

## **INNOVATIVE MARKETING AND ITS IMPACT ON STRATEGIC PERFORMANCE ANALYTICAL RESEARCH OF THE OPINIONS OF A SAMPLE OF EMPLOYEES OF THE DAJLA PHARMACEUTICAL COMPANY IN SAMARRA**

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### **ABSTRACT**

*The research examined the impact of innovative marketing on strategic performance, and accordingly developed a hypothetical scheme explains the direction of relationships, and used the introspective approach to research to derive his hypotheses according to the situational theory, and then a sample was selected Non-random made up of (30) employees of The Dajla Pharmaceutical Company in Samarra to represent the research community, the researcher adopted the descriptive analytical approach in analyzing the problem of research, and the research included two hypotheses Two main hypotheses emerged from which four sub-hypotheses were subjected to statistical tests, and the researcher used the questionnaire as a key tool for collecting data and information, and used the program (SPSS V.24) to analyze the data by using the test of simple linear regression and correlation factors, and the research reached a set of conclusions and recommendations, among the conclusions a strong correlation and effect and moral impact between innovative marketing and strategic performance at the total and branch level, On the other hand, recommendations were made in line with the reality of the conclusions.*

**KEYWORDS:** *Innovative Marketing, Strategic Performance*

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### **INTRODUCTION**

The ability of organizations to play their role as a tool to achieve survival, continuity, development and continuous improvement of goods and services requires their support in innovation and creativity, to improve their performance, to develop their productivity and intensify their final return, as innovation, whether in service or in the product, is the basis for success in the new organizations of our time because it is the basis for satisfying customers and fulfilling their desires and aspirations for the new and useful, especially since these needs and requirements are changing by changing new tastes, desires and aspirations, which has forced care for them. And study it as a basic requirement for the leading role it plays at the present time, especially in the areas of marketing, if adopted by any organization will be able to achieve good results in market transactions and competition other than the results of organizations that embrace outdated and routine ideas.

Based on the above, the current research aims to determine the results of innovative marketing within pharmaceutical companies on strategic performance and the relationship between these two variables.

To achieve the objectives of the research, it was divided into four investigations that embodied the first research in the research methodology, while the second focused on the theoretical framework and the third addressed the practical aspect, while the fourth research included conclusions and recommendations.

## **FIRST RESEARCH / RESEARCH METHODOLOGY**

### **Search Problem**

Since innovative marketing is an important factor for the success of companies and ensures their survival and growth and for its great role in the ability to renew and deliver innovative products, the researcher found that this topic deserves scientific and field study, and the answer to a range of questions that represent the problem of research which is

- Is the research company aware of the concept and areas of innovative marketing and its impact on improving the level of strategic performance,
- What is the importance of the relationship between innovative marketing and raising the level of strategic performance?

## **THE IMPORTANCE AND OBJECTIVES OF THE RESEARCH**

- The importance of research is reflected in the reality of innovative marketing and its importance to the company sample study and the position of this company on this vital topic and the methods it uses to encourage innovative marketing, which is a key element of success for the researched company in terms of improving its strategic performance.
- Learn about the reality of innovative marketing and the reality of actual marketing performance in researched companies
- Identify the impact of innovative marketing on the marketing performance of the researched company.

## **SEARCH PLANNER AND HYPOTHESES**

### **The First Main Hypothesis**

There is a morally significant correlation between marketing innovation and strategic performance and the following sub hypotheses are derived from:

- There is a morally significant correlation between the dimensions of innovative marketing and strategic performance.
- There is a morally significant correlation between innovative marketing and the dimensions of strategic performance.

### **The Second Main Hypothesis**

There is an impact relationship for innovative marketing in strategic performance and branching out of the following sub hypotheses.

- There is a moral impact relationship to keep innovative marketing away in strategic performance.
- There is a moral impact relationship to innovative marketing in the dimensions of strategic performance.



**Figure 1: The Default Search Model of the Researched Variable.**

**RESEARCH APPROACH**

The best philosophy whose contents correspond to research trends is Positive Philosophy (Adams et al., 2007, 26) (to confirm the results by proving or rejecting hypotheses, it was adopted as a method adopting the analytical descriptive approach in the study of research variables using many methods and statistical treatments related to the subject of research.

**Table 1: Search Sample Properties**

| To           | Information              | Classification          | Iteration | Percentage   |
|--------------|--------------------------|-------------------------|-----------|--------------|
| 1            | Sex                      | Male                    | 26        | 86.6 %       |
|              |                          | female                  | 4         | 13.4 %       |
| <b>Total</b> |                          |                         | <b>30</b> | <b>100 %</b> |
| 2            | Social status            | Married                 | 22        | 73.3 %       |
|              |                          | Single                  | 8         | 12.7 %       |
|              |                          | absolute                | -         | 0.5          |
| <b>Total</b> |                          |                         | <b>30</b> | <b>100%</b>  |
| 3            | lifetime                 | 30 and under - 40 years | 9         | 30 %         |
|              |                          | 41 - 50 years old       | 7         | 33 %         |
|              |                          | 51 - 60 years old       | 3         | 23.3 %       |
|              |                          | 60 years and older      | 1         | 3.3 %        |
| <b>Total</b> |                          |                         | <b>30</b> | <b>100 %</b> |
| 4            | Scientific qualification | Diploma                 | 3         | 23.3 %       |
|              |                          | Bachelor                | 15        | 50 %         |
|              |                          | High Diploma            | 8         | 26.6 %       |
|              |                          | Master                  | 4         | 13.3 %       |
|              |                          | Doctor                  | -         | 0 %          |
| <b>Total</b> |                          |                         | <b>30</b> | <b>100 %</b> |

