



INNOVATIVE MARKETING AND RELATIONSHIP IMPROVING THE COMPANY'S REPUTATION: AN APPLIED STUDY AT COMPANY SOUTHERN GENERAL CEMENT / KUFA CEMENT FACTORY

Muhammad Najm Abd

Al-Qadisiyah University, College of Administration and Economics, E-mail: mohamad.najima@qu.edu.iq

Salima Hadi Musa

Al-Qasim Green University, E-mail: admin.mang21.6@qu.edu.iq

Prof. Dr. Hamed Kazem Meteb Al Shahbawi

Al-Qadisiyah University, College of Administration and Economics, E-mail: Hamid.mutaab@qu.edu.iq

Article history:		Abstract:
Received:	11 th December 2022	The research focused on innovative marketing(IM) as an independent variable with its dimensions of innovative promotion , innovation Price Innovation of the product, innovation of distribution , reputation of company as a dependent variable with its dimensions (quality of products The company, Quality of company's services, Company's leadership, the company's social responsibility, governance The company to determine the link of (IM) in company's reputation(CR) , research has been tested in a cement plant Kufa, study population reached (1132) workers, and (287) questionnaires were distributed, and 41 valid questionnaires were excluded, leaving (246) questionnaires that were actually used in statistical analysis, the percentage of sample representation from community was 25%. The hypotheses of correlation relationship, the statistical program (24. SPSS.V) was adopted to analyze the results, research reached to accept all hypotheses. Research reached a set of theoretical Therefore, applied conclusions, including that foundations of(IM) are closely related to rethinking , working to develop work of companies on an ongoing basis. Study was presented A set of recommendations, including development of (CR) among employees, because the employees possess it, which leads creating distinguished relationships between individuals in various fields, achieving methods of influencing others through (product quality, Quality of services, corporate social responsibility, leadership, governance) in organizational work environment , thus Stimulating human resource that contributes to increasing marketing and innovative processes.
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INTRODUCTION.

The topic of **(IM)** has gained relevant consideration among , cademics, practitioners and consultants because, in the current knowledge era, companies compete, relying more on intangible resources such as technologies, innovations in process and organization, employee abilities, creativity, relationships with external partners and industry networks, effect (PM) , In view of an increasing usefulness of intangible resources for companies and general economy, researchers have proposed several methodological frameworks and empirical investigations for evaluating IC elements and their economic effects Starting in the a number of studies have examined the role of IC in the value-creating

process, predominantly focusing on corporate performance.

2. LITERATURE REVIEW AND HYPOTHESIS

2-1: Mothedes :

(IM) is one of most important sources of excellence in light of the challenges posed by business environment Current, **(IM)** has become most prominent tool to achieve success in production, marketing **(PM)** , promotion , distribution High-quality goods aiming at winning , maintaining customers by building a distinctive brand based on many characteristics , perceptions that By customer expects, as **(IM)** has a prominent role in enhancing **(CR)**. **(PM)**, as it a well-established company by virtue of daily production , sales process **But**, it



includes a group of a large number of related departments. In business world, customers have become more sophisticated, demanding, wanting to satisfy their changing needs, they expect organizations to be more responsive these needs, provide more facilities. that are commensurate with their requirements, as these organizations have realized the necessity of getting closer to the customer to be able to increase their market share, and overcome competitors. Reputation is considered one of main contributors to quality of branded products; Consumers expect products manufactured today of comparable quality to goods manufactured in the past, organizations, in order to secure the development of a good reputation, attempt to display information. The research consisted of four main topics: methodological framework for research, **Theoretical** framework for research, practical framework for research, conclusions, recommendations, then we will present most important It that were adopted in this research.

2-2: methodological framework

2-2-1: Rresearch problem

The field problem of, research stems from the importance of, researched sample, the beginning of, applied side, initiation towards Visiting (Kufa Cement Factory) in Al-Najaf Al-Ashraf Governorate and interviewing, managers of, departments therein and the employees In order to inquire about the problems and challenges they face. So our problem is the ability to apply field through the inability of local production to compete with marketing methods for imported products companies, that public sector in Iraq in general suffers from great problems, challenges does not achieve, planned goals, to achieve positive results on, ground according to system of successful partnership with the rest of private and mixed sectors). Based on, theoretical. practical problem, it led researcher to form a vision, perception of question The main purpose of study is as follows: How can researched Kufa Cement Factory use innovative, unconventional methods in Marketing its products within (IM) to influence company's reputation through adoption A strong brand equity approach that adds value to the product)? field problem mentioned:

- **What is the level of availability of the dimensions of marketing innovation (innovative promotion, price innovation, product innovation)?**

- **And the innovation of distribution in Kufa Cement Factory?**

- **Is there a role for innovative marketing in the company's reputation?**

- **Does innovative marketing affect company's reputation?**

2-2-2: Importance Of Research

The importance of research is represented following points:

- **Importance of Sample:** Clarifying the role that innovative marketing can play in empowering Kufa Cement Factory to achieve innovation in marketing operations.

