

## Information Technology and Its Role in Raising The Efficiency of Tourism Marketing Performance - Field Research in Premium Class Hotels in Baghdad

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### Abstract

The current research addresses both information technology and its role in raising the efficiency of tourism marketing performance by defining the role of information technology represented by (hardware components - software - communication networks - human resources), and its role in raising the efficiency of tourism marketing performance in Premium class hotels in Baghdad, and in general, the research attempted to answer the following question:

- What is the role of information technology in raising the efficiency of tourism marketing performance?

To achieve this goal, the researchers prepared a questionnaire and distributed it to the research sample. (60) questionnaires were subjected to analysis using the statistical program (SPSS), and the research reached the most important conclusions: The results showed that information technology with all its components has an important role in raising the efficiency of tourism marketing performance. The research included the following topics:

The first domain: Research methodology.

The second domain: A conceptual framework for information technology.

The third domain: A conceptual framework for tourism marketing performance.

The fourth domain: The practical aspect.

The fifth domain: Conclusions and proposals.

**Keywords:** information technology – tourism marketing performance.

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The tourism sector has great importance in economic life because of its fundamental role in consolidating confidence in the state's policy and its care for its public interests. Therefore, it has become necessary to strive to develop this sector, especially after it has been radically affected by developments in the technology of this type of technology, due to its prominent role in increasing the speed and reliability of its tourism operations. Initiatives aimed at enhancing the productive sector. It is also considered a very

important commercial resource, such that its absence leads to weak decisions in all activities.

Therefore, we find that “this revolution in the technologies field has allowed a huge increase in productive activities in all countries. Technology has become a major tool for providing a competitive advantage for production companies, especially food industries and productive institutions.

**The first domain - research methodology**

There is a group of scientific methods that are used in studying social and economic phenomena. The (descriptive-analytical) method was chosen, as the theoretical framework was adopted to describe the phenomenon so that the role of the applied framework comes in analyzing the study variables.

**First: The research problem: -**

Iraqi hotel organizations confront a real problem represented by the limited application of information technology and effective use of it in their departments. According to this perspective, the research problem revolved around raising the following questions:

1. Do premium class hotels seek to adopt the dimensions of information technology?
2. To what extent is information technology used and its role in raising the efficiency of tourism marketing performance?
3. To what extent does information technology contribute to raising the efficiency of tourism marketing performance of the researched company?
4. To what extent does information technology have an impact on increasing the efficiency of tourism marketing performance?
5. Is there a clear perception among the researched companies about the concept of information technology and tourism marketing performance?
6. What is the nature of the relationship or impact between information technology and tourism marketing performance?
7. Is there a discrepancy in the surveyed sample’s answers regarding information technology and marketing performance?

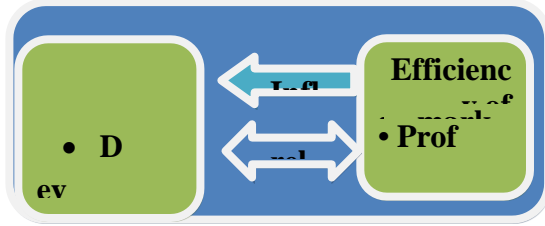
**Second: The research importance: -**

1. **Scientific importance:** It is demonstrated by what the answers to the questions of the theoretical research problem will reveal, as it will provide a theoretical framework that is considered a modest contribution to be added to the knowledge regarding the study variables.

2. **Field importance:** It is reflected through the application of theoretical concepts and ideas for study in the field of work, as well as testing the impact relationship between the dimensions of information technology and improving the tourism marketing performance of human resources to determine the extent of its significance statistically, through which the researched organization management can adopt the information technology dimensions to help it improve the performance of human resources.

**Third: Research objectives:** The research aims to demonstrate the reflection of the information technology dimensions in raising the tourism marketing performance efficiency, in addition to developing a theoretical framework for information technology and the efficiency of marketing performance, identifying the nature of the relationships (correlation and influence) between the two variables, and trying to interpret them, benefit from the network, and perception of administrative leaders in terms of the research variables.