Source: Researcher based on questionnaire data

**SOCIETY AND RESEARCH SAMPLE**

Dajla company was adopted as an area for the application of research and the acquisition of the required data through the questionnaire, and the search sample is a random sample of the employees of the researched company, and the number of questionnaires distributed on the search sample (38) questionnaires, and recovered (34) of them, and after examining the questionnaires to show its validity for statistical analysis, excluded (4) questionnaires due to not completing the conditions of analysis, Thus, the total number of questionnaires suitable for statistical analysis (30) becomes individual, depending on what (Morgan & Krejcie,1970) has proposed in the formation of a table showing the required and appropriate sample size depending on the sizes of the community (Bayati and Judge, 2010, 185), and table (1) describing the research sample.

## DATA AND INFORMATION COLLECTION TOOLS

- **Scientific References and Sources:** by looking at a collection of Arabic and foreign literature from books, periodicals, letters, university frames and research related to the nature of the research as well as the use of the Internet in obtaining information that benefits the research and as installed in the list of sources.
- **Resolution:** It was adopted as a key tool in data collection, as a preliminary questionnaire was presented to the professors of the questionnaire's arbitrators, and a modified questionnaire was obtained in its final form after the modifications were made, where the researcher used the Five-Likert Scale to ask questionnaire questions and measure the score of the answer.

**Table 2: Source of Resolution**

| To | Variable              | Source  |
|----|-----------------------|---|
| 1  | Marketing innovation  | (Al-Fahadi, 2005),<br>(2008 Kotler, & Armstrong, ),<br>(Thanksgiving & Al Nuaimi, 2013)               |
| 2  | Strategic performance | ,(Cullen,1998),(Cornea, 1995),<br>(Kaplan & Norton,1992),<br>(Nayef, 2007), (Hashem & Al-Abadi, 2010) |

**Source:** Prepared by Researcher

## THE SECOND TOPIC/ THEORETICAL FRAMEWORK

### Marketing Innovation

#### The Concept of Innovative Marketing

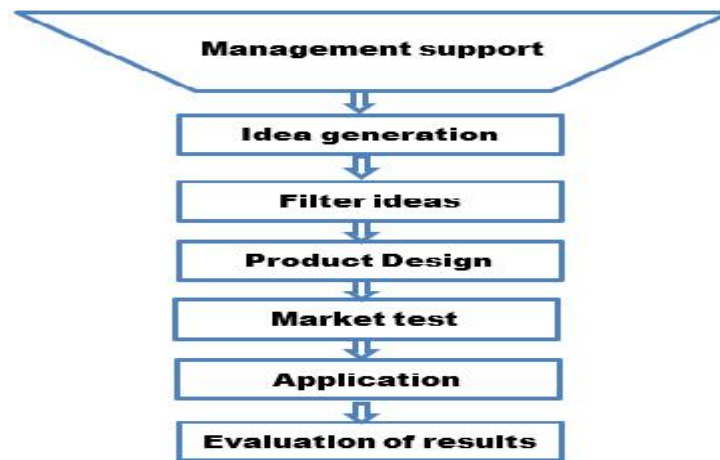
Innovation is a general term used in many researches and when talking about innovation it should be noted that in any area is only the result of individual and regulatory preparation, many studies have emerged that addressed this subject from multiple angles, described (Hitt et al.2001:526) as being able to bring a new reality at the expense of a case The previous reality, while expressed (Jalab, 2010:40) is related to the generation of new ideas that see the light of day at first glance, He pointed out (Square, 2012: 27) that the ability of the organization to reach what is new adds more value and faster than competitors in the market, i.e. represents the process of creating, developing, acquiring and implementing the new product and the new process with the aim of improving efficiency, efficiency and competitive advantage, which adds value to the organization and stakeholders that innovative marketing expressed (Robert & Mary, 2004: 144) that it is to develop original or new products by opening up to new ideas and different perspectives so that these ideas can reach other people after they are put in an understandable form to become a product.

#### The Importance of Marketing Innovation

Innovation is an important factor to maintain the organization's long-term competition as organizations competing in dynamic markets with fast moving technologies must meet the risk of overcoming competitors, and this is achieved only through innovation as innovation is a key to business prosperity, especially after the constant change in the state of knowledge, technologies and consumer demand, and the presence of a new market and attractive production offers and the ability to attract the volume of energy Certain and retained organizations will be allowed to maintain profit margins and sales growth (Soosay & Hyland, 2004: 41), (Ferrell, 2008: 134).

**Stages of the Process of Innovative Marketing**

When innovative marketing is put into practice must go through a set of stages or steps sequenced logically, so that any error at one stage results in error in the next stages, and the researchers and writers have provided many thesis when trying to diagnose the stages of any new product but it is noted that there are no fundamental differences between them, differences in the way Presentation and number of stages only, based on the above studies carried out in this field found the researcher lack of what can be called an agreed model for the stages of innovative marketing, where the study (Al-Fahadi, 2005, 15),Based on several studies by researchers and writers proposed a model for the stages of innovative marketing that can be used to ensure that this process is done successfully and properly and this model included the following stages,(Kotler, 2000: 334), (Yusuf, 2002: 142), (Obaidat, 2004: 65-66) as shown in figure (2):