- **Importance to society** The company's reputation motivates business organizations to move towards Society by adopting a social responsibility towards society and the environment in which the organization operates preservation of scarce natural resources; To ensure the continuation of current and future generations alike Other than him.

- **Significance to external customer:** Creating positive experiences that entice consumers to continue Buy from them over competitors who make similar products.

2-2-3: Research Aims

Goals that our study wants to achieve, which are as follows:

- Clarifying and analyzing the contributions, and the conceptual, intellectual and philosophical foundations of the study variables Chief Creative Marketing, Company Reputation).

- Determine the impact of innovative marketing on the company's reputation.

2-2-4: Study hypothesis

The standards were adopted to build the scheme for main components of study, which is represented by the hypothetical shown Figure No. (3) and as follows:

✚ The independent variable. This variable was represented by (IM), which included four sub-dimensions: innovative promotion, price innovation, product innovation, distribution innovation according to **(Dajah, & Alshors, 2022) (Mohammed et al 2012) (Freihat, et al, 2020)**

✚ The dependent variable This variable represents the company's reputation (CR), which included five (quality of company products, quality of company services, company leadership, social responsibility of company, corporate governance **(Stravinskiene, et al, 2021) (Kircova & Esen, 2018) (Alniscik, 2012).**

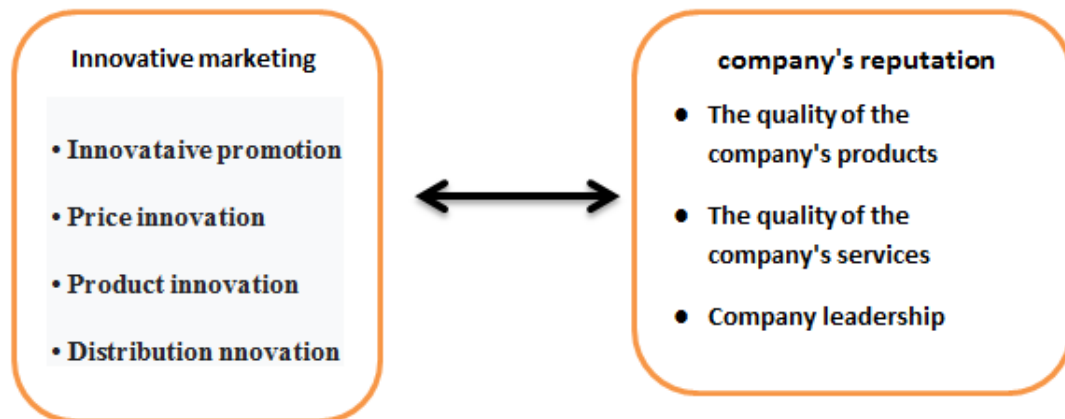


Fig. (3) the hypothetical study, Source: prepared by the researcher.

2-2-5: hypothesis of study

Given to this theoretical emphasis on the importance of intangible resources for corporate reputation, this study contributes to the current literature, focusing on the link between elements of (MI) and company reputation. In doing so, we also respond to the calls of scholars claiming that there is a need to expand cross-disciplinary aspects of IC going beyond traditionally (MI) models and reporting (Edvinsson, 2013; Zambon, 2016). On the basis of these argumentations, we propose the following set of research hypotheses:

H1: There is a statistically positive correlation between (IM) and the (CR) The following sub-hypotheses emerge from it:

H1a: The first sub-hypothesis: There is a statistically positive correlation between promotional innovation and the company's reputation in all its dimensions.

H1b. There is a statistically positive correlation between price innovation and (CR).

H1c. There is a statistically positive correlation between (PI) and reputation (RC).

H1d.: There is a statistically positive correlation between innovation in distribution and (CR).

3: COMMUNITY & SAMPLE

3-1: The nature of study population & sample:

A number of employees working in a cement factory were targeted Kufa, who numbered (1132) employees, according to data of the Kufa Cement Factory, a sample was selected. It was randomly selected from (287) workers, and the randomly drawn sample was determined based on formula Statistics to calculate sample size, so (287) questionnaires were distributed, (246) questionnaires were retrieved, the exclusion of (41) questionnaires not valid for statistical analysis, remaining (246)

questionnaires were actually used in Statistical analysis, which exceeds percentage of sample representation from community (25%), accreditation has been made At one level, which is workers to represent study sample.

