

Exploring the Evolution of Marketing Philosophy in a Dynamic Business Landscape of Startup Companies

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Article Information

Received: Nov 13, 2023

Accepted: Dec 22, 2023

Published: Jan 17, 2024

Keywords: *Climate change, climate change mitigations, climate change adaptation, Environmental Education*

This inquiry investigates to inspect the green marketing philosophy aspects also its effect on enhancing celling conduct. The author select Al-Fur General Company for Chemical Industries placed in Bebel Governorate as one of the rewarding as well as leading companies in the chemical industry in Iraq .The green celling philosophy is part of the advanced principles at the level of occupation institutions, and the implementation of such idiology operates to achieve the fortunate also effective celling conduct of occupation institutions. It seeks to obtain client fulfillment by providing materials which fulfill their demands against desires, as well as achieving profitability for the organization. In addition, to the working on not to harming the enclosing surrounding, and reduce waste of universal assets.

The issue of the review is about the mission of the green celling reasoning in the outcome of crafted by business associations in further developing celling execution and accomplishing an upper hand among contending associations in the field of industry. To accomplish the goal of the review, a strategy was figured out that expected the development of a hypothetical plan that reflects the compelling connections between the components of the green celling reasoning and the enhancement of celling execution, which results. A gathering of fundamental and sub-speculations radiating from the principal theories reflect the validity of those reviled connections.

The investigation based on a group of analytical tools with approaches, which were employed for analysis:

The study reached a number of conclusions, including

- 1. The green marketing attitude in its aspects is a principle that operates to increase its production and marketing efficiency.*
- 2. It also works to reduce waste and damage with the energy and resources available to it, and not in terms of costs.*
- 3. The study showed that Al-Furat General Company for Chemical Corporations varies in adopting the dimensions of the green marketing attitude, as well as in adopting marketing performance indicators, and this was evident from.*

Introduction

Adopting the dimensions of the green marketing philosophy today is an urgent need in most business

organizations because it is one of the modern and contemporary concepts in the field of marketing management. This philosophy is a competitive advantage for organizations, as most organizations are now competing through their environmental alignments and their interest in their social responsibilities towards their customers.

The green ceiling philosophy appeared as a conclusion of the environmental disasters experienced by the globe, the most important of which is global warming, earthquakes, floods and volcanoes. The environmental interest of business organizations began to emerge remarkably at the end of the fifties and early sixties of the last century as a result of a group of factors such as government pressures, and the growing environmental awareness among businessmen and researchers specialized in this field, in the search for solutions and appropriate administrative methods in line with this trend. .

As a result of this pursuit, administrative approaches and methods began to emerge that tend towards protecting the natural environment and its components. Among these approaches is the entrance to the green marketing philosophy, which went through a series of developments to finally take its name and basic premises in the early nineties of the last century, and this prompted many governments, organizations and movements to enact Laws and regulations that limit the dangers of environmental pollution as a result of residuals and waste improperly thrown by industrial factories into the surrounding environment. This prompted many organizations to adopt the dimensions of the green marketing philosophy as a major strategy for the organization and to work on applying all governmental laws and regulations issued in order to obtain the support of these governmental and non-governmental agencies as well, and to adopt them as an incentive that drives them to achieve their goals and satisfy customers in addition to..

To satisfy all other parties those are directly related to the work of the organization. Adopting this philosophy has helped business organizations achieve many advantages, including preserving natural resources and ensuring their sustainability and working not to harm the environment, achieving satisfaction and well-being for customers by providing environmentally safe and harmless products to them, As well as accomplishing benefit for the association by lessening the level of deterioration, diminishing waste in unrefined substances utilized, and further developing creation and marketing processes inside the association.

The first section

The historical development of social and ethical responsibility in marketing

Marketing, even in its simple form, has occupied a prominent importance since ancient times, specifically when the need for commodity exchanges between individuals began to satisfy their needs for commodities. In order to satisfy the needs of individuals for goods and services, also for the different organizations to continue their continuity and survival in the business environment, regardless of their specializations and their production and service directions (Al-Bakri, 2006: 9). Until many definitions appeared, and each definition reflects the intellectual stage that marketing went through as a philosophy and an activity practiced by projects, as well as reflects the background and specialization of its writer. et al., 2001: 13

It was defined (17.Blois 2000: p) Marketing as a process of exchange that occurs between individuals or between individuals and organizations or aims to satisfy their needs and desires. (4.Robinson, 2000: p) also defined it as the administrative function that organizes and directs all activities in the organization, which assesses the needs and desires of the customer and transforms the purchasing power of the customer into an effective demand for a specific product or service and improves the product or service for the customer or the end user..