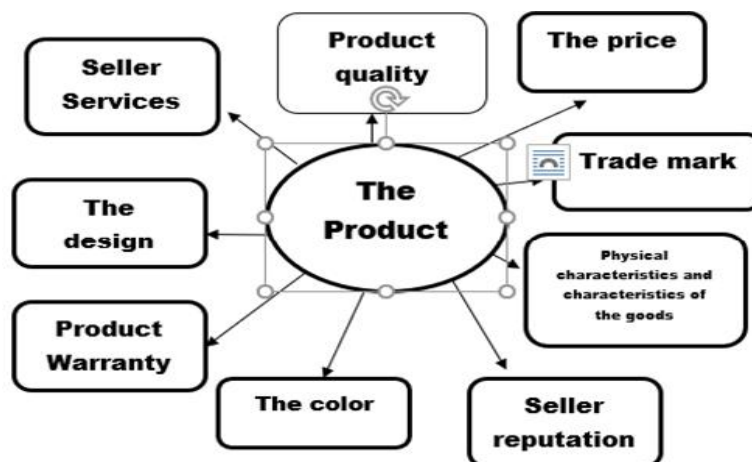


**Figure 2: Stages of Innovative Marketing.**

Source: Al-Fahadi, Shaimaa Nazim Hamdoun, 2005 Impact of Performance Marketing Innovation in Small Business Organizations, Unpublished Master's Letter Iraq Mosul University

**Marketing Areas Marketing Innovation**

We have referred to the current research of the four elements as the cornerstone of marketing innovation, and we will showcase innovation in each area of innovative marketing.



**Figure 3: Product Properties.**

Source: Itzel, Michael Walker, Bruce and Stanton, William (2006) "Marketing" First Edition, Translated by Lebanon, p. 215

## **Product**

The product can be a commodity, service, idea and essentially customers buy more than just a set of tangible physical features when they purchase the product as they buy to satisfy the need and satisfy it in the form of the benefits they expect to receive from the product (Etezel&et.al,2006:215) As in figure (3) the most important characteristics of the product, and the product cannot remain the same for a long period of time, especially when there are competing or alternative goods, therefore, development must enter the product whether in terms of content (form, color, price, weight) and of course this development process does not come arbitrarily but is the result of study and scrutiny of many positions and analyses of the results of sales processes, which require the development process whether it is This is to continue the sale process or to keep up with developments in the production of these goods as well as the extent to which they contribute to potential profits (Bakri, 2002: 167)

## **Pricing**

The price is the monetary value of a product unit, asset or production input (Zoghbi,2010, 58)i.e. the equivalent given in the exchange for the product (MC Daniel, et.al, 2011, 629)If the consumer realizes that our products are similar in value to those of competing organizations, then the price becomes so crucial that the distinction between the goods offered is not based on quality, and here the organization cannot distinguish its goods from competing goods of quality(Davis, 1997: 77), and sometimes the desire to acquire some products depends on the mental image of quality High, which helps the high price to confirm, and at other times low prices are a big factor in increasing profits (Ratchman and others, 2001: 378), so innovation in the field of price is an important entry point to achieve marketing excellence and create a competitive advantage for the organization to one degree or another, yet the author points out that innovation in the field of price did not receive the attention it deserves from scholars, writers and researchers in marketing compared to innovation in other areas, Examples of price innovations (wholesale retail and attractive or decimal prices) (Abu Juma, 2003, 179)

## **Promotion**

It is seen (Bakri, 2011: 290) as a number of elements aimed at influencing the consumer to motivate it in achieving the purchase process, and none of these elements can take a full role in the promotion process without interacting and linking with the rest of the other elements, although some are more influential and widespread than others, and form (4) shows integrated marketing communications.

One of the most important components and elements of the innovative strategy in the field of promotion is what comes:

(Al-Allaq and The Lords, 2002: 287-288)

## **Innovative Promise:**

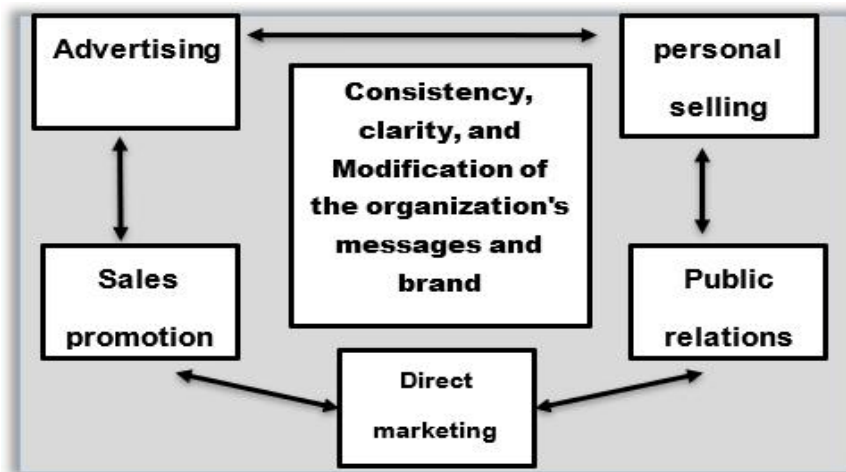
I.e. the actual value of the commodity or that the ad seeks to deliver to consumers as the essence of the innovative advertising message is presented in the form of mirrors and benefits enjoyed by this power, and in the light of these promises the innovative message is formed.

## **Support for the Prosecution**

Supporting the prosecution is a confirmation of the credibility of the advertising message.

### **Creative Style**

Innovative strategy should include a description of a playful, dramatic or professional tone that the advertisement was heard or read. It is limited to the advertising element only but also includes the rest of the promotional mix, such as innovation in the field of personal sales where innovation is used in this area as a means of increasing the likelihood of success of the sales process, and examples of innovation in the field of personal sale in both obtaining information about prospective customers and responding to objections.