Figure (1) Hypothetical research model



Source: prepared by the researcher

**Fifth: Research hypothesis:** In line with the research objectives and to test the plan, the researchers adopted two main hypotheses:

**The first main hypothesis:** There is a significant correlation between information technology and the efficiency of marketing performance. This main hypothesis is divided into the following sub-hypotheses:

1. There is a significant correlation between physical components and the efficiency of marketing performance.
2. There is a significant correlation between software and the efficiency of marketing performance.
3. There is a significant correlation between communication networks and the efficiency of marketing performance.
4. There is a significant correlation between human resources and the efficiency of marketing performance.

**The second main hypothesis:** There is a significant effect between information technology and the efficiency of marketing performance. This main hypothesis is divided into the following sub-hypotheses:

1. There is a significant effect between the material components and the efficiency of marketing performance.
2. There is a significant effect between the software and the efficiency of marketing performance.
3. There is a significant effect between communication networks and the efficiency of marketing performance.
4. There is a significant effect between human resources and marketing performance efficiency.

**Sixth: Research Methodology: -**

The inductive and deductive research approach was used in the theoretical aspect, relying on books, magazines, and scientific periodicals. The statistical aspect was also relied upon in analyzing the scientific aspect of the research.

**Seventh: Population and research sample: -**

The research population is premium class hotels in Baghdad (Ishtar –Palastine-Al-Mansur-Babil-Al Rasheed). The sample is random. The research sample included a group of leaders and

employees in the researched company. The total number of questionnaires that were distributed was (60) forms only for each of them (**managers assistants, directors, department heads, and employees**).

**Eighth: The research determinants:** They were represented as follows: -

1. The research was limited to premium class hotels in Baghdad, due to its cooperation with the researchers.
2. The research period extended from 11<sup>th</sup> November 2021 to 10<sup>th</sup> May 2023.

**Ninth: Means of collecting data and information: -**

The following methods were relied upon in collecting data and information for the research:

1. Seeking help from some Arab and foreign sources, as well as university periodicals, theses, and dissertations related to the research subject and searching the Internet to cover the theoretical side and support the field side with it.
2. A questionnaire was formed to obtain data on the members of the research sample, as well as data that contribute to determining the correlations and influence between the research variables. The questionnaire was prepared in light of the scientific vision achieved through surveying scientific sources.
3. Interview with some of the administrators in the investigated hotels to obtain the history of the hotels and the nature of the business they practice.

**Tenth: Statistical methods:** Statistical processing was done using the ready-made program (SPSS) to extract the final results and analyze them to discover the relationships and impact between the research variables.

**The second domain: A conceptual framework for Information Technology**

**First: The concept of information technology:**

(Griffin, 1999:673) defined information technology as the organization's resources used to manage the necessary operations and carry out its basic tasks, which include computers, communications systems, and running software. It enables managers and workers to use information well. Jones & Cross define it as those physical parts of the computer and software that are used to process data to obtain information (Al-Salmi, 2000: 23). (Stair and Reynolds, 2000: 10) described it as the physical devices, software, information, and communications base, individuals, and procedures that together obtain data, process it, transform it into information, and then store it. They use equipment and software to collect, process, store, and exchange information. (Laudon & Loudon, 2000: 13) expressed information technology by referring to its infrastructure through which the organization can build its information system as one of the tools available to managers to address the problems of the changes taking place. Hence, information technology has been defined as the ability to access various sources of information easily to save time and money (Al-Ma'mouri, 2003: 112).

**Second: The importance**

Information technology has become a concept of high importance at present as a result of its ability to transmit information with high accuracy and speed, which has greatly facilitated the process of transmitting ideas, experiences, and events and benefiting from this information in various scientific, artistic, cultural, social, and other fields to serve humanity and its development in the future. we explain the following, to understand the importance of information technology (Al-Agha, 2005: 23), (Al-Obaidi, 2010: 37), and (Kleindle, 2010: 223).

1. Collecting, preserving, and retrieving information when needed.
2. Collecting the information necessary to carry out the organization's activities and operations to increase its effectiveness and creativity to achieve its strategic goals.
3. Implementing modern production systems and processes in the researched organization.
4. Maintaining and developing infrastructure through its multiple applications.

