogram, 75.4% of novice nursing graduates had low level of perception of internal marketing, all novice nursing graduates had low level of knowledge and unsatisfactory level of job performance practice. Post program, 63.1% showed high level of knowledge and 36.9% showed moderate level as well as only 6.6% showed satisfactory level of job performance. There was statistically significant improvement of novice nursing graduate's total knowledge and job performance post program than pre. **Conclusion;** Implementation of internal marketing program had a significant improvement in novice nursing graduates' knowledge and practice of performance. **Recommendation;** the current study recommended that, novice nursing graduates need to have pre occupation orientation training program on their job description roles and responsibilities...

Index Term: Internal Marketing, Novice Nursing Graduates, Job Performance, and Counterproductive Work Behavior.

INTRODUCTION

Novice nursing graduates are registered nurses with recognized baccalaureate degree of knowledge and skills. They require additional time and training before being able to be independently provide capable care for patients in the clinical setting **[1].** The transition period for novice nursing graduates is defined as a professional socialization process, where they get the skills, knowledge, and values of the professional nursing culture. Transition from novice to expert, is characterized by feelings of incompetence, stress and

overwhelmed due to increased responsibilities **[2, 3]**. Novice nursing graduates' performance evaluation is the process of comparing their job performance with job standards to measure how well the job is performed **[4]**. Performance of novice nursing graduates refers to ability, skill and effort in a given situation and it is the outcome of the effort extended to their job **[5]**. Dimensions of job performance include task performance, contextual performance and counterproductive work behavior **[6]**. Task performance is an activity that contributes to the novice nursing graduate's technical core either directly by implementing a part of its technological process, or indirectly by providing it with required materials or services **[7]**.

Also, it refers to as the behavior that is directly linked to completion of the job **[8]**. Novice nursing graduates' contextual performance refers to activities which are not directly related to their main task function and often not written in a job description but support the hospital's ability to function **[9]**. Counterproductive work behavior is voluntary behavior which is harmful and intentional for novice nursing graduates as it decreases the effectiveness of the organization and its members by negative impact on its functions **[10]**. With rapidly changing competitive environment in which novice nursing graduates work, healthcare organization faces problem of how to enhance the competitive advantage. One of the solutions for changing competition of novice nursing graduate's performance and attitudes are internal marketing **[11]**. Dimensions of internal marketing involve job description, training and development, communication, benchmarking, empowerment and job quality and reward system **[12]**.

SIGNIFICACE OF THE STUDY

Educational internal marketing programs are means for refreshing novice nursing graduates theoretical and technical information to acquire new skills for continually improving their nursing practice. Observing novice nursing graduates job performance and implementing internal marketing educational program to keep them committed to enhance their job performance is important to achieve organizational mission. Internal marketing program is critical in helping novice nursing graduates to socially adapt to the rapidly changing world around them.

Also, help them to accept their responsibilities for achieving quality of patient and nursing services required for their professional development. As well as increasing their desires for enhancing their enthusiasm to improve their job performance in manner for ensuring their career success. **[13]**.

Aim of the Study: This study aimed to assess effect of educational program for internal marketing on novice nursing graduates job performance.

SUBJECT AND METHODS

A. Research Design

A quasi-experimental research design was conducted to achieve the aim of this study.

B. Setting

This study was conducted at Tanta University Hospitals different units. The hospitals are Emergency Hospital, Ophthalmology Hospital, Main University Hospital, and Student Hospital and Psychiatric medicine center.

C. Subject

The subjects of the present study consisted of all novice nursing graduates (122) working at Tanta University Hospitals units during the last three years at the time of the data collection. They were (49) novice nursing graduates working in Emergency Hospital, (26) in ophthalmology Hospital, (17) in Main University Hospital, (14) in Student Hospital, and (16) in Psychiatric medicine center.