**Figure 4: Integrated Marketing Communications.**

**Source:** Kotler, & Armstrong Philip, Gary, ( 2010) **principles of Marketing**, 13 ed, Pearson, P:429.

### **Distribution**

Which is to deliver the goods to be marketed to consumers in appropriate and efficient ways (Al-Qaryuti, 2009, 293) and it assigns the methods used by the commodity during its flow from the product to the consumer (Eagles, 2012, 325), and innovation in publishing depends primarily on what has been published and the time in which it is published and the appropriate means of doing so and therefore is primarily related to innovative marketing or administrative practices and then selected what is published therein. (Autumn, 1972: 83-93), and there are some innovative sales methods and direct related distribution (pride & ferrell, 2000: 599-604).

- Automatic or automatic sale
- Postal sale
- Electronic sale

## **STRATEGIC PERFORMANCE**

### **The Concept of Strategic Performance**

It is one of the basic concepts related to morality with the variables of strategic leadership whose contents are constantly renewed as a result of the renewal and development of the components of the organization. Performance, like other administrative topics, has not been unanimously reached on a specific concept as a result of the diversity of areas that the organization seeks to measure, as well as its differences from organization to organization according to the nature of its activities and the philosophy of senior management towards its importance (Jean, 2009, 54), (Punitive, 2013, 33).



(Nayef, 2007, 89) believes that there are two performance perspectives:

- The first is concerned with economic aspects, focusing on external market factors such as the competitive position of the organization.
- Takes care of organizational aspects based on social and behavioral methods and their suitability for the regulatory environment.

This indicates that strategic performance depends on a range of economic, regulatory and non-economic components, some from within the organization and others from outside the organization, and that the task of successful strategic management is to identify, control and guide these components in order to improve the performance of the organization and maintain it.

### **The Importance of Strategic Performance**

The strategic performance is more comprehensive to the effectiveness and efficiency of the organization, as it reflects its ability to achieve its strategic goals of (survival), (growth) and (adaption), (Ven katraman, & Ramannja; 1985: 375) emphasized the practical importance of strategic performance by examining the various strategies and processes resulting from it.

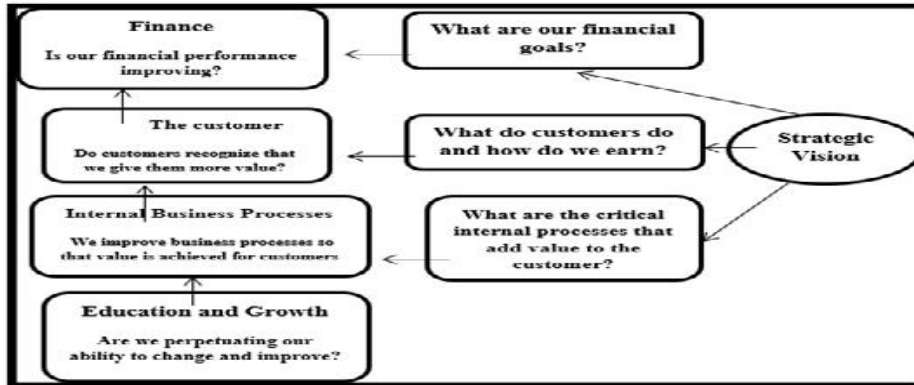
Whereas (Czepile; 1992: 40) indicated that strategic performance enables the organization to reduce the costs of its activities or the estimated value of buyers compared to competitors (Abdul Rahim: 2005: 41), indicated that performance achieves a cumulative knowledge building that reflects the level of success of the organization and its ability to adapt to the environment and growth, and is represented by performance measures and standards derived from the organization's mission and strategic objectives.

### **Strategic Performance Measures**

Metrics are used to determine the organization's ability to measure shareholder expectations individually and how the organization competes and links its actions to the past, present and future as the organization thinks about what it chooses to measure and how this measure can affect behavior (Hill & Pullen; 2004: 30).

- Performance metrics provide us with a structured set of processes that measure progress against strategic objectives in organizations and also provide us with motivation and feedback for improvement, if the user takes action to improve performance and actually improves, it encourages, but if vice versa, there is an opportunity to learn so the user seeks to organize and adapt his actions to see how much improvement in the work of the organization (KaliBob, 2003:4)
- Performance measures illustrate the cause and impact of the association that leads individual-mediated actions to the organization's objectives and provide us with a regular line that demonstrates the organization's strategy and generate returns and resources, a comprehensive management of the structure of the process and continuous improvement by ensuring that anyone knows the location of the organization and where it wants to go to achieve value for shareholders. (Hill & Pullen, 2004:31).





**Figure 5: General Structure for Measuring Strategic Performance in the Organization.**

**Source:** Hill, J & Pullen, J (2004) "Implementing Strategic Performance Management Systems. W.W.W. P2.

**Factors Influencing Strategic Performance Measurement**

Studies indicate that the most important factors affecting strategic performance and within a decade included: - (Krikendall,2005,2), (Plauch, 2006, 39).