To reach the profit goal or set of goals set by the organization, American marketing is defined by the American Marketing Association as the most common method for arranging and implementing ideas, and for evaluating, developing, and transferring these ideas, labor, and products to carry out a trade

that achieves the goals of people in particular and associations in general. (2.Sergeant & 2001: p. West)

And the researchers (4.Pride & Ferrell, 2003: p) indicate that marketing is a set of operations that occur in the distribution, promotion and pricing of goods, services and ideas that facilitate and satisfy exchange relations with the customer in a dynamic environment

And we find (6.Etzel, et al, 2007: p) Marketing is defined as a complete system of commercial activities that are designed to plan products that meet the desires of target markets, pricing, promotion and distribution to achieve the objectives of the organization. This definition has two implicit meanings: Focus -: The entire system of commercial activities must be customer-oriented, meet their desires, identify their needs, and work to satisfy them. . Continuation -: Marketing should start with an idea about a specific product to satisfy the needs and desires of customers, which may take some time after the completion of the exchange process.

First: the development of the concept of marketing

literature finds a discrepancy in its presentation of the different marketing philosophies and concepts that can be adopted by organizations of various industrial, commercial and service types when carrying out various marketing activities (Al-Nimr and Murad, 2002: 35).

Determine the number of marketing directions.

Marketing as a vital activity in our lives has gone through several stages of development until it reached its modern concept in this era. Marketing is the oldest activity carried out by man on earth and practiced by man in order to satisfy his needs. This activity began to appear clearly since the process of exchange and bartering between individuals arose in ancient times, whose roots go back to ancient civilizations.

They differ in defining the concept of marketing orientations between the viewpoints of academics and technicians.

((Meldrum, 2000: p.4 From a historical point of view, many specialists define marketing trends as the stage of organization development or the level that reflects organizational maturity, which is parallel with the developments of the national economy. They see that marketing trends are the pinnacle of development for business organizations and work to make them plan Parallel with the economic development of the country by accepting the fact that the marketing orientation evolved through the stages of business orientations (Dalgic, 2000: p.6).

The Production Orientation

The orientation of most organizations in the United States and in European countries from the beginning of the Industrial Revolution until 1925 was a production orientation, as producers focused on quality and then searched for buyers for those products. Their philosophy was that “a good product sells itself.” The pioneer of this orientation was Frederick Tyler (Frederick Tylor, author of the book “Fundamentals of Scientific Management. This means that the demand for products exceeds the supply. The producers focused only on the products because the demand for them is certain and they do not need to search for things. Others) Swaidan and Haddad, 2003: At that stage, marketing meant that customers could be attracted by providing products that were easy to obtain The production orientation of marketing, as Kotler & Armstrong, 2000: p. 18, believes, is still a useful philosophy for two types of cases. The first case: occurs when the quantity of demand is greater than the quantity of supply (production). Here, management must focus on ways to increase output. The second case: It appears when the product is very expensive and the development of production is necessary to reduce the cost. The philosophy of Henry Fords (owner of Ford) was to manufacture the best cars in producing the Model “T” and thus the cost will be reduced and thus more people will be able to To buy them. Although the concept of production is useful in some cases, it may lead to short-

sighted marketing. Organizations that adopt this approach are managing great risks by focusing intensely and precisely on their own operations and ignoring the real goal, which is building customer relationships. Leading to profitability by satisfying their needs. I found justifications for this stage of marketing due to a number of characteristics that distinguished it, the most prominent of which is (Al-Hawari and Awad, 2002: 18). The focus was on production capacity. The existence of the idea that everything that is produced must sell it.

