

**RELATIONSHIP BETWEEN INTERNAL BRANDING  
PRACTICES, BRAND COMMITMENT AND  
EMPLOYEES' BRAND CITIZENSHIP BEHAVIOR**

**HASNIZAM BIN SHAARI**

**DOCTOR OF PHILOSOPHY  
UNIVERSITI UTARA MALAYSIA  
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(Name of Student)

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Tajuk Tesis  
(Title of the Thesis)

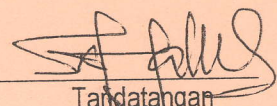
: *Relationship between Internal Branding Practices, Brand Commitment and Employees' Brand Citizenship Behavior*

Program Pengajian  
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: Doctor of Philosophy


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