3-2: Description of Study Sample:

- **Gender categories:** The percentage of males targeted in our research is (79%), which is more than percentage of females (21%), which indicates that percentage of males is greater than percentage of females:

- **Age groups:** The category (30-40) ranked first with a rate of (28%) and is the largest, followed by a category of (41-50) with a rate of (26%), then followed by a category of (less than 30) with a rate of (23%). **Finally** comes the category (51-60) with a rate of (22%), and finally the category (61 above) with a rate of 1%.

- **Academic qualification:** The largest percentage belongs to holders of a bachelor's degree at a rate of (55%), followed by holders of a diploma certificate at a rate of (19%), while the percentage of a preparatory certificate reached (12%), then holders of a master's degree at a rate of (9%). (4%), followed by the percentage of PhD holders (1%), which indicates that the largest percentage belongs to holders of a bachelor's degree, which is a category capable of performing work with high accuracy.

- **Duration of service in years:** The category (above 20) got highest rate (37%), followed by the category (less than 5) with a rate of (24%), followed by the category (16-20) with a rate of (18%), then category (5). -10) with a rate of (13%), finally comes the category (11-15) with a rate of (8%), which clearly indicates survival, stability of workers at work at a high rate.

- **Job position:** The position of other was highest, as it got a rate of (73%), the position came



in charge of a division secondly, with a percentage of (21%).

3-3: The spatial, human limits of Research:

The period is from October 2022 To November 2022 as a time limit, Kufa Cement Factory was chosen as The spatial limits of research, influential arts were adopted at all higher administrative levels Middle members of Board of Directors, general managers or (branches) department managers (heads of departments) Heads of divisions, unit officials, and workers have human limits.

4-LITERATURE REVIEW

4-1: Concept of (IM)

The development of new marketing tools , methods plays an important role in , evolution of industries. , in years , latter enabled new ways of gathering consumer information through innovative marketing programs , techniques educating consumers more effectively and using pricing strategies that were not feasible in Previous: You knew trading formats and technologies, such as online stores , online ordering process Internet from (Amazoncom) with one click, to expand market (**Chen, 2006 :101**) Innovation, as we understand it here, is a fresh starter, primarily created and marketed by the company chain of innovation ranges from new incremental fortifications of company to radical new development in Global Market (**Agrawal & Sharma 2022 :48**) It appears as an approach or tool An effective strategy not only to meet customers' needs , desires in better ways But also to discover desires that they could not express, to search for innovative ways to create value for them. In this way, company supports its negligence and its great role in activating its marketing performance. Research is considered marketing Innovative is very broad, explores different aspects by adopting different approaches , perspectives, One of these challenges faced by scientists , researchers alike is large number of definitions available in the literature (**Cont, and Silvestri 2015 :109**) .We will review these concepts in terms of chronology, as (**Kotler , et al ,2005 :191**). defines (IM) as a principle Informed marketing which requires that the company seek real improvements in product and marketing ware (**Oecd and Eurostat, 2005 :49**) that implementation of a new marketing method includes significant changes in Product design, imitation, product placement, product promotion, or pricing (**Tinoco ,2010 :6**) indicated. It's ideas for creating, communicating, delivering value to customers, managing customer relationships in ways that benefit customers Corporation, Inter (**utkun & Atligan 2010 :27**) applied a new marketing method that

makes promotion The product or service, promoting it, placing it, or packaging it in a different way to us makes (**IM**) (**Hashem ,2010 :80**) explained definition of (**IM**) as developing new ideas Or unconventional concepts of marketing practices may focus on product component, either a good or service, or a price element, a promotional element, or a distribution element, Or all of these items at once , in between (**Reguia, 2014 :143**) definition of innovative marketing is creation of new markets using same knowledge as defined by (**Dubovyk, et al , 2015 :64**) . A range of doing business, which includes creation of improved or new products Essential products, technologies, services, management decisions , their use in process of creating deploying tools Developed or fundamentally new marketing that includes forms methods in order to meet needs of consumers and producers more effectively in terms of traditional functions , tasks of marketing in Create and disseminate innovations in order to meet the needs and demands of consumers and producers best face. He believe that innovative marketing is an innovative marketing process represented by discovering ideas New, starting from generating idea and ending with new products to be suitable for entering new markets to satisfy desires , requirements of customers, and innovation may focus on one of the elements of the marketing mix represented by the product, price, promotion, or (place) or all of these elements together.

4-2: Dimensions of (IM)

The presentation of literature on dimensions of (**IM**) varies according to perspectives of each writer The following is a presentation of what some researchers have discussed about dimensions of innovative marketing.