**Organizational Motivation Regulatory Drive**

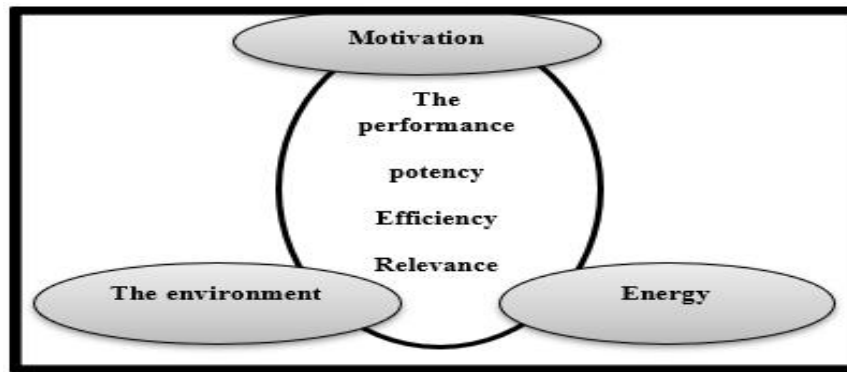
Organizational drive enables employees to understand integration with the organization's mission by linking the organization's history with the current strategy, linking the organization's culture and strategy to the degree of motivation to implement this strategy.

**External Environment External Environment**

The impact of the environment lies through opportunities and threats in the external environment and includes the degree to which regulation interacts with that environment, as performance will be increased by understanding the environment and using knowledge to influence that environment.

**Organizational Capacity Regulatory Power**

The regulatory capacity is used to deliver performance and energy beginnings for each job (marketing, sale, operations, finance....) to become traded. At the top of the organization's energies is the management leadership, which seeks to lead the success of the organization's strategy as well as the skills used to create the foundation that the organization needs to build the necessary internal relationships (strategic alliances, relations with the government, strategic processors). Figure 6 illustrates the factors influencing the measurement of strategic performance.



**Figure 6: Factors Influencing Strategic Performance Measurement.**

**Source:** kirkendall, Nancy. J (2005) "Organizational Performance Measurement in the Energy Information Administration P.2.

### **THIRD RESEARCH / FIELD FRAMEWORK**

#### **The Field of Research and the Justifications for Choice**

Through the preliminary survey carried out by the researcher of the researched company he had the idea that the management and its employees did not have an idea or directions about the concept of innovative marketing and its importance for strategic performance in the company, as well as the lack of care and awareness of the importance of innovative marketing in the field of other businesses of the company, but the reasons for choosing the field of research are as follows:

- The importance of the role it plays in providing new products to replace imported medicines, maintain national capital and support national complementary industries.
- Is one of the distinct, cooperative and understanding communities of the study business.
- These organizations operate under crisis conditions and in normal circumstances without stopping.

#### **Presenting the Reality of the Dimensions of Marketing Innovation and Analyzing the Answers of the Respondents:**

Table 3 data for repetitive and computational media and standard deviation of innovative marketing dimensions paragraphs indicate:

- Product innovation: (57.73 %) of the research sample answers confirmed the existence of innovation in the product, compared to (7.77 %) of them did not confirm this, and (34.5 %) without an opinion, and this came in the middle of my calculation capacity (2,823) and a standard deviation of (0,919 %)
- Promotion innovation: (54.74 %) of respondents agree that their company has innovations in promotion, while (18.9 %) are unsure of the answer, and (18.83 %) of the individuals surveyed did not agree that their company has innovations in promotion, and the answer came in the middle of my account amounting to (3,289) and standard deviation (1.172).
- Price innovation: (62.23 %) of the research sample answers confirm the existence of innovation in this area compared to (12.22 %) do not confirm this, and (25.55 %) without an opinion and this came in the middle of my account (2,911) and a standard deviation of (1.022).

- Distribution innovation: (45.55 %) of the research sample answers confirm the existence of innovation in this area, compared to (16.7 %) who did not confirm this and (37.75 %) without an opinion, this came in the middle of my account amounting to (3.1) and standard deviations of (1,016).

**Table 3: Repetitive Distribution, Computational Medium, Standard Deviation and Severity of the Response of Sample Members to the Innovative Marketing Variable**