D. Tools of Data Collection

Tool (1): Structured Questionnaire

It was designed by the researcher. It was composed of three parts :

Part 1: Novice Nursing Graduates Characteristics data including age, gender, marital status, years of experience, hospital name and unit name.

Part 2: Perception about Internal Marketing Questionnaire:

This tool was developed by the researcher to assess perception of novice nursing graduates for internal marketing guided by Momahhed 2019, Abo Soliman2020, and review of literature. It translated into Arabic language. It included (37) items divided into six subscales: Job description dimension: it included (6) items, Training and development: it included (8) items, Communication dimension: it included (7) items, Benchmarking dimension: it included (4) items, Empowerment dimension: it included (6) items and Job quality and reward system dimension: it included (6) items. Each item presented with five graded response: strongly agree, agree, uncertainty, disagree, and strongly disagree.

Scoring System

Novice nursing graduates responses were measured on five points Likert scale ranging from strongly agree= (5), agree = (4), Natural= (3), disagree = (2) to strongly disagree = (1). The total scores were calculated by summing of all categories where:

Levels of novice nursing graduates perception

- High perception >80%.
- Moderate perception 60-80%.
- Low perception <60%.

Part 3: Novice Nursing Graduates Knowledge Questionnaire

This part developed by the researcher guided by Ramos-villagrasa 2019(42), Abo Soliman 2020 (136) and relevant literature to assess novice nursing graduates's knowledge about internal marketing and job performance. It consisted of (90) questions in the form of true and false (42 items) and multiple-choice questions (48 items).

Scoring System

Novice nursing graduates answers were measured according to their correct answer take (1) score and wrong answer take (0) score.

Levels of their knowledge were classified into levels according to category points as follow:

- High knowledge > 80%

- Moderate knowledge 60- 80%

- Low knowledge < 60%

Tool (2) Novice Nursing Graduates Job Performance Practice Observational Checklist:

This tool was developed by the researcher guided by Imani 2020 (137) Ramos-villagrasa 2019(42) and relevant literature. It translated into Arabic language. This tool used to assess novice nursing graduates job performance practice. It included 29 items divided into three subscales as follows, task performance: it included (9) items, contextual performance: it included (9) items and counterproductive work behavior: it included (11) items.

Scoring system

The novice nursing graduates performance was measured on 2 point likert scale ranging from done = (2) and not done = (1).

Levels of novice nursing graduates job performance practice

- Satisfactory practice >80%

- Unsatisfactory practice < 80%

Tools validity and reliability

Testing the reliability through Cronbach's Alpha reliability analysis. To achieve the criteria of trustworthiness of the tool reliability a doctor in statistics checked faces and content of all items. The reliability of the tools was assessed through 10% novice nursing graduates (pilot study) using the developed questionnaire. Measuring their internal consistency by determining Cronbach alpha coefficient, proved to be high as indicated in the following table: Cronbach's Alpha reliability analysis

Tools of the study	Tools dimensions	Alpha Cronbach	F test	Content validity	P value
1-Perception about internal marketing (Questionnaire sheet)	6 dimensions	0.906	0.917	97.72	0.0001*
2-Job performance practice (Observational checklist)	3 dimensions	0.961	0.955	90.23	0.0001*

Administrative Design:

Approval was obtained from responsible authorities of Faculty of Nursing, then written official letter sent to the managers of each hospital under study, include the aim of the study and steps of the nursing intervention program, to get permission to conduct the study.

Ethical Consideration:

1) The ethical research considerations in this study include the following:

2) Approval from ethical committee at Faculty of Nursing, Tanta University was obtained.

3) The researcher introduced herself to the participant, a full explanation of the aim and method of the study was done to obtain the acceptance and cooperation as well as their informed consent.

4) The right to terminate participation at any time was accepted.

5) The nature of the study did not cause any harm for the entire sample.

6) Assuring the nurses about the privacy and confidentiality of the collected data and explained that it was used for the study purpose only.

Operational design

The operational design includes pilot study, data collection phase and field work.