❖ **Promotional Innovation(PI):** Promotion is an activity aimed at influencing consumers so that they can identify themselves on products offered by company to them and then they become happy and buy product (**Nurjaya, 2021: 530**) &(**Odunlami, And Temitope 2014:454**). see that promotion represents Communications that a Marketer May Use in Your Market Promotion has four distinct elements Advertising, public relations, personal selling, sales, and a certain amount of intersection occurs when it is used Promotion the four main elements together, which is common in promotion. (**David Novak, 2011: 505**) .The term promotion is the process of communication between companies , customers in order to create positions Positive about products and services that lead to their interest in the purchase process in the market, it is a permanent communication process between the company and current and potential customers, that is, it is a



process of mass communication with customers to increase sales of products or services. Promotion covers all means of communication that can convey a message to the target group of consumers.

❖ **Price innovation:** the price is the amount of money that is collected in exchange for a product or service, or total values that consumers exchange for advantages of owning or using the product or service. Affecting consumer choice (**Khan, 2014:99**) , (**Tarmidim, 2021:748**) . that price is only element in marketing mix that generates revenue, while other elements represent costs. Pricing is also most flexible element in the marketing mix. (**Sammut-Bonnici, 2015: 1**)believes Bonnici.The pricing strategy is policy adopted by company to determine what it will charge for its products Its services and strategic approaches fall broadly into three categories of pricing cost, competition-based pricing, value-based pricing.

❖ **Product Innovation:** (**Nurjaya, 2021: 530**) sees product innovation as process of creating new ideas and implement them in practice. Innovations are new ideas in products so, results are better In a company, innovation takes two forms, product innovation, which produces new goods or services or Improvements from existing ones , process innovation, which produce new ways of doing a process represents globalization The market is a challenge for every company to be able to continually innovate (**Kanagal, 2015: 10**) .Product innovations) It is the process required by companies to deal with competitive pressures Changing tastes and preferences, short product life cycles, technological advancement or obsolescence opposite technology), diversified demand patterns, and specialized customer requirements

❖ **Distribution innovation:** The place or distribution is one of most frequently dealt with marketing methods Discreet, with minimal change that occurs, the distribution is one of the most stable major dimensions for the marketing mix. This is because through it the link between supplier , customer is controlled Aseel's ability to change suppliers, making the market more stable, this also applies to Similar to clad integration by retailers and forward integration by manufacturers, enabling reduces uncertainty about whether retailer will stock the manufacturer: (**Mason ,2007: 244**).. That innovation in distribution is key to maintaining today's competitive market (**Singh, & Ratha, 2016: 87**)

❖ **Concept of (CR)**

(CR) is a hot topic in both the world of academia , business (Adeosun, & Ganiyu, 2013:220), It is one

of most important assets reputation of company, demand for its services , products is increasing, often accompanied by an increase in prices consumer satisfaction and profits at the same time, pricing decisions can also directly affect development of a business. For example,when customers do not notice quality of a product right away, increased prices may indicate higher quality. On the other hand, if consumers adjust the price at Reporting quality, price increase will damage the company's long-term reputation (Luca , & Reshef, 2021:2) (CR) is of great importance for companies to attract talent, resist development risks ,achieve long-term development. However, for a long time, the company's reputation has not attracted the attention of company managers. Managers usually believe that financial practice is the most important aspect, It does not occupy the main place (Dai, 2021: 5) And in relevant literature, the concepts of corporate identity, corporate culture, and corporate image have been explained in order to explain the corporate reputation. However, there are important differences between them. Sometimes these concepts replace each other, although All of these concepts are related to how organizations perceive and the company's reputation has arrived over the past decade Her rise to prominence prompted her to study deeply in both academic ,professional fields By defining it. There are different approaches from the areas of communication and business given that the concept of corporate reputation needs to be clarified and defined. It is better explained (Gonzalez 2016:10) where (Smaiziene & Jucevicius, 2009:98) defines it as a social assessment of the company (its characteristics, practices, behavior, results, etc.). over a period of time that has been settled among stakeholders, represents the expectations for the company's actions, the level of trustworthiness, preference and recognition compared to its competitors and institutional (Munyorom, & Magada, 2016: 4) explains that the definition of a company's reputation is a systematic set of strategies to predict ,meet expectations, enhance and manage relationships (Amimuel, 2016: 639) explains concept of a company's reputation as a general perception of company's past behavior and results from customer's point of view). According to(Kul & Lien Song ,2017,: 114), a company's reputation is overall rating held by a company by its constituents, i.e. the emotional or net emotional reaction - whether good or bad, weak or strong - to customers, investors, employees and the general public. The researcher believes that concept of the company's reputation is a process of collective evaluation of the company's attractiveness in relation to certain groups of stakeholders and



those related to reference groups of competing companies to obtain resources, that is, it consists of the components of collective evaluations, company's attractiveness to a group, stakeholders, comparison, reference group or company.