| Innovative Marketing           | Answer Scale      |      |                |      |                |      |                |      |                        |      | Arithmetic Medium | Standard Deviation |
|--------------------------------|-------------------|------|----------------|------|----------------|------|----------------|------|------------------------|------|-------------------|--------------------|
|                                | I Strongly Agree. |      | Agree          |      | Neutral        |      | I Don't Agree. |      | I Don't Agree Too Much |      |                   |                    |
|                                | 5                 |      | 4              |      | 3              |      | 2              |      | 1                      |      |                   |                    |
|                                | to                | %    | to             | %    | to             | %    | to             | %    | to                     | %    |                   |                    |
| <b>Product Innovation</b>      |                   |      |                |      |                |      |                |      |                        |      |                   |                    |
| X1                             | 2                 | 6,7  | 8              | 26,7 | 15             | 50   | 3              | 10   | 2                      | 6,7  | 3,267             | 0,981              |
| X2                             | 9                 | 30   | 8              | 26,7 | 11             | 36,7 | 1              | 3,3  | 1                      | 3,3  | 2,967             | 0,928              |
| X3                             | 7                 | 23,3 | 5              | 16,7 | 9              | 30   | -              | -    | 3                      | 10   | 2,533             | 0,900              |
| <b>Arithmetic Average</b>      | <b>32,27 %</b>    |      | <b>25,46 %</b> |      | <b>34,5 %</b>  |      | <b>1,1 %</b>   |      | <b>6,67 %</b>          |      | <b>2,823</b>      | <b>0,919</b>       |
| <b>Promotion Innovation</b>    |                   |      |                |      |                |      |                |      |                        |      |                   |                    |
| X4                             | -                 | -    | 18             | 60   | 5              | 16,7 | 7              | 23,3 | -                      | -    | 3,367             | 0,851              |
| X5                             | 4                 | 13,3 | 11             | 36,7 | 5              | 16,7 | 5              | 16,7 | 5                      | 16,7 | 3,133             | 1,332              |
| X6                             | 2                 | 6,7  | 15             | 50   | 7              | 23,3 | 4              | 13,3 | 2                      | 6,7  | 3,367             | 1,034              |
| <b>Arithmetic Average</b>      | <b>6,65 %</b>     |      | <b>48,9 %</b>  |      | <b>18,9 %</b>  |      | <b>17,75 %</b> |      | <b>7,8 %</b>           |      | <b>3,289</b>      | <b>1,172</b>       |
| <b>Pricing Innovation</b>      |                   |      |                |      |                |      |                |      |                        |      |                   |                    |
| X7                             | 12                | 40   | 6              | 20   | 12             | 40   | -              | -    | -                      | -    | 2,800             | 0,761              |
| X8                             | 8                 | 26,7 | 13             | 43,3 | 6              | 20   | 2              | 6,7  | 1                      | 3,3  | 3,233             | 1,040              |
| X9                             | 9                 | 30   | 8              | 26,7 | 5              | 16,7 | 2              | 6,7  | 6                      | 20   | 2,700             | 1,264              |
| <b>Arithmetic Average</b>      | <b>32,23 %</b>    |      | <b>30 %</b>    |      | <b>25,55 %</b> |      | <b>4,46 %</b>  |      | <b>7,76 %</b>          |      | <b>2,911</b>      | <b>1,022</b>       |
| <b>Distribution Innovation</b> |                   |      |                |      |                |      |                |      |                        |      |                   |                    |
| X10                            | 5                 | 16,7 | 9              | 30   | 12             | 40   | 1              | 3,3  | 3                      | 10   | 3,000             | 1,0171             |
| X11                            | 2                 | 6,7  | 8              | 26,7 | 15             | 50   | 3              | 10   | 2                      | 6,7  | 3,267             | 0,981              |
| X12                            | 6                 | 20   | 11             | 36,7 | 7              | 23,3 | 2              | 6,7  | 4                      | 13,3 | 3,033             | 1,18               |
| <b>Arithmetic Average</b>      | <b>14,42 %</b>    |      | <b>31,13 %</b> |      | <b>37,75 %</b> |      | <b>6,7 %</b>   |      | <b>10 %</b>            |      | <b>3,1</b>        | <b>1,0162</b>      |

Results from SPSS application

**Presenting the Reality of the Dimensions of Strategic Performance and Analyzing the Answers of the Respondents**

Table 4 data for repetitive and computational medians and standard deviation of strategic performance dimensions paragraphs indicate:

- Growth and learning: (55.56 %) of the research sample answers confirmed that their company aims to achieve long-term growth and learning, compared to (18.89 %) who did not confirm this, and (28.86 %) without an opinion, and this came in the middle of my calculation capacity (3,378) and a standard deviation of (0,812 %)
- Satisfaction: (35.56 %) of the sample members agree on the satisfaction variable to achieve long-term performance of their company, while (41.1 %) are unsure of the answer, and (23.32 %) of the individuals who have been satisfied with their company, the answer came in the middle of my account amounting to (3,078) and standard deviation (0,939)

- Efficiency of internal operations: (58.9 %) of the research sample answers confirm the interest of decision makers in their company in internal operations as a goal to achieve high performance in the business, compared to (19.99 %) do not confirm this, and (21.1 %) without an opinion and this came in the middle of my account (3,511) and a standard deviation of (1,021).
- Creativity: (33.53 %) of the research sample answers confirm the interest of decision makers in creating new methods of work that increase the performance of their company, compared to (18.93 %) of them did not confirm this and (28.1 %) without an opinion, and this came in the middle of my account amounting to (3,422) and standard deviations amounting to (1,016).

**Table 4: Repetitive Distribution, Computational Medium, Standard Deviation and Severity of the Response of Sample Members to the Marketing Performance Variable**