..Orientation towards product

This orientation has prompted organizations in general and production companies in particular to improve the quality of the goods produced, which has led to a focus on the quality and quality of these products (commodities 2001. P.23).

believe that this concept urges the marketing strategy to focus on making continuous improvements to the product, and that some producers believe that if they create a better trap, customers will go to them, but they were severely shocked, as customers may search for the ideal solution. It is a chemical pesticide. Producers must design, price, and distribute the product in an attention-grabbing way and place it in easy-to-distribute channels to attract people's attention and convince them that This product is the best. Ghoneim (2000: 14) believes that the product must be presented with the highest possible quality and the price that is consistent with that quality. Therefore, management believes that it must focus on constantly improving the quality of the product in order to attract and retain customers. This philosophy assumes that the customer is essentially interested. Degree of quality. He is also aware of the differences between the quality degrees of alternative products and that

The purchasing decision is made based on that. This stage witnessed little interest in marketing in the sense that we know it these days occupied an important place in the organization in light of this philosophy (Abu Jumah, 1999:p. 11).

The Sales Orientation

At the beginning of the year (1920), the strength of demand for products by customers began to decline little by little, and business organizations began to realize more than before the importance of selling their products to customers. During the period extending between (1920 - 1950), these organizations regained their point of view regarding the direction of sales, making it The main means of increasing profits. Until this stage became the selling orientation stage in its activity in dealing with the markets. Businessmen have also become more aware.

Second: Marketing Social Responsibility:

The science of marketing depends on the philosophy of serving the customer and society, and that achieving profit is the mutual benefit between the objectives of marketing and serving the customer and society. A changing and evolving environment full of competition between organizations to win the largest market share, and not all business owners follow the science of marketing. In fact, some organizations use unknown marketing experiences, and some of these marketing actions affect the large community (63. Mitral, 1993: p). Social responsibility has come into existence in contemporary studies, and this is what led to the emergence of the stage of social marketing, and what organizations are supposed to realize in terms of moral and social responsibility in the same society, as the customer focuses on him all the different efforts and multiple activities, and the organizations forgot that these are individuals working on machines and equipment, which requires The matter is to take ethical and social considerations towards them.

Most business organizations consider that their primary goal is maximizing profit returns to shareholders, and states believed that businesses have broad obligations that include special responsibilities towards customers, workers, suppliers, and society as a whole, and that business organizations have to provide benefits to the nation, including economic growth and political and social stability. The stability of employment is more important than the achievement of profits, and

these values began to change slowly with the progress of time Albaun, et al 2002, p.131.)

The second topic

Philosophy of Green Marketing.

One of the most important of these causes was the waste of production and marketing operations carried out by business organizations, which prompted management men to pay increased attention to the environment and ways to preserve it. One of the biggest reasons that prompted interest in the environment is what the industrial revolution caused over the past two centuries, especially the negative effects on the natural environment as a result of the depletion of its resources, change in its structure, and interference in its system, which resulted in many natural phenomena as a result of the imbalance.

which led to the emergence A new philosophy, which is the concept of green marketing, which represents the legitimate offspring of the social orientation of marketing, or what is called marketing social responsibility, and the consumer protection movement..

contributes to providing solutions to environmental problems. Many studies and researches have confirmed I have come to the conclusion that we live in a world with limited resources, and unplanned expansions contribute to the depletion of natural resources and the systems that depend on them in our lives (.Legeett, 1999: p.23).

This stage was characterized by many features(Raouf, 2005:p. 33) Of which She targeted in on natural issues like air and water contamination, and the consumption of oil holds, while concentrating on the ecological impacts of modern poisons. I searched for a particular meaning of items, organizations, and enterprises that can assist with taking care of these issues.

On the natural environment (2.Polonsky, 1995: p). This workshop resulted in the issuance of the first book titled Ecological Marketing by Henion & Kinnear in 1976 (Lormant).

Bio-marketing was defined by (43.Henion & Kinnear, 1976: p) as that marketing that is concerned with activities that contribute to addressing the causes of environmental problems and canto providing solutions to environmental problems. Many studies and researches have confirmed I have come to the conclusion that we live in a world with limited resources, and unplanned expansions contribute to the depletion of natural resources and the systems that depend on them in our lives (241.Legeett, 1999: p). This stage was characterized by many features) Raouf, 2005: 33) Of which She targeted on environmental complications such as air and water corruption, oil protectorates depletion, and the environmental impacts of industrial pollutants. They looked for a specific definition of the products, companies, and industries that are in a position to help solve these problems.

