

# MEDIATING ROLE OF TEACHER WELLBEING IN INTERNAL MARKETING AND ORGANIZATIONAL PERFORMANCE

**Esther Pagán-Castaño**  
ESIC Business & Marketing School  
**Jose Gallego-Nichols**  
ESIC Business & Marketing School

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## **Abstract**

Teaching is one of the most stressful jobs and therefore at greater risk of low levels of wellbeing than other professions, even in countries where teachers are a highly respected and well-paid group. Teachers are also important agents of change. Therefore, knowledge of their wellbeing can contribute to the dissemination of intervention programmes in schools. This research work aims to analyse the dimensionality of teacher wellbeing in schools with the aim of understanding the elements that best describe and influence the state of teacher wellbeing and the effects on organisational performance. Emphasizing Human Resources Management practices and Internal Marketing that influence the subjective wellbeing of workers and organizational performance. Data will be collected from teachers in high schools in the Valencian Community in Spain, with the purpose of developing a happiness index that determines the teacher wellbeing in educational environments.

**Keywords:** *Internal marketing; wellbeing; education*

**Track:** Public Sector and Non-Profit Marketing