4-3: Concept (CR)

1- 4-3-1: Product quality: Quality has certainly become a strategic goal and priority for competition in the modern economy. A major weapon in the battles of conquering new markets, especially with regard to ensuring high quality at a price, from Necessary to balance the interests, not only of producers and consumers, but of all parties Concerned. This means that besides the quality and usefulness of the product, the greatest importance is the management of the performance of the process. Product realization with continuous cost optimization in order to achieve a competitive and reasonable price for the buyer (**Buntak, et al, 2012:271**) It is clear that product quality is not the only factor affecting customer satisfaction. It has a significant impact on customer satisfaction, which in turn leads to high performance/efficiency of the company. A manufacturing company in a competitive environment relies heavily on the quality of the products it produces in the long run. 45: 2018 Moses, & binna. Product quality is something every company should do. It strives for it if it wants to be produced so that it can compete in the market to meet the needs and consumer desires (**Alfian, & Dewantara, 2020:28**)

4-2-1: Quality of services : Quality of service is one of basic weapons to maintain the value of prestige by providing More customer satisfaction to dominate market, in this way it will be easier to enter the industry. Providing an excellent opportunity for the company stay competitive (**Ali & Fileiri, 2015:3**) is increasingly important. Services contribute to the overall success of companies largely due to increased competition, resulting decrease in profit and demand, as services play an important role in the success rate of products, as they help customers in Obtain the expected performance of the product.

4-2-3: Corporate Leadership: In 21st century, business managers are described as corporate leaders, not corporate leaders necessarily directors, although generally the word business director is in the title of their positions. Corporate leaders in many companies define success as more revenue, more Improvements, greater market share, cost savings and new product offerings cannot be these Things Determine Success Only (**Subrahmanyam, 2018 : 1360**) By studying the conditions Surrounding effective corporate leadership, we can say that

success is certain if leadership theory is applied. Properly and completely appropriate corporate leadership tradition provides ample opportunity to improve leadership practices. Companies through the acceptance, use of basic leadership theories: (Subrahmanyam, 2018 :1366) Leadership is a must in this competitive, global business hence the company needs to A leader who can understand and deal with complexity of world (**Saleh, et al., 2018 :2**).

4-2-4: Corporate Social Responsibility:

Historically, diversified contribution has fostered responsibility. Social networking (CSR) has come to understand it as a more complex concept as scholars have studied concerns. Corporate Social For several decades however, interest in corporate social responsibility has not spread. Only recently, with the development of field of corporate social responsibility, have scholars written literature reviews addressing important but specific perspectives of CSR. (**Latif, et al, 2019 : 58**). The concept of CSR has gained a lot of popularity but there is a lack of awareness of its true meaning. Different practices, different stakeholders and different expectations lead to vague and unclear understanding of CSR definitions (**Agarwal, 2016 :76**) Corporate Social Responsibility (CSR) is a phrase or word Known pretty much by every person connected with the corporate sector all over world in today's era of globalization, one of major hurdles companies face in integrating Corporate Social Responsibility (CSR) into business is that stakeholders demand a lot from Enterprises and companies are more than just growth and profits (**Raia, & Snigdha, 2021 :709**).

4-2-5: Corporate Governance: (**Khan 2011:1**) defines corporate governance as a broad term that defines the methods, structure and operations of the company in which the company's business and affairs are managed and directed. (**Al-Ramahi, 2014:100**) shows concept of corporate governance as general framework for control procedures and oversight of board of directors in order to ensure validity of procedures related to the process of administrative control and executive management, validity of procedures to be taken in its pursuit of the company's objectives. This ensures the preservation of shareholders' rights through Enhancing the financial performance of the company. He indicates: (**Canh, et al, 2014 :42**), that the term corporate governance is initially linked to problem of (the main agent) at the level of company, the main agent means person who owns a company but is not same person who controls it, and in this sense, the Corporate governance stems from the private sector and its concept traditionally focuses on relationship

between companies and shareholders. **(Bezo, & Dibra, 2020 :1)** believes that corporate governance is the system of rules, practices, processes through which a company is directed , controlled. Corporate governance refers to entire system of managing and supervising a company. It manages and directs the company's business and affairs.

5- DATA ANALYSES

5-1: Coding variables & of Study:

In current study, researcher adopted a scale that includes main variables (IM , CR), each of which has a different number of sub-dimensions , paragraphs, which are coded as shown. In Table No. (1). Table No. (1) Coding the variables , of study scale and its number of paragraphs.