5. Increasing the capacity for creativity and innovation and providing the necessary support and support.
6. Helping the organization's management to lead effectively in various circumstances and situations and under all pressures and possibilities, while providing it with all the means that enable it to renew, develop, and modernize following their environmental variables surrounding the organization.
7. Organizing administrative processes and information in business organizations to help them exploit their resources and energies optimally and determine what concerns their human resources.
8. Providing information with characteristics and advantages that enable management workers at different levels to make appropriate decisions that should be adopted by all employees in the organization.

### **Third: Components of information technology**

**1. Hardware:** Hardware can be viewed as all the devices, equipment, and accessories that are tangible parts, which are related in one way or another to the nature of their work in dealing with information. Since these devices deal with data for them to be of benefit, they must be treated with many operations in the manner in which those responsible see them. They can be called processing units, and after the information processing operations are completed, they are output in the required form and are called output units. These devices related to input, processing, and output are diverse, and include storage devices as well as the media related to connecting these devices (Girma Abebe, 2016: 18).

**2. Software:** It consists of detailed, pre-programmed instructions or instructions that monitor and coordinate the hardware components of the computer in the information system. There are two types: system programs that manage and control the computer using specific applications such as a central processor, linking communications and attached external tools, the system programmers are the ones who design these programs, and application programs are programs written for special applications, to instruct specific tasks from end users, and application programmers are the ones who develop these programs (Laudon & Laudon, 2014: 51).

**3. Communication networks:** They consist of hardware and software that connect many different parts of the devices and transfer data from one site to another. In the field of information, the network is one or more information centers that are linked to each other through interconnected relationships through various information and communications technology tools, and in each Center, a beneficiary provides them with information at the appropriate time and format. It also includes multiple types of databases, private and operational information, and Internet databases that specialize in storing and preparing information for supporting administrative decisions, and it consists of all the data that the organization obtains, regardless of its form, as it helps improve services (Hussein, 2005: 45).

**4. Human Resources:** Human resources include the workforce in the field of technology, and the selection must match competent employees and knowledge of the strengths and experience that the individuals represent to determine the existing results, as well as focusing on talent, capabilities, knowledge, and skills when selecting employees. It is believed that information technology is linked to resources. Humanity can change methods of operations, organization, use of applications, and develop technological goals, and the employee is the center for developing technological processes (Coronas & Olive, 2005: 125).

### **The third domain: A conceptual framework for the efficiency of tourism marketing performance**

**First: The concept of tourism marketing performance efficiency:** Performance is the common denominator of all efforts exerted by management and workers within the framework of business organizations. Traditional trends in management search for outstanding performance through orientations and confirmation of practices that lead towards maximizing performance (Al-Bakri and Taleb, 2014: 9). The term performance is widely used in the fields of management in almost everything. It can be used as measuring indicators to explain phenomena and diagnose the causes in predictions and making



comparisons. Marketing performance is considered a focus of the overall performance of companies, including the performance of the sales force in marketing products. Marketing performance has been defined as the results. Which was achieved through marketing activities in their full form, which is reflected in the company's survival and continuity (Al-Ziwani, 2004:78). Marketing performance is also defined as the extent to which the company's marketing goals are achieved and its success in winning and keeping customers (Qaradaghi, 2004: 85). He also knew the level of the organization's achievement of its goals set in the marketing plan (Osulliva & Abela, 2007: 80).

**Second: The importance of efficient tourism marketing performance:** In light of the economic, social, and technological developments, business organizations must strive to improve their performance and achieve positive results for their market share by following advanced methods and unconventional ideas that make the level of performance a competitive advantage over competing organizations by choosing an integrated marketing mix that works. To develop the brand among consumers, analyze what is going on in their thoughts of desires, needs, and expectations, and work to implement them and deliver them at the appropriate time and speed that precedes others, (Al-Sumaidaie, 2006: 7). The importance of marketing performance is highlighted in that it represents the organizational identity that distinguishes it from the rest of its competing organizations. The marketing operations and activities carried out by the organization, through which it seeks to meet the needs of customers, require distinction, as the customer can know the organization through its marketing performance in a market in which many people compete. Competing organizations to provide what satisfies the customer and attract his interest, in addition to the fact that marketing performance shows the extent of the organization's credibility in meeting customer requests (AL-Akldi, 2018: 102). (AL-Shuwaili, 2012: 102) and (AL-Bayati, 2019: 173) see that the importance of marketing performance is as follows:

1. Identifying the percentage of the organization's goals that have been achieved.
2. Providing administrative levels with information that enables them to plan, control, and make decisions based on scientific facts.
3. Identifying competent elements with experience, skill, and knowledge and placing them in the appropriate position, as well as diagnosing the elements that need development, support, and raising their performance to the level of success.
4. Achieving coordination between the organization's various departments.
5. Diagnosing errors in the process and taking the necessary measures to address and take care of them.