Preparatory phase:

It included reviewing of the current and more recent national and international literature reviews concerning current study by using books, articles, periodicals, magazines and internet. After reviewing related literature in various aspects of the problems, the study tools were designed and translated into Arabic language.

Pilot study:

A pilot study was carried out after the expert's opinion and before staring actual data collection. It was carried out on a sample of 10% of subjects (n= 12) to check and ensure the clarity of the tools, identify obstacles and problems that might be encountered during data collection. The aim of pilot study was to test the sequence of items, clarity, applicability and relevance of the questions. Necessary modifications were done.

Field work:

The tools were distributed by researcher on the subjects in their work setting, the subjects answered the questionnaires in the presence of the researcher. The subjects were divided into twelve groups each group 10 subject. The program time was 45min for each group. One session every day (45 min every day for 6 days).

Filling the previous mentioned tools was done by the researcher before implementation of internal marketing educational program. The researcher set up a teaching sessions plan based on assessed need of the sample and literature review., these objectives were categorized into general and specific objectives and the program resources, facilities were allocated (power point presentations, flow sheets, pens and papers). In addition, the researcher determined the teaching strategy (group discussion, lecture and examples from work and real life situation).

The program theoretical sessions were held at Tanta University Hospitals different departments. The educational program for novice nursing graduates was prepared by the researcher based on review of recent relevant different literatures. The appreciate time for data collection was according to type of work and work load for each department. The data collection started from April 2022 and lasted six months.

Evaluation of the intervention:

The researcher evaluated novice nursing graduates' perception using tool I part 1, 2 before program, knowledge and practice using tool (I) part 3 and tool (II) before and after the implementation of the program.

Statistical design

Collected data were coded, entered, tabulated and analyzed using SPSS (Statistical Package for Social Science) version 25 (IBM Corporation, Armonk, NY, USA). For quantitative data, the range, mean and standard deviation were calculated. For qualitative data, which describe a categorical set of data by frequency, percentage or proportion of each category, comparison between two groups and more was done using Chi-square test (X2). For comparison between means of two groups of non-parametric data of independent samples, Z value of Mann-whitney test was used. For comparison between more than two means of non-parametric data, Kruskal-Wallis (X2) was calculated. Correlation between variables was evaluated using Pearson's correlation coefficient (r).

RESULT

### Table 1: novice nursing graduates characteristics (N=122)

Characteristics	Novice nursing graduates	
	N	%
Age years		
24-<26	84	76.4
26-28	26	23.6
Range Mean±SD	24-28 25.09±0.74	
Gender		
Male	20	16.4
Female	102	83.6
Marital status		
Married	73	59.8
Not married	49	40.2
Years of experience		
< 1	45	36.9
1-3	77	63.1
Range Mean±SD	0.16-3.00 0.97±0.63	
Unit name		
Neonate unit	5	4.1
Renal dialysis	4	3.3
Operation room	12	9.8
Cardiology CCU	3	2.5
In patient	17	13.9
Anesthesia ICU	30	24.6
Obstetric in patient	2	1.6
Blood vessels operation	7	5.7
Medical ICU	4	3.3
Catheter ICU	7	5.7
Paid ICU	4	3.3
Acteliz ICU	5	4.1
Emergency medicine	8	6.6
Anesthesia ICU (Ophthalmology)	7	5.7
Surgical operation	7	5.7
Hospital name		
Emergency hospital	49	40.2
Main university hospital	17	13.9
Ophthalmology hospital	26	21.3
Student hospital	14	11.5
Psychiatric medicine center	16	13.1

Table (1) Represents novice nursing graduates characteristics. Regarding the age of novice nursing graduates, more than three quarters (76.4%) were in the age group from twenty four up to twenty eight years old with mean 25.09±0.74. Majority (83.6%) of novice nursing graduates were female, and 59.8%

were married. Novice nursing graduates 63.1% had from one to three years' experience with mean 0.97±0.63 years. Novice nursing graduates 40.2% worked in Emergency Hospital and 21.3% worked in ophthalmology Hospital. While, 24.6% worked at anesthesia ICU, 13.9% and 9.8%worked at inpatient and operation room respectively.