| Marketing Performance                   | Answer Scale     |       |         |      |                |      |                        |      |        |     | Arithmetic Medium | Standard Deviation |
|---|------------------|-------|---------|------|----------------|------|------------------------|------|--------|-----|-------------------|--------------------|
|   | I Strongly Agree | Agree | Neutral |      | I Don't Agree. |      | I Don't Agree Too Much |      |        |     |                   |                    |
|   | 5                | 4     | 3       |      | 2              |      | 1                      |      |        |     |                   |                    |
|   | to               | %     | to      | %    | to             | %    | To                     | %    | to     | %   |                   |                    |
| <b>Growth and Learning</b>              |                  |       |         |      |                |      |                        |      |        |     |                   |                    |
| X13                                     | 3                | 10    | 20      | 66,7 | 4              | 13,3 | 3                      | 10   | -      | -   | 3,767             | 0,774              |
| X14                                     | -                | -     | 8       | 26,7 | 15             | 50   | 5                      | 16,7 | 2      | 6,7 | 2,967             | 0,850              |
| X15                                     | 3                | 10    | 13      | 43,3 | 7              | 23,3 | 7                      | 23,3 | -      | -   | 3,400             | 0,968              |
| Arithmetic Average                      | 10 %             |       | %45,56  |      | 28,86 %        |      | %16,66                 |      | %2,23  |     | 3,378             | 0,812              |
| <b>Satisfaction</b>                     |                  |       |         |      |                |      |                        |      |        |     |                   |                    |
| X16                                     | 2                | 6,7   | 16      | 53,3 | 7              | 23,3 | 2                      | 6,7  | 3      | 10  | 3,400             | 1,07               |
| X17                                     | -                | -     | 8       | 26,7 | 14             | 46,7 | 7                      | 23,3 | 1      | 3,3 | 2,967             | 0,809              |
| X18                                     | -                | -     | 6       | 20   | 16             | 53,3 | 6                      | 20   | 2      | 6,7 | 2,867             | 0,819              |
| Arithmetic Average                      | 2,23 %           |       | 33,33 % |      | 41.1 %         |      | 16,66 %                |      | 6,66 % |     | 3,078             | 0,939              |
| <b>Efficiency of Internal Processes</b> |                  |       |         |      |                |      |                        |      |        |     |                   |                    |
| X19                                     | 9                | 30    | 13      | 43,3 | 3              | 10   | 4                      | 13,3 | 1      | 3,3 | 3,833             | 1,117              |
| X20                                     | 5                | 16,7  | 14      | 46,7 | 7              | 23,3 | 2                      | 6,7  | 2      | 6,7 | 3,600             | 1,07               |
| X21                                     | 3                | 10    | 9       | 30   | 9              | 30   | 6                      | 20   | 3      | 10  | 3,100             | 1,155              |
| Arithmetic Average                      | 18,9 %           |       | 40 %    |      | 21,1 %         |      | 13,33 %                |      | 6,66 % |     | 3,511             | 1,02               |
| <b>Creativity</b>                       |                  |       |         |      |                |      |                        |      |        |     |                   |                    |
| X22                                     | 6                | 20    | 8       | 26,7 | 11             | 36,7 | 3                      | 10   | 2      | 6,7 | 3,433             | 1,135              |
| X23                                     | 6                | 20    | 10      | 33,3 | 7              | 23,3 | 5                      | 16,7 | 2      | 6,7 | 3,433             | 1,195              |
| X24                                     | 2                | 6,7   | 16      | 53,3 | 7              | 23,3 | 2                      | 6,7  | 3      | 10  | 3,400             | 1,07               |
| Arithmetic Average                      | 15.56 %          |       | 37,76 % |      | 28.1 %         |      | 11.13 %                |      | 7.8 %  |     | 3,422             | 1,016              |

Results from SPSS application

## LINKS BETWEEN SEARCH VARIABLES

- Table 5 shows the results of spearman values with a morally significant correlation between all dimensions of innovative marketing and strategic performance, and the value of this coefficient was to exclude the product, price, promotion and distribution (0.621, 0.291, 0.511, 0.478) respectively and at a moral level (0.01) to keep the product away, pricing and distribution and at a moral level (0.05) After promotion, the overall correlation between

innovative marketing and strategic performance (0.64) indicates a moral correlation between marketing innovation and strategic performance.

- Table 6 shows the results of spearman values with a morally significant correlation between innovative marketing and strategic performance dimensions, and the value of these laboratories was to keep growth away, learning, satisfaction, internal process efficiency and creativity (0.610, 0.472), 0.562, 0.577) respectively and at a moral level (0.01) as well as the overall correlation factor between innovative marketing and strategic performance (0.64), indicating a moral correlation between innovative marketing and strategic performance.
- Prove the first main hypothesis of the research and all sub-hypotheses derived from it.

**Table 5: Spearman Transaction Values between the Dimensions of Innovative Marketing and Strategic Performance**

| Variables             | Innovative Marketing | Product Innovation  | Promotion Innovation | Pricing Innovation  | Distribution Innovation |
|-----------------------|----------------------|---------------------|----------------------|---------------------|-------------------------|
| Strategic Performance | 0.64**<br>P(0.000)   | 0.621**<br>P(0.001) | 0.291*<br>P(0.000)   | 0.511**<br>P(0.000) | 0.478**<br>P(0.000)     |

(\*\*) Morally significant correlation at 0.01 (\*) morally significant correlation at 0.05

**Table 6: Spearman Scale between Innovative Marketing and Strategic Performance Dimensions**

| Variables            | Strategic Performance | Growth and Learning | Satisfaction        | Efficiency of Internal Processes | Creativity          |
|----------------------|-----------------------|---------------------|---------------------|----------------------------------|---------------------|
| Innovative Marketing | 0.64**<br>P(0.000)    | 0.610**<br>P(0.000) | 0.472**<br>P(0.000) | 0.562**<br>P(0.000)              | 0.577**<br>P(0.000) |

(\*\*) Morally significant correlation at 0.01 (\*) morally significant correlation at 0.05

**Testing and Analysis of Impact Relationships between Search Variables**

- After investigating the second main hypothesis according to the simple regression equation (+a = Y BX), as shown in Table 7, the calculated value (F) was (48.04) and is greater than its scheduling value at the indicative level (0.01) and this indicates that the regression factor is proven by the value of the marginal inclination factor ( 0.34) at the level of morale mentioned, i.e. a change of one unit of innovative marketing affects the performance of the strategy by (0.89), which means proving the morality of the model of simple linear regression, and therefore the independent variable has a morally significant effect on the variable dependent and the value of the interpretation factor (R2) amounted to (0.41), which shows that innovative marketing explains the proportion (41 %) of changes in strategic performance. The remaining percentage is due to the contribution of other variables outside the current research.