**Third: Components of tourism marketing performance: -**

**1. Sales growth:** Sales growth is one of the important stages in the life cycle of profit-making organizations. It means that sales begin to rise and the product enters the competitive stage in the market, which means increased sales. Sales growth passes through five stages (Machek, 2014: 3).

- Growth through creativity.
- Growth through trend.
- Growth through delegation.
- Growth through coordination.
- Growth through collaboration.

**1. Customer satisfaction:** It is one of the most important topics in modern marketing thought and occupies a distinctive place in the organization and a strong justification for its survival and growth because can't achieve that satisfaction makes it unable to compete and unable to continue. Therefore, it has become necessary for organizations to pay attention and strive to achieve and gain customer satisfaction. (Reda, 2013: 100). Without customers, there is no reason to justify the organization's existence, as customer satisfaction reflects customers' perceptions of the offers provided by the organization (Al-Aqabi,

2013: 98). Customer satisfaction brings major benefits to the organization, namely increasing the loyalty of the current customer, which means that subscribers will repeat purchases in the future and reduces price elasticity for current customers.

2. **Market share:** Most researchers agree that these measures are one of the most appropriate measures to express the organization's performance, as they indicate the effectiveness of the organization's strategy or the extent of the success of its work, programs, and products compared to its competitor in the market (Al-Barwari and Al-Naqshbandi, 2013: 225). The business performance and economic profits of the organization can also be summarized in its market share, as it is one of the most important goals of the organization. Both (Al-Taweel and Al-Abadi, 2013: 91) defined it as an expression of the extent of the organization's influential power and the extent of its activity in the same industry in which it operates compared to other competitors, and it can be increased. Market share by opening new markets or providing unique goods and services.

3. **Profitability:** Organizations seek to achieve high levels of profits, as net profit contributes to increasing the organization's value in the commercial and industrial environment in which it operates, which helps the organization's survival and growth. This is done through developing products or services in the markets (Qaradaghi, 2004: 94). Profitability can be defined as the level of profits achieved by the organization compared to competitors (Yahya, 2012: 43). It is also defined as the organization's ability to achieve profit, as profit is what remains of the revenues generated by the work (product-service) after paying all expenses associated with generating revenues (Selvam, et al, 2016: 93).

**Fourth domain: - The practical aspect**

In this study, the process of statistical analysis will be conducted for the answers collected from samples taken (60 samples) from the study population and the following agencies:

**First: Questionnaire variables**

The questionnaire includes two independent variables:

1. Information technology
2. Marketing performance

The collected data were processed using the statistical analysis program SPSS to find the following elements: -

1. Frequencies and percentages.
2. Arithmetic mean and standard deviation.
3. Pearson correlation coefficient.

Regarding the weighted arithmetic mean, an estimated scale was adopted according to the five-point Likert scale, as shown in Table No. (1).

**Table No. (1) Rating scale for the five-point Likert scale**

	<b>Response</b>	<b>Weighted average</b>
<b>1</b>	Strongly disagree	<b>1:1.80</b>
<b>2</b>	Disagree	<b>1.81: 2.60</b>
<b>3</b>	Neutral	<b>2.61: 3.40</b>
<b>4</b>	Agree	<b>3.41: 4.20</b>
<b>5</b>	Completely agree	<b>More than 4.20</b>

**Second: Analysis of frequencies and percentages of the research sample**

Table No. (2) shows the frequencies and percentages for the study sample, and according to the first item related to the personal data of the study sample, as follows:

**Table (2) Frequency distribution and percentages of the study sample**



	Items	Frequency	Ratio	Sample size
<b>1</b>	<b>Gender</b>			
	Male	31	51.7	60
	Female	29	48.3	60
<b>2</b>	<b>Age</b>			
	Less than 35	44	73.3	60
	36-45	16	26.7	60
	46-55	0	0	60
	More than 56	0	0	60
<b>3</b>	<b>Marital state</b>			
	Single	20	33.3	60
	Married	40	66.7	60
<b>4</b>	<b>Academic achievement</b>			
	diploma	18	30.0	60
	Bachelor's	36	60.0	60
	Master's	3	5.0	60
	PhD	3	5.0	60
<b>5</b>	<b>Number of service years</b>			
	1-5	2	3.3	60
	6-10	37	61.7	60
	11-15	19	31.7	60
	16-20	2	3.3	60
	21 and more	0	0	60

**Third: Analysis of the weighted arithmetic mean of the study sample's answers**

Table (3) shows the values of the arithmetic means, standard deviations, and the relative importance of the research community's responses regarding the first study variable (Information Technology) and its agencies:

**Table (3) Arithmetic means, standard deviations, and relative importance of the study sample's answers**

No.	Questions	Arithmetic mean	Standard deviation
<b>Hardware</b>			
1	The devices used by the researched organization ensure rapid and accurate processing of data.	4.75	0.472
2	There are computers in all departments of the researched organization.	4.70	0.465
3	The researched organization relies on modern technologies as a basis for completing its work.	4.80	0.480
4	The use of computers allows the researched organization to simplify work procedures and complete them at the lowest cost.	4.85	0.360
5	There is an integrated base available within the researched organization for the various units and departments.	4.87	0.404
<b>Software</b>			
6	The researched organization uses software through computer-aided	4.83	0.418

	design.		
7	The software used by the researched organization contributes to the supporting systems, including management information systems.	<b>4.80</b>	<b>0.514</b>
8	The software helps organize work matters quickly and very effectively.	<b>4.78</b>	<b>0.555</b>
9	The researched organization uses some ready-made programs to implement new ideas presented by employees.	<b>4.76</b>	<b>0.563</b>
10	The software available to the researched organization is diverse and meets the requirements for achieving its goals.	<b>4.81</b>	<b>0.469</b>
<b>Communications</b>			
11	The researched organization employs people with experience using the Internet.	<b>4.66</b>	<b>0.705</b>
12	The researched organization is keen to use means that ensure network protection to maintain the confidentiality of information.	<b>4.81</b>	<b>0.469</b>
13	The researched organization owns a website that provides its customers with information about its products.	<b>4.76</b>	<b>0.532</b>
14	The researched organization uses communication networks to connect its departments.	<b>4.73</b>	<b>0.733</b>
15	The researched organization uses pictures and videos to promote its activities.	<b>4.61</b>	<b>0.733</b>
<b>Human resources</b>			
16	The researched organization seeks to employ the information available in databases to develop its products.	<b>4.73</b>	<b>0.613</b>
17	The employees of the surveyed organization are distinguished by their experience, which contributes to the company's products permanently.	<b>4.70</b>	<b>0.765</b>
18	The researched organization has different specialties for managing information technology (engineers, programmers, analysts, computer operators).	<b>4.80</b>	<b>0.514</b>
19	The researched organization seeks to open continuous training courses for its employees regarding the use of information technology and software applications.	<b>4.71</b>	<b>0.640</b>
20	The management of the investigated organization believes that the use of information technology increases the effectiveness of organizational change and achieves employee satisfaction.	<b>4.76</b>	<b>0.620</b>

When reviewing Table (3), we see that all the arithmetic mean values strongly agree according to the interpretations of the weighted arithmetic mean that was adopted in Table (1). This means that the average answers of the research sample consisting of (60) people completely agreed with the questions related to information technology and its domains. (Hardware components - software - communications - human resources).