Internal marketing perception

Low level (n=92)   Moderate level (n=21)   High level (n=9)
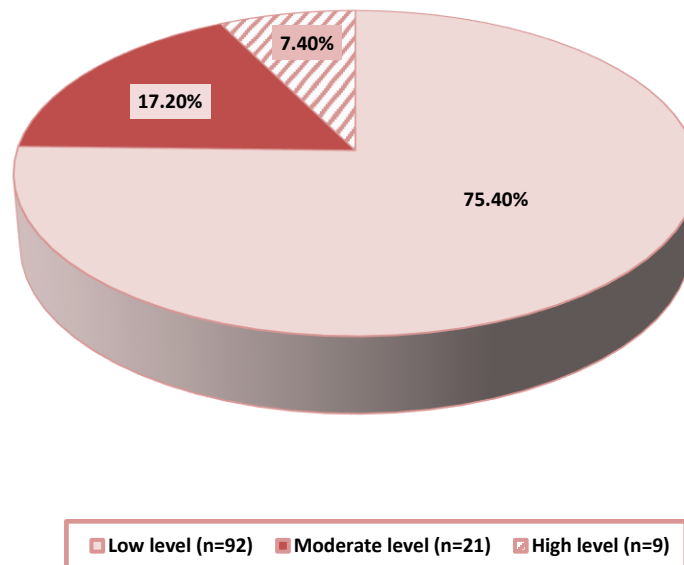
Fig 1: Levels of novice nursing graduates perception of overall internal marketing

Figure (1): Shows levels of novice nursing graduates perception of overall internal marketing. Three quarters of novice nursing graduates had low level of overall internal marketing perception and less than one fifth had moderate level, while only few had high level of perception about internal marketing.

Table 2: Levels of novice nursing graduates perception of total for each internal marketing dimension

(n=122).

Internal marketing Dimensions	High		Moderate		Low	
	n	%	n	%	n	%
Overall perception	9	7.4	21	17.2	92	75.4
-Job description	6	4.9	21	17.2	95	77.9
-Training and development	11	9.0	30	24.6	81	66.4
-Communication	10	8.2	27	22.1	85	69.7
-Benchmarking	10	8.2	39	32.0	73	59.8
-Empowerment	8	6.6	22	18.0	92	75.4
-Job quality and reward system	6	4.9	26	21.3	90	73.8

N.B. Perception scores were classified into; low level (<60%), moderate level (60-80%) and high level (>80%)

Table (2): Levels of novice nursing graduate's overall perception of total for each internal marketing dimension. Novice nursing graduates 75.4% had low level of overall perception for internal marketing and 7.4% had high level. Range (73.8% - 77.9%) of novice nursing graduates respectively showed low level of total perception for job quality and reward system, empowerment and job description. While range (59.8%- 69.7%) of novice nursing graduates respectively showed low level of total perception for benchmarking, training and development and communication.