**Table 7: Values (F- <sup>2</sup>R- ) for Regression Models for the Impact of Innovative Marketing on Family Performance (n = 30)**

| Variables            | Strategic Performance |         |       |      | Type of Effect |
|----------------------|-----------------------|---------|-------|------|----------------|
|                      | <sup>2</sup> R        | F       | P     |      |                |
| Innovative Marketing | 0.41                  | 48.04** | 0.000 | 0.34 | Moral          |

(\*) The (F) Scheduling value At a Moral Level of 0.05 (\*\*) the (F) Scheduling Value at a Moral Level of 0.01

The statistical indicators shown in Table 8 were used to show the results and were as follows:

Ratios shown by the interpretation coefficient (<sup>2</sup>R) and the respectively (0.39, 0.15, 0.32, 0.32), which means that marketing innovation in its dimensions with product, price, promotion and distribution is responsible in the ratios mentioned for changes in strategic performance The rest is due to a random variable, and the ratios shown by the

interpretation coefficient ( $R^2$ ) are consistent with the calculated F values (33.7, 9.05, 24.5, 24.33) that are consistent with their extreme moral value. (0.000) for product variables, pricing and distribution at a moral level (0.05) and at a moral level (0.002) for the promotion variable, which reflects a high moral impact of the innovative authentication in strategic performance, and through a preview of the values of the factor ( ) and the (0.56, 0.51, 0.48, 0.74) promotion change means that a one-unit change will be followed by a change in strategic performance by (0.51).

**Table 8: Values (F-  $R^2$ - ) for Regression Models for the Impact of Innovative Marketing Dimensions on Family Performance (n = 30)**

| Variables               |                       | $R^2$ | F      | P     |      | Type of Effect |
|-------------------------|-----------------------|-------|--------|-------|------|----------------|
| Product innovation      | Strategic performance | 0.39  | 33.71* | 0.000 | 0.56 | Moral          |
| Promotion innovation    |                       | 0.15  | 9.05*  | 0.002 | 0.51 | Moral          |
| Pricing innovation      |                       | 0.32  | 24.54* | 0.000 | 0.48 | Moral          |
| Distribution innovation |                       | 0.32  | 24.33* | 0.000 | 0.74 | Moral          |

(\*) The (F) scheduling value at a moral level of 0.05 (\*\*) the (F) scheduling value at a moral level of 0.01

#### The Statistical Indicators Shown in Table 9 Were Used to Show the Results and Were

Ratios shown by the interpretation coefficient ( $R^2$ ) that innovative marketing is responsible for changes in the dimensions of strategic performance (growth and learning, satisfaction, efficiency of internal processes, creativity) and the respectively (0.46, 0.36, 0.37, 0.4), and the rest is due to random variables, and the ratios shown by the interpretation coefficient ( $R^2$ ) are consistent with the values ( $F^2R$ ) Calculated and adult (44.79, 29.22, 30.56, 34.26) which is consistent with its moral value of (0.000) for all strategic performance variables at a moral level (0.05), which reflects a high moral impact of innovative marketing in the dimensions of strategic performance, and by examining the values of the factor ( ) and adult respectively (1.07, 0.89, 0.73, 0.97) Meaning that an innovative marketing change, for example, in one unit, will be followed by a change in the efficiency of internal processes by (0.73), 1), thus proving the second main hypothesis of the research and all the sub-hypotheses emanating from it.

**Table 9: Values (F-  $R^2$ - ) for Regression Models for the Impact of Innovative Marketing Dimensions on Family Performance (n = 30)**

| Variables            |                                  | $R^2$ | F      | P     |      | Type of Effect |
|----------------------|----------------------------------|-------|--------|-------|------|----------------|
| Innovative Marketing | Growth and learning              | 0.46  | 44.79* | 0.000 | 1.07 | Moral          |
|                      | satisfaction                     | 0.36  | 29.22* | 0.000 | 0.89 | Moral          |
|                      | Efficiency of internal processes | 0.37  | 30.56* | 0.000 | 0.73 | Moral          |
|                      | Creativity                       | 0.40  | 34.27* | 0.000 | 0.97 | Moral          |

(\*) The (F) scheduling value at a moral level of 0.05 (\*\*) the (F) scheduling value at a moral level of 0.01

## FOURTH TOPIC / CONCLUSIONS AND RECOMMENDATIONS

### First / Conclusions

- Innovation in general and innovative marketing in particular is not limited to a particular type of company but can extend to all kinds of companies
- Raising the performance of companies in general and their marketing performance in particular is not through approval (coincidence) but through new ideas.
- The results of the analysis showed that the company sample study has marketing innovation at an acceptable rate and this is shown by the objective indicators adopted in the analysis of the realistic results in this study.

- The results of the relationship analysis showed strong and moral correlations between innovative marketing and strategic performance and at the overall and sub-level of variables, confirming the first main hypothesis and sub-hypotheses emanating from them
- The results of the analysis also showed a morally significant impact relationship between innovative marketing and strategic performance, confirming the second hypothesis and the sub-hypotheses emanating from it.

## **RECOMMENDATIONS**

- The research company must be aware that the innovative marketing process is not related to the need for a specific marketing problem to deal with, but rather innovative marketing is an ongoing process in a permanent form and needs marketing skills.
- The need for research companies to evaluate their marketing performance from time to time and find out the reasons that lead to low performance and diagnosis and work to address them.
- The research company should adopt the concept of innovative marketing in all its dimensions, as it is an important element to ensure the continued growth of the work of these organizations
- The need to allocate a budget for research and development spent by the management of the company in the search for innovative ideas and methods both in all areas of innovative marketing
- The results of the application of innovation in one area of marketing should be assessed to determine whether it has achieved the desired results.

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