The Number Of Paragraphs	Dimension Code	The Dimension	Variable Symbol	Variable
5	PRMI	INNOVATIVE PROMOTION	INNMA	INNOVATIVE MARKETING
5	PRIL	PRICE INNOVATION		
5	PRDI	PRODUCT INNOVATION		
5	DISI	DISTRIBUTION INNOVATION		
5	QUCP	THE QUALITY OF THE COMPANY'S PRODUCTS	COREP	COMPANY'S REPUTATION
5	QUCS	THE QUALITY OF THE COMPANY'S SERVICES		
5	COLE	COMPANY LEADERSHIP		
5	COSR	COMPANY SOCIAL RESPONSIBILITY		
5	COGO	CORPORATE GOVERNANCE		

SOURCE: PREPARED BY THE RESEARCHER

5-2: DESCRIPTIVE ANALYSIS

• **innovative marketing(IM)** INNMA A. : The PRMI: the arithmetic mean, standard deviations , coefficients of variation were found , relative importance of paragraphs of PRMI dimension, and results are summarized in following table:

Table No. (2) Descriptive analysis of paragraphs of (PRMI)

Paragraph	Arithmetic mean	standard deviation	coefficient of difference	Relative importance
PRMI 1	3.24	1,365	42	65
PRMI 2	3.48	1,083	31	70
PRMI 3	3.80	0.792	21	76
PRMI 4	3.67	1,111	30	73
PRMI 5	3.69	0.914	25	74
PRMI	3.57	0.812	23	71

Source: Results of SPSS 1.26

deviation of.812, coefficient of difference is 23%, relative importance value is 71%.In So, (PRII): arithmetic mean, standard deviations, and coefficients of variation were found and the relative importance of items of (PRII) dimension. The results are summarized in following table

Table No. (3) Descriptive analysis of PRII

PARAGRAPH	ARITHMETIC MEAN	STANDARD DEVIATION	COEFFICIENT OF DIFFERENCE	RELATIVE IMPORTANCE
PRII 1	3.73	1.007	27	75
PRII 2	3.75	0.917	24	75
PRII 3	3.93	0.764	19	79
PRII 4	3.76	0.957	25	75
PRII 5	3.71	0.962	26	74
PRII	3.78	0.737	20	76



SOURCE: RESULTS OF SPSS V.26

It is clear from the above table that dimension in general has reached arithmetic mean value of 3.78, with a standard deviation of 0.737, and the coefficient of variation is 20%, , the relative importance value is 76%.

- **PRDI:** The arithmetic mean, standard deviations and coefficients of variation were found And the relative importance of the items of the PRDI dimension. The results are summarized in the following table:

Table No. (4) Descriptive analysis of the PRDI

Paragraph	Arithmetic mean	standard deviation	coefficient of difference	Relative importance
PRMI 1	3.40	1,141	34	68
PRMI 2	3.65	1,069	29	73
PRMI 3	3.71	1,101	30	74
PRMI 4	3.69	1,052	29	74
PRMI 5	3.78	0.989	26	76
PRMI	3.65	0.876	24	73

Source: Results of SPSS 1.26

It is clear from the above table that dimension in general has reached the arithmetic mean value of 3.65 in characters The standard value was 0.876, the coefficient of difference was 24%, and relative importance value was 73 .

- **dimension DISI:** the arithmetic mean, standard deviations, coefficients of difference and importance were found relative to the paragraphs of the DISI dimension, and the results are summarized in the following table:

Table No. (5) Descriptive analysis of the items of the DISI dimension

PARAGRAPH	ARITHMETIC MEAN	STANDARD DEVIATION	COEFFICIENT OF DIFFERENCE	RELATIVE IMPORTANCE
DISI 1	3.78	0.976	26	76
DISI 2	3.66	0.971	27	73
DISI 3	3.70	0.939	25	74
DISI 4	3.99	0.857	21	80
DISI 5	3.93	0.887	23	79
DISI	3.8138	0.75677	24	73

Source: Results of SPSS v.26

from above table the dimension in general reached arithmetic mean value of 3.81, with a standard deviation of 0.757, coefficient of variation is 20%, and the relative importance value is 76%.

- The third variable axis of company's reputation (COREP) first dimension QUCP: arithmetic mean, standard deviations , coefficients of variation were found , the relative importance of items of (QUCP). Results are summarized in the following table:

Table. (6) The descriptive analysis of paragraphs of (QUCP)

Paragraph	Arithmetic mean	standard deviation	coefficient of difference	Relative importance
QUCPI 1	3.90	0.884	23	78
QUCPI 2	3.99	0.867	22	80
QUCPI 3	3.80	0.851	22	76
QUCPI 4	3.93	0.905	23	79
QUCPI 5	3.90	0.880	23	78
QUCPI	3.90	0.740	19	78

Source: Results of SPSS V.26

from above table that dimension in general has reached arithmetic mean value of 3.90 with a standard deviation of (0.740) and the coefficient of variation (19%) and the relative importance value was (78%) .In second (QUCS) diet mean, standard deviations and coefficients were found The difference and relative importance of paragraphs of the(QCS) . Results are summarized in the following table