The second stage: Environmental Marketing

The phase of cross-marketing has emerged, causing continuous violations of the rights of customers, as well as causing continuous waste of natural resources, in the late 1980s, followed by accidents and disasters that destroy human lifeThese events gathered around them wide media attention and drew the attention of society

Towards the environment (134. Peattie, 2001: p). Environmental marketing has been defined as an organized movement aimed at protecting the right of citizens to live in a healthy environment and moving towards protecting and improving that environment (Kotler & Armstrong, 2000: p. 557).

Surroundings aspects have appeared as an important authority strategy in the monetarily created nations at this phase, and business organizations initially looked at environmental legislation with suspicion because it is associated with the increase in costs, its impact on operations, and its reduction in profits. On the profit side, the equation was not sufficient until the late 1980.

Third: the green marketing emergence Justifications

The absence of familiarity with most associations, the indifference toward the climate, and the outrageous and unregulated utilization of normal assets provoked environmentalists to play a significant and noticeable job in safeguarding the climate and its sustainability. There is no question that our present reality lives in the alleged period of the Green Transformation (Friedman, 2007: 81). He accepts (Kotler 2000: 147) that advertisers ought to know about the dangers and valuable open doors that exist in the common habitat and related with four fundamental patterns.

Decrease in raw materials

The raw components found in the climate comprise of three kinds. The main kind: is the limitless (infinite) substances addressed by water and air, which additionally experience the ill effects of specific issues as of now.

Other types of energy might be provided because the high prices of energy sources, dependence on oil, and the rise in calls for environmental conservation have created a business opportunity for clean energy efficient products and other environmentally sensitive innovations, which are called clean technology (Ottman, et al. 2006:) (Cleantech).

The high level of pollution

Pollution is one of the concepts for which it is difficult to find a comprehensive definition. The word comes from a Latin origin (pollute), which means to make something unclean or dirty, and some books specify the use of this term from the physical harm caused by human activities to the environment (William, et al., 2005).

A research in the United States of America showed that about (42%) of customers are willing to pay higher prices in order to obtain products that are not harmful to the environment or the so-called green products..

Changing the role of governments

Governments differ in how much they care about and protect the environment. Some of them pay wide attention to the environmental orientation and put pressure on organizations in order to take care of the environment. Green movements calling for a clean environment stand out in these countries. There are countries that do not give any attention to the environment, and this is due to weakness..

material capabilities available to them. Governments have begun to provide support to organizations for green products. For example, the Toyota car manufacturer, which has environmental drives, has become exempt from the congestion tax currently in force in London (252. Marinova, et al., 2007 p). The increase and growth of environmental awareness at the present time necessitates that organizations around the world adopt their social responsibilities through the enactment of many legal legislations aimed at protecting the environment, carrying out quality campaigns for citizens, and adopting a production and marketing policy that contributes to serving the contemporary environmental orientation (.Byurugaba, 2004: p.98).

Fourth: Dimensions of the green marketing philosophy

The green marketing philosophy seeks to achieve the best cases of customer satisfaction

The organization's goals of profitability without harming the environment.

1-Abolishing or reducing the waste principle

The conventional idea of managing waste and modern waste has changed inside the idea of green marketing, as the huge amounts of waste presently produced have turned into a wellspring of worry for those worried about ecological issues, and to dispose of these amounts, they should be discarded. Consuming or covering them, and in the two cases, the ecological impacts of the most common way

of consuming or covering bodies are exceptionally destructive (Obeidat, 2004: 204).

And treated in manufacturing processes to eliminate waste and utilize it as raw materials included in production process.

2-Redesigning the concept of the product

It is expected that the item idea will be created to stay up with natural patterns, as associations should depend vigorously on essential assets that are not destructive to the climate in their creation processes and not consume a ton of unrefined components (Al-Bakri, 2006: p. 253).

The first type: consumables that are eaten or when thrown into the soil, they turn into dust with products that must be designed with ease of disassembly and re-manufacturing or making use of their materials. The third type: Unsaleable products or industries, such as products with radioactive activity or effects, heavy metals, and toxic materials. These materials must always return to the original manufacturers who are responsible for them what's more, their belongings all through their life cycle. Item improvement assumes an essential part in the seriousness of associations, particularly progressed ones. It works in a climate that expects it to continually foster items and market new items The item should meet or surpass clients' assumptions by conveying the worth they commitment and giving them ecological advantages as auxiliary advantages of the item. Frequently the client doesn't have the experience or the capacity to understand the ecological and buyer worth of the item.