Knowledge of novice nursing graduates

Level of total knowledge pre and post program (n=122)
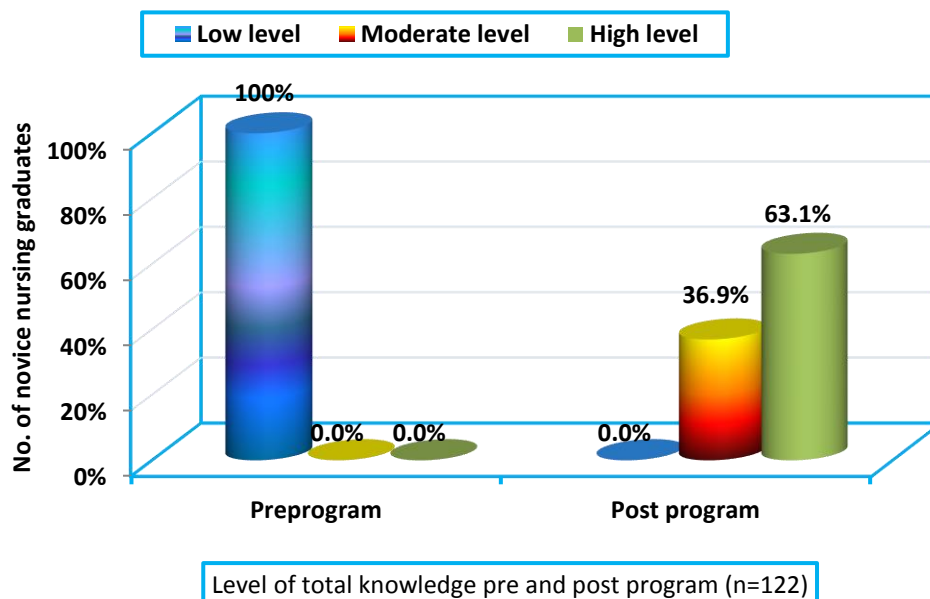
Fig 2: Levels of novice nursing graduates overall knowledge about internal marketing and job performance dimensions pre and post program

Figure (2): Represents levels of novice nursing graduates overall knowledge about internal marketing and job performance pre and post program. All novice nursing graduates preprogram had low level of total knowledge about internal marketing and job performance changed post program to no one had low level. About two third had high level and one third showed moderate level of knowledge about internal marketing and job performance.

Table 3: Levels of novice nursing graduates total knowledge dimensions about internal marketing and job performance pre and post program (n=122)

Knowledge dimensions	Pre program			Post program			χ2 test	P value
	High	Moderate	Low	High	Moderate	Low		
	%	%	%	%	%	%		
-Total internal marketing knowledge	-	-	100	61.5	38.5	-	244.0	0.0001*
-Total job performance knowledge	-	-	100	56.6	43.4	-	244.0	0.0001*
-Total knowledge about internal marketing and job performance	-	-	100	63.1	36.9	-	244.0	0.0001*

*Statistically significant (P< 0.05)

Table (3): Shows levels of novice nursing graduates total knowledge about internal marketing and job performance pre and post program. There was statistically significant improvement of novice nursing graduate's level of total knowledge about internal marketing and job performance post program than preprogram at (P=0.0001). Preprogram all novice nursing graduates showed low level of total knowledge improved to high 63.1 and moderate 36.9 for total internal marketing and job performance post program.

Practice of job performance

Table 4: Levels of novice nursing graduate's total of dimensions of job performance practice pre and post program (n=122)

Job performance dimensions	Preprogram		Post program		χ2 test P-Value
	Unsatisfactory	Satisfactory	Unsatisfactory	Satisfactory	
	%	%	%	%	
Task performance	100	-	79.5	20.5	27.854 0.0001*
Contextual performance	100	-	91.8	8.2	10.427 0.001*
Counterproductive work behavior	100	-	49.2	50.8	83.121 0.0001*

N.B. Total job performance score was classified into two levels, unsatisfactory (<80% of scores) (29-50) and satisfactory (≥ 80%) (51-58)

Table (4): Illustrates levels of novice nursing graduate's total of dimensions of job performance practice pre and post program. There was statistically significant improvement of novice nursing graduate's total level of job performance post than preprogram at (p=0.0001). All novice nursing graduates had unsatisfactory level of

counterproductive work behavior preprogram changed to 50.8% showed satisfactory level post program. While, all novice nursing graduates had unsatisfactory level of task performance preprogram changed to only 20.5% showed satisfactory level post program. As well as, all novice nursing graduates had unsatisfactory level of contextual performance preprogram changed to only 8.2% showed satisfactory level post program.