Table No. (7) descriptive analysis of (QUCS)

paragraph	arithmetic mean	standard deviation	coefficient of difference	of relative importance
QUCS 1	3.88	0.974	25	78
QUCS 2	3.85	0.984	26	77
QUCS 3	3.89	0.932	24	78
QUCS 4	3.78	0.990	26	76
QUCS 5	3.85	0.870	23	77
QUCS	3.85	0.801	21	77

Source: Results of SPSS V.26

from above table that general has reached the arithmetic mean value of 3.85 with a deviation standard value is 0.801, the coefficient of difference is 21%, and the relative importance value is 77%. In the third dimension (COLE), the arithmetic mean, standard deviations, coefficients of variation were found, relative importance of items of (COLE) dimension. results are summarized in following table:

Table No. (8) descriptive analysis of items of (COLE)

Paragraph	Arithmetic mean	standard deviation	coefficient of difference	of Relative importance
COLE 1	3.83	0.869	23	77
COLE 2	3.88	0.851	22	78
COLE 3	3.80	0.816	21	76
COLE 4	3.58	1.018	28	72
COLE 5	3.91	0.895	23	78
COLE	3.80	0.746	20	76

Source: Results of SPSS 1.26

from above table in general has reached arithmetic mean value of 3.80 with standard deviation Its value is 0.746, Coefficient of difference is 20%, relative importance value is 76.at (COSR), arithmetic mean, standard deviations, coefficients of difference and importance were found relative items of the (COSR), and the results are summarized in the following table:

Table No. (9) descriptive analysis of (COSR)

Paragraph	Arithmetic mean	standard deviation	coefficient of difference	of Relative importance
COSR 1	3.66	0.980	27	73
COSR 2	3.70	0.929	25	74
COSR 3	3.70	1.049	28	74
COSR 4	3.63	0.996	27	73
COSR 5	3.67	1.063	29	73
COSR	3.67	0.870	24	73

Source: Results of SPSS 1.26

from above table that reached arithmetic mean value of 3.67 with a deviation The standard value is 0.870, the coefficient of difference is 24%, relative importance value is 73 In the fifth dimension (COGO), the arithmetic mean, standard deviations and coefficients of variation were found, relative importance of the paragraphs of (COGO). results are summarized in following table:

Table No. (10) Descriptive analysis of (COGO)

Paragraph	Arithmetic mean	standard deviation	coefficient of difference	Relative importance
COGO 1	3.62	0.922	25	72
COGO 2	3.71	0.914	25	74
COGO 3	3.65	0.871	24	73
COGO 4	3.73	0.863	23	75
COGO 5	3.72	0.980	26	74
COGO	3.69	0.774	21	74

Source: Results of SPSS V.26



from above table that dimension reached arithmetic mean value of 69.3 with a deviation The standard value was 0.774, the coefficient of difference was 21%, and the relative importance value was 74.

5-4: Hypothesis testing & data normality

Testing correlations between (INNMA) axis , its (COREP) axis in order to obtain the results Regarding the correlations, testing their significance between two axes, researcher used (SPSS) statistical program. 24, results are presented in following table:

Table No. (11) Correlation coefficients between

Correlation		PRMI	PRII	PRdI	DISI	INNMA
QUCP	Pearson Correlation	453**	627**	607**	630**	682**
	Sig.(2tailed)	000	000	000	000	000
	N	246	246	246	246	246
QUCS	Pearson Correlation	497**	628**	699**	647**	731**
	Sig.(2tailed)	000	000	000	000	000
	N	246	246	246	246	246
COLE	Pearson Correlation	489**	542**	549**	606**	644**
	Sig.(2tailed)	000	000	000	000	000
	N	246	246	246	246	246
COSR	Pearson Correlation	505**	586**	613**	678**	702**
	Sig.(2tailed)	000	000	000	000	000
	N	246	246	246	246	246
COGO	Pearson Correlation	429**	568**	491**	622**	619**
	Sig.(2tailed)	000	000	000	000	000
	n	246	246	246	246	246
COREP	Pearson Correlation	545**	677**	680**	731**	776**
	Sig.(2tailed)	000	000	000	000	000
	n	246	246	246	246	246

. Correlation is significant at the 0.01 level (2-tailed).

Source: Results of SPSS V.26

Researcher divided hypotheses related to correlations into two main hypotheses related to the correlation test between (INNMA) , (COREP), it has been formulated according to the following: There is a statistically significant correlation between the INNMA axis and . (COREP). correlation between two axes was 0.776 with a significant value sig equal to zero . this value The level of significance used by researcher is 5%, thus we conclude that there is a relationship Less than a significant direct correlation between the INNMA axis,(COREP) axis. For the second section are sub-hypotheses to test association between the dimensions of (INNMA) with (COREP), these hypotheses were formulated according to following:

- The first sub-hypothesis is that there is a statistically significant correlation between (PRMI) , axis (COREP) correlation between (PRMI) , the

(COREP) axis was 0.545, with a significant value sig. equal to zero, and this value is less than the significance level used by the researcher, which is 5%. Thus, we conclude that there is a significant direct correlation between the PRMI dimension and the axis .COREP.