This makes disarray, uncertainty, and incomprehension few destructive aftereffects. The subsequent kind: products or strong merchandise like vehicles, TVs, and PCs that should be fabricated and afterward got back to makers inside a shut modern circuit, with clients (Ottman, 2006: p. 31). What's more, that these items should be of good quality and fulfill the assumptions for clients? These items are turning out to be more minds boggling many days, and clients expect items that are super advanced, low-valued, and alluring apparently. Progressively, clients have added ecological standards to their lists of things to get.

The third topic

The practical side

Introduction

This part manages the functional part of the exploration, as the scientific methodology will be utilized to direct an examination of the monetary reports of Iraqi modern organizations to decide how much human abilities moved by the organizations and how to oversee them. Moreover, the volume of expenditure on HR improvement and how to foster it in the managerial reality will be examined by expanding spending to stay up with mechanical advancements that address the improvement of its regulatory design, which will be estimated by the factual program (SPSS).

The research sample description.

Table (1) Demonstrations of the sample description.

1	Company	Date of Establishment	Date of Establishment	Date of Establishment	Date of Establishment
2	Iraqi Engineering Works	1985	8 million	240 million	%66.4
3	Baghdad for soft drinks	1989	70 million	10 billion	%85.37
4	Iraqi Carpets and Furniture	1989	5 million	500 million	%90.7

Table (1) above addresses the data of the examination test on which the exploration will be applied to the scientific data for the six financial years, through which the exploration goals will be reached.

First: Estimating the hierarchical viability of HR by knowing their abilities throughout the long term in the exploration test

The volume of expenditure on HR in Iraqi modern organizations will be depended upon for a time of six years to decide the level of their hierarchical viability through fostering their abilities, as well as knowing the level of improvement through spending on instructional classes and abilities improvement, which is addressed in the accompanying table:

Table (2) Estimating the hierarchical viability of HR for the Iraqi Designing Works Organization for a very long time (sums in thousands)

Years Human Prizes Award Rate Development Rate Human Preparation Uses Abilities Rate Development Rate Normal Development Rate (Authoritative Viability).

the years	Human rewards	Rewards percentage	Growth rate	Human training expenses	Skill ratio	Growth rate	Average growth rate (organizational effectiveness)
2013	210	%3	%20	403	%1	%10	%15
2014	302	%4	%40	410	%1	%10	%25
2015	431	%4	%50	470	%2	%15	%32.5
2016	532	%5	%50	492	%3	%15	%32.5
2017	550	%5	%55	510	%3	%16	%30.5
2018	591	%6	%60	530	%2	%19	%39.5
Average	436	%45	%45	469	%2	%14	%29

Table (3) Estimating the authoritative viability of HR for Baghdad Sodas Organization for quite a long time (sums in thousands)

the years	Human rewards	Rewards percentage	Growth rate	Human training expenses	Skill ratio	Growth rate	Average growth rate (organizational effectiveness)
2013	104	%1	%0	203	%2	%10	%5
2014	110	%1	%10	310	%2	%10	%5.5
2015	121	%2	%20	372	%3	%16	%9
2016	140	%2	%1	390	%4	%19	%10
2017	150	%2	%1	410	%4	%20	%11
2018	191	%3	%10	450	%5	%20	%11.5
Average	136	%1	%7	355	%3	%15	%8

It very well may be seen from Table (3) estimating the hierarchical adequacy of HR in the Baghdad Soda pops Organization for a long time, by depending on the development pace of expenditure on HR through remunerations, preparing costs, and abilities improvement, which was extricated using the conditions, alluded to in the critique to Table (2).) As it is noticed that there is an expansion in spending on creating human abilities in the organization in a way that is reflected in the improvement of their hierarchical viability, as displayed in the rates in the table above.

Table (4) Estimating the hierarchical viability of HR for the Iraqi Rug and Furniture Organization for a considerable length of time (sums in thousands)

the years	Human rewards	Rewards percentage	Growth rate	Human training expenses	Skill ratio	Growth rate	Average growth rate (organizational effectiveness)
2013	110	%1	%3	103	%3	%8	%5.5
2014	115	%2	%15	210	%3	%10	%12.5
2015	130	%3	%25	272	%4	%13	%8
2016	130	%3	%2	290	%5	%17	%10
2017	140	%4	%10	310	%5	%20	%12
2018	151	%5	%20	350	%6	%25	%22.5
Average	129	%3	%12	255	%4	%15	%11

See from Table (4) estimating the authoritative adequacy of HR in the Iraqi Rug and Furniture Organization for a considerable length of time, by depending on the development pace of expenditure on HR through remunerations and preparing and abilities improvement costs, which were removed using the conditions alluded to in the discourse to Table (2).) As it is noticed that there is an expansion in spending on creating human abilities in the organization in a way that is reflected in the improvement of their hierarchical viability, as displayed in the rates in the table above.