#### **Fourth: Analysis of the weighted arithmetic mean of the study sample's answers**

Table (4) shows the values of the means, standard deviations, and the relative importance of the research community's responses regarding the second study variable (Marketing Performance) and my agencies:

#### **Table (4) Arithmetic means, standard deviations, and relative importance of the study sample's answers**

No.	Questions	Arithmetic mean	Standard deviation
<b>Consumer satisfaction</b>			
1	The organization seeks to fulfill the needs and desires of customers, taking into account the time factor in this.	4.30	1.046
2	The company pays attention to complaints submitted by its customers and works to address them.	4.70	0.530
3	The organization is keen to know customers' opinions and expectations about its products and constantly measure their satisfaction.	4.61	0.903
<b>Market share</b>			
4	Market share is an effective indicator of the success of the marketing and production activities undertaken by the company.	4.66	0.857
5	The organization is interested in increasing its market share as a tool for differentiation among profitable companies.	5.00	0.000
6	The organization's market share does not enable it to diagnose its level of competence in the market.	4.35	0.325
<b>Profitability</b>			
7	The organization seeks to increase its profits through the good performance of its marketing activities.	4.43	0.310
8	The organization's profits stem from being distinct from its competitors through its marketing performance.	4.52	0.302
9	Employee loyalty is an essential factor in increasing the organization's profitability.	4.85	0.360
<b>Sales growth</b>			
10	The organization's use of information technology contributes to increasing its sales.	4.91	0.381
11	There has been an increase in demand for the organization's products in recent times.	4.85	0.515
12	Information technology contributed to delivering the organization's products to various categories and achieving growth in its sales.	4.79	0.488

When reviewing Table (4), we see that all the values of the arithmetic mean strongly agree according to the interpretations of the weighted arithmetic mean that was adopted in Table (1). This means that the average answers of the research sample consisting of (60) people completely agreed with the questions related to marketing performance and its domains. (Customer satisfaction - market share - profitability - sales growth).

#### **Fifth: Testing the relationship between the research variables**

To ensure the existence of a statistically significant relationship between the research variables (information technology and marketing performance), the simple correlation coefficient (Pearson) was tested (Table 5). The test results are as follows:

**Table No. (5) shows the simple correlation coefficient (Pearson) test for the research variables**

The variable	IT	Marketing performance
IT	1	0.741
The quality of the tourism service	0.741	1

The correlation values shown in Table (5) indicate the following:

❖ There is a strong, positive, and statistically significant direct correlation at the level of significance (0.01) with a value of (0.741) between information technology and marketing performance.

❖ There is a strong, positive, and statistically significant direct correlation at the level of significance (0.01) with a value of (0.741) between marketing performance and information technology.

#### **Fourth domain: Conclusions and proposals**

##### **First: conclusions**

Some conclusions can be summarized as follows:

1- The research showed that the level of indicators for measuring information technology among workers in the organization under study was high according to the research scale.

2- The research showed that the investigated organization is committed to the stages of information technology that have been studied at a high level.

3- There is a statistically significant relationship between indicators of information technology in its various dimensions and indicators of marketing performance efficiency among administrative leaders in Premium class hotels.

4- There is a statistically significant effect between the stages of information technology with its various components and the indicators for measuring the efficiency of marketing performance among the administrative leaders in the organization under investigation.

5- The answers of the individuals tend towards agreement on most of the items related to the information technology stages and the efficiency of marketing performance indicators at the level of the organization investigated.

**Second: Recommendations and proposals:** To complete the methodological requirements, the researchers found it useful to present the following proposals:

1. The need for management of the researched organizations to pay attention to enhancing awareness of information technology concepts and indicators of marketing performance efficiency that the current research adopted among working individuals to achieve the highest level of benefit from adopting this concept and reaping its fruits.

2. The researched organizations should pay attention to both dimensions of information technology, as these dimensions are complementary.

3. The need for the management of the researched organization to educate its employees about its desire to increase indicators of the efficiency of marketing performance and inform them of the level of efficiency of marketing performance from time to time to detect deviations and correct them, by holding meetings for the relevant employees and showing them models of successful companies, benefiting from their marketing experiences, and trying to implement them, and adapt it as much as possible.

4. The management of the organization pays attention to training individuals and providing them with the necessary skills to enable them to complete their work efficiently while generating appropriate capabilities in dealing with customers because of this role in achieving customer and employee satisfaction with their jobs.

5. The necessity for the researched organization to establish special departments to follow up on environmental changes and competitors' trends, especially those facing problems in completing work, and a special department to follow up on employee satisfaction with their jobs as well as customer satisfaction, due to the complete absence of these departments in the researched organization.

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