- The second sub-hypothesis: the existence of a statistically significant correlation between the PRII dimension and the axis COREP The correlation between the PRII dimension and the developer COREP was 0.677, with a significant value sig. equal to zero, and this value is less than the significance level used by the researcher, which is 5%. Thus, we conclude that there is a significant direct correlation between the PRII dimension and the axis .COREP.

- The third sub-hypothesis: There is a statistically significant correlation between the PRdI dimension and the axis COREP The correlation



between the PRDI dimension and the COREP axis was 0.680, with a significant value sig. equal to zero, and this value is less than the significance level used by the researcher, which is 5%. Thus, we conclude that there is a significant direct correlation between the PRDI dimension and the axis .COREP.

- The fourth sub-hypothesis is that there is a statistically significant correlation between the DISI dimension and the axis COREP The correlation between the DISI dimension and the COREP axis was 0.731, with a significant value of sig. equal to zero, and this value is less than the significance level used by the researcher, which is 5%. Thus, we conclude that there is a significant direct correlation between the DISI dimension and the axis COREP shows that the highest correlation of the dimensions of the INNMA axis with the COREP axis was for dimension DISI comes second, the PRII dimension, thirdly the PRDI dimension, and finally the PRMI dimension.

6: CONCLUSIONS AND RECOMMENDATIONS:

6-1: Conclusions:

- The topic of (IM) is one of contemporary works to find distinct ideas in companies in various fields of work, that foundations and characteristics of (IM) are closely related to rethinking and working to develop work of companies on a continuous basis with passage of days , changing circumstances , surrounding challenges.

- (IM) is one concepts that aims to develop individuals working in companies. It represents aspect of activities that are not created out of thin air, but rather interact with the surrounding environment with all its components, in order to satisfy ideas and desires to improve work and keep abreast of developments in business environment despite the physical , social obstacles it encounters in order to reach reconciliation between needs and requirements of reality.

- The issues of improving company's reputation still lack framing and clarity at the cognitive , applied levels. Supporting the company's reputation is a moving goal that cannot be framed or fixed in light of a dynamic and rapidly changing environment. concept of improving company's reputation is one of the central concepts of the company that focuses on credibility , respect among a wide range of competing firms, a global, cumulative, and enduring assessment It is long, as it represents transient prints related to multiple periods that pass through the company.

- Understanding a company's reputation is essential to achieving business goals. For companies to succeed, they need stakeholders to support them.

They need customers buy their products and services.. Investors to invest in their companies, regulators to give them a license to operate, journalists to give them fair coverage. employees to implement their strategy.

- The criteria indicate the suitability of the model proposed by the researcher for innovative marketing axis INNMA), this means that this model can be adopted in the analysis.

- The criteria indicate the suitability of the model proposed by the researcher for the axis (company reputation). COREP) This means that this model can be adopted in the analysis.

- The highest correlation of dimensions of axis (IM) with axis (RC). CORE) The distribution innovation dimension (DISI) was second to price innovation dimension (PRII) , third dimension (Product Innovation PRDI) , finally came Creative Promotion (PRML).

6-2: Recommendations

In light of results reached and discussed, the researcher presents the following recommendations to the organization surveyed.

- We suggest administrative leaders discussion necessity of activating scientific research system in subject of (IM) ,to adopt promotion (price, product, distribution) .

- We recommend organization to develop company's reputation among employees, because employees have what leads to creating distinct relationships between individuals in different fields and achieving methods of influencing others through (product quality, service quality, corporate social responsibility, leadership, governance) in organizational work environment Thus stimulating human resource that contributes to increasing (IM).

- It proposes focusing on empowerment ,deep understanding in increasing absolute confidence among workers when applying marketing principles and using training and continuous education methods to improve these principles in order to reach and create innovation, success and excellence by applying these principles within the development of innovative marketing.

- Investing (IM), reputation of company, possibility of transferring experiences ,knowledge among companies, need to work to enhance the in-depth understanding of importance of brand ownership rights.

- Determine cognitive responsibilities of individuals working within to achieve organizational goals, through ability to create ,improve company's reputation ,understand the knowledge work



environment, since company's reputation has become the cornerstone of any company at present time, in light of challenges imposed by logic of globalization. Realizing the importance of the company's reputation in achieving and taking a place in train of renewed competitiveness, changing dynamic environment, which requires the adoption of a set of motives. Mention Including: (acquiring advanced technologies, taking care of talents, skills, practical experience).

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