Second: Knowing the degree of advancements happening in the managerial design of the organizations in the examination test during the six years

The volume of expenditure will be depended upon to foster the smart plans that the modern organizations in the exploration test look to execute by buying progressed hardware and making changes to electronic frameworks and current data frameworks. The volume of development happening in these uses will be depended upon as a sign of expanded development and improvement of the organization's administration structure, as displayed in the table. The accompanying:

Table (5): The expenditure on brilliant action courses organizations volume and rates at present day data frameworks.

the details the years	Iraqi Engineering Works		Baghdad for soft drinks		Iraqi Carpets and Furniture	
	The amount of spending on modern systems	Growth rate	The amount of spending on modern systems	Growth rate	The amount of spending on modern systems	Growth rate
2013	130	%5	430	%5	521	%8
2014	140	%6	440	%6	542	%7
2015	153	%6	572	%12	544	%6
2016	155	%7	590	%13	568	%9
2017	177	%8	599	%15	570	%9
2018	180	%8	610	%20	590	%10

This research includes the most important conclusions reached by the researcher in two directions.

The first: In the light of the theoretical concepts reviewed from the literature, the subject of the study.

The second: In addition to the data obtained from the questionnaire distributed to the members of the study sample in the researched company, as well as the data obtained from its records. In addition to the statistical analysis that the researcher reached through the main results that were obtained through the use of a set of statistics, in the light of which the following conclusions were reached.

Conclusions.

First: conclusions related to the theoretical side

1. The principle of green ceiling attitude is part of the advanced and crucial aspects for occupation institutions, as it investigates to preserve the surroundings, especially we see that many governments and organizations call for preserving natural resources and not harming the environment as it is the main resource for materials..
2. Basic access in most industries. Employment associations operating today in a dynamic, dynamic, quickly evolving climate, so it has become important to look to stay up with this change through constant improvement in their marketing execution, by giving labor and products that meet clients' changing requirements and tastes as per changing ecological circumstances encompassing them.
3. Employment associations overall are attempting to take on the elements of the green marketing reasoning or a portion of these aspects, regardless of whether they are not pronounced, to profit from them as an upper hand before different associations rivaling them in the field of industry. It likewise assists them with upgrading their creation capacities and work on their exhibition.
4. The researched company must design its products in a way that allows it to process remanufacture (recycling) in a way that is compatible with environmental requirements and without harming them and with the needs and requirements of customers

Recommendations

Considering the ends arrived at by the scientist, which depended on the hypothetical ideas of green marketing reasoning and its effect on further developing marketing execution, notwithstanding examination and examination of data and in finishing of the prerequisites of the strategy. The review had the option to arrive at a bunch of suggestions that add to making progress and progress for Al-Furat General Organization for Synthetic Businesses specifically and for all in the advancement and improvement of associations. The strength of selling costs brings about an expansion in benefits.

With respect to business establishments as a rule, which work to add to further developing the synthetic business area in the neighborhood market, the most significant of these proposals are the accompanying:

1. The need for contemporary organizations and the company studied in particular to adopt the dimensions of the green marketing philosophy clearly within the main strategic plans of the company and to consider it as part of the company's culture in order to preserve the environment. Clean and satisfies customers' needs and requirements in addition obtaining its profitability.
2. Calling on business organizations in general and Al-Furat General Chemical Industries Company in particular to pay serious and effective attention to marketing performance and work to continually improve it as it is the basic activity.
3. It is necessary for the researched company to adopt keeping pace with technological development and progress in order to identify the latest modern scientific methods that help in the process of

eliminating the concept of waste or reducing it to the maximum possible extent in order to reduce the costs resulting from the waste of production and marketing processes and thus achieve optimal investment of available resources, which leads to To reduce production costs per unit

4. The investigated company must use modern scientific methods in how to dispose of waste Industrial waste resulting from its production and marketing..

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