Table 5: Novice nursing graduate's percent of practice of task performance pre and post program (n=122)

Task performance items	Preprogram		Post program		χ2 test	P-Value
	Not done	Done	Not done	Done		
	%	%	%	%		
-Ensures that medical equipment and devices function properly.	71.3	28.7	37.7	62.3	27.783	0.0001*
-Takes patient vital signs at time.	70.5	29.5	34.4	65.6	31.815	0.0001*
- Follows five medication rights.	89.3	10.7	44.3	55.7	55.904	0.0001*
-Coordinates patient care with other departments.	77.0	23.0	41.0	59.0	32.804	0.0001*
-Documents nursing to follow patient progress.	79.5	20.5	36.1	63.9	47.194	0.0001*
-Reports doctors about sudden changes of patient and vital signs.	74.6	25.4	50.0	50.0	15.704	0.0001*
-Provides patient with information about discharge treatment.	91.8	8.2	54.1	45.9	43.948	0.0001*
-Provide information to patient's relatives about nursing procedures performed.	88.5	11.5	45.9	54.1	50.288	0.0001*
- Explain purpose to patients before every procedure.	74.6	25.4	36.1	63.9	36.629	0.0001*

*Statistically significant (P< 0.05)

Table (5): Reveals percent of practice items of novice nursing graduate's task performance pre and post program. There was statistically significant improvement of novice nursing graduate's for all items of task performance post than preprogram at (P=0.0001). Novice nursing graduates 70.5 % didn't take vital signs of the patients at the specified time that improved to 65.6% post program do it. The novice nursing graduates 74.6% preprogram didn't explain the purpose of nursing procedures to the patients before every procedure which improved to 63.9% do it post program.

Table 6: Novice nursing graduate's percent practice of Contextual performance pre and post program

(n=122)

Contextual performance items	Preprogram		Post program		χ^2 test	P-Value
	Not done	Done	Not done	Done		
	%	%	%	%		
-Takes extra responsibilities as participating in meetings in non-official working hours.	95.1	4.9	91.0	9.0	1.582	0.209
-Participates nurses in the unit to resolve work problems.	91.0	9.0	26.2	73.8	105.435	0.0001*
-Takes extra time to respond to patient's and family's needs.	87.7	12.3	51.6	48.4	37.550	0.0001*
-Provides emotional support for patient.	88.5	11.5	55.7	44.3	32.620	0.0001*
- Listens to patient's family concerns.	78.7	21.3	28.7	71.3	61.334	0.0001*
-Explains to patient's family what to do if patient have problems for example, vomiting after taking the medication.	77.0	23.0	45.9	54.1	24.988	0.0001*
-Stays extra time to help the patients and their families after shift time.	100	0	71.3	28.7	40.861	0.0001*
-Complies with hospital rules, regulations and procedures.	81.1	18.9	61.5	38.5	11.539	0.001*
-Shares special knowledge and expertise with other nurses in the unit.	76.2	23.8	52.5	47.5	15.023	0.0001*

*Statistically significant (P< 0.05)

Table (6): Shows novice nursing graduate's percent practice of contextual performance pre and post program. There was statistically significant improvement of novice nursing graduate's practice of contextual performance post program than preprogram in some items at (P=0.0001). Novice nursing graduates 91.0% preprogram didn't participate in the unit to resolve work problems improved post program to 73.8% participate in it. While 95.1% of novice nursing graduates didn't take extra responsibilities as participating in meeting in non-official working hours preprogram that changed to 9.0% do it post program.

