



# THE IMPACT OF DIGITAL MARKETING ON THE LEVEL OF SALES VOLUME (ACADEMIC RESEARCH)

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Article history:	Abstract:
<p><b>Received:</b> 4<sup>th</sup> June 2023 <b>Accepted:</b> 6<sup>th</sup> July 2023 <b>Published:</b> 4<sup>th</sup> August 2023</p>	<p>The article aims to shed light on the role and impact of digital marketing on the sales volume level. It depends on distinct usage of digital marketing tools and the level of sales volume. Thus, the researcher follows descriptive method as a Academic research. The study achieved a number of results. The most vital result is the correlation between the central dimensions of digital marketing and the level of sales volume. It emphasizes the significant effect of the main dimensions of digital marketing on the level of sales volume. According to the different companies' efficiency of sales volume, there are significant differences in partiality for the dimensions of digital marketing. There are differences according to the different activities and sales procedures. Likewise, there are also differences according to the different activities and sales procedures. The study recommends the necessity of focusing on the dimensions of digital marketing (attraction, communication, and participation) as well as maintaining its digital tools by the means of marketing via the website, marketing via social networking sites, e-mail, and telemarketing.</p>

**Keywords:** digital marketing, sales volume level.

## INTRODUCTION

Globalization has been associated with a state of economic engagement bounded by digital conflict, particularly in marketing and sales issues. Generally, it has made marketing dependent intensively on communication technology in various activities and particularly those related to customer communication techniques and interactive digital channels. Thus, it led to the emergence of what is called digital marketing. The goal is to provide a superior value to the customers to obtain a competitive advantage that achieves long-term accomplishment. One of the modern marketing methods is digital marketing. It supports and serves as the bridge that unites digital customers and digital contacts by providing relevant content. It is a new approach to marketing supported by its dynamics and forces that guarantee the implementation of digital elements that include the characteristics of the marketing function through effective tactics and strategies (Gilmore et.al., 54:2007).

Digital marketing supports the process of communication with marketers to get easy access to information about products, services and offers. It contributes to strengthen the association between them as a result of dialogue, learning, interests and needs (Shukla & Agarwal, 62: 2013), The reliance on

measurable digital technologies differentiates digital marketing from traditional marketing. Thus, it allows companies to contact and communicate with the targeted entity and consider digital marketing as a necessary aspect of the customer's decision-making behavior (Wymbs, 43 