Table 7: Novice nursing graduate's percent practice of Counterproductive work behavior pre and post Program (n=122)

Counterproductive work behavior items	Preprogram		Post program		χ2 test	P-Value
	Done	Not done	Done	Not done		
	%	%	%	%		
-Complaining about the increased workload and the difficulty of the cases that they work with it.	73.0	27.0	56.6	43.3	7.183	0.007*
-Delays in giving patient's medication at specified time.	69.7	30.3	7.4	92.6	99.953	0.0001*
-Neglects hand washing before and after the nursing procedures.	74.6	25.4	17.2	82.8	80.871	0.0001*
-Talks on phone during work hours.	74.6	25.4	20.5	79.5	71.583	0.0001*
-Coming to work late.	29.5	70.5	20.5	53.3	2.645	0.104
-Depends on other nurses to finish the unfinished work.	74.6	25.4	59.0	41.0	6.672	0.010*
-Allows the visitors to be present outside the visiting times.	54.9	45.1	30.3	69.7	15.082	0.0001*
-Finishing their work and not waiting for colleagues to hand them cases.	78.7	21.3	38.5	61.5	40.562	0.0001*
-Wearing clothes that don't fit uniform during working hours.	88.5	11.5	29.5	70.5	87.840	0.0001*
-Postponing some nursing procedures for example, taking the vital signs.	56.6	43.3	30.3	69.7	17.081	0.0001*
-Postponing documentation of nursing notes when the procedure is finished.	57.4	42.6	36.1	63.9	11.130	0.001*

N.B. All questions are passive questions, where done was scored by one and not done was scored by two.

Table (7): Illustrates percent practice items of novice nursing graduate's counterproductive work behavior pre and post program. There was statistically significant improvement of novice nursing graduate's contextual performance post than preprogram in some items at (P=0.0001). Novice nursing graduates 69.7% delayed giving patient's medication at specified time that changed post program to majority (92.6%) gave it at specified time. As well as 74.6% of novice nursing graduates neglect hand washing before and after the nursing procedures which improved post program to be majority (82.8%) didn't neglect it.

Table 8: Correlation between total perception scores, total knowledge and practice scores pre and post program among novice nursing graduates (n=122)

| Variables | Total scores of novice nursing graduates | | | |
| | Total perception scores | | Total knowledge scores | |
	R	P value	r	P value
Pre program				
-Total knowledge scores	0.210	0.020*		
-Total performance practice scores	0.001	0.990	0.198	0.029*
Post program				
Total performance practice scores			0.398	0.0001*

r= Correlation Coefficient

Table (8): Reveals correlation between total perception scores about internal marketing and total knowledge scores and practice scores pre and post program among novice nursing graduates. There was statistically significant positive correlation between total perception scores of novice nursing graduates and their total knowledge scores at (P=0.020) and total performance practice scores at (P=0.029) preprogram. Also, preprogram there was statistically significant positive correlation between novice nursing graduates total knowledge scores and total performance practice scores at (P=0.029). Post program there was statistically significant positive correlation between novice nursing graduates total knowledge scores and their total performance practice scores at (p= 0.0001)

DISCUSSION

Internal Marketing is an organized function includes set of processes for creating, communicating and delivering value to customers and managing their relationships to benefit the organization. Starting with determining and prioritizing customer wants and needs and then designing appropriate program and services to meet those needs in timely and cost effective competitive fashion. Internal marketing planning, executing and tracking process can assist in creating a working atmosphere and environment in which novice nursing graduates as internal customers are valued and able to improve service delivery. Regarding internal marketing perception, the study results in table (2) and figure (1) illustrated that about three quarters of novice nursing graduates had low level of perception about internal marketing. This result was in agreement with **[14]** who studied "Formulation of Internal Marketing Strategy to Improve Nurse's Work Engagement" and stated that the mean score of nurses perception on internal marketing and its five sub scales items includes vision, development, reward, empowerment and internal communication for nurses was lower than average.

Concerning internal marketing and job performance knowledge in table(3) and figure (2), the study results showed that all novice nursing graduates preprogram showed low level of knowledge about internal marketing and job performance. Finding of the current study indicated that novice nursing graduates were significantly enforced by present internal

marketing program to improve their total knowledge levels. This result was in similarity with **[12]** who studied "enhancing nurses toward internal marketing and its effect on patients' outcomes at Benha University Hospital" and found that majority of nurses had satisfactory knowledge level immediate post program phase and follow up phase (after 3 months) compared with preprogram phase. Also, the results in table (4) revealed that preprogram all novice nursing graduates had unsatisfactory level of total practice of job performance. This result was incongruent with **[15]** who carried out a study entitled "Staff Nurses' Perception about Team Work and Its Effect on Their Job Performance at Menoufyia University Hospitals," and found that two third of the studied nurses had high performance, and the rest had moderate level.

Also, the study results in table (4, 5) illustrated that preprogram all novice nursing graduates showed unsatisfactory level of task performance practice. This result wasn't in agreement with **[16]** who carried out a study entitled "The Influence of Work Life Fit Areas and Work Life Interference on Nurses' Absenteeism and Performance" and found that that the majority of studied nurses observed, doing all tasks in ICU and have satisfactory level of nursing performance. From the researcher point of view, this result might be attributed to that the best method of giving patient care is case method which most commonly used in ICUs at Assuit University Hospital that allow nurses to be all the time in close contact with patients and doing all tasks, this give them experience and improve performance. The results of present study in table (4, 6) demonstrated that, preprogram implementation, all novice nursing graduates showed unsatisfactory level of practice for contextual performance. This result was in agreement with **[17]** who carried out a study entitled "Perceived Nursing Workload, Nurses' Job Task and Its Contextual Performance" and, revealed that forty percent of nurses had low levels of total contextual performance due to low job task support, low volunteering for additional duties and general nurse's shortage. Also, the results in table (6) demonstrated that majority of novice nursing graduates didn't take extra responsibilities like participating in meetings in non-official working hours or attend any training courses. This result was similar to [18] who carried out a study entitled "study of non-formal CNE program barriers to participation" and, found that nurses were argued about favoritism of administration based on personal relations or personal preferences and always sends their favorite persons for that training course.

Also, the results in table (4, 7) showed that preprogram all novice nursing graduates showed unsatisfactory level of practice of counterproductive work behavior which changed to minority showed satisfactory level post program. This result was in similarity with **[10]** who carried out a study entitled "Nursing Practice Environment and Counterproductive Work Behavior among Staff Nurses at Gastroenterology Center" and mentioned that most staff nurses had low level of counterproductive work behavior. The staff nurses in this study perceived that in Gastroenterology Center they had less workload compared to other staff in University Hospitals.

In the light of the study findings in table (7) Researcher of the present study observed that novice nursing graduates didn't concern the importance of hand washing because head

nurses didn't insist to orient them to be aware with the standards of infection control. This result was supported by **[19]** who revealed that bed side nurses compliance to all items of hand hygiene were highly statistically significant improved post than preprogram. At preprogram about only third of bedside nurses were always wash hands before and after contact with patients which changed to be majority of bedside nurses were always wash hands before and after contact with patients post program.

The current study results in table (8) revealed that there were statistical significant positive correlation between total knowledge scores of novice nursing graduates and their total performance practice scores post program. This result was supported by **[20]** who conducted the study entitled "Effect of Management Program on Nurse Interns' Awareness and Use of Professional Nursing Values Dimensions at Intensive Care Units" and found that there was statistical significant positive correlation between nurse interns total knowledge and total practice of professional nursing value pre and post program.

CONCLUSION

The current study concluded that novice nursing graduates had low level of perception of internal marketing, low level of total knowledge about internal marketing and job performance as well as showed unsatisfactory level of overall job performance practice which showed statistically significant improvement after implementation of current internal marketing program

RECOMMENDATION

The result of this study suggested the following recommendations:

- Orient novice nursing graduates with the hospital's mission, vision, goals, and standards of infection control, quality and patient safety to enhance the competitive advantages of the hospital.

- Provide adequate direct supervision for novice nursing graduate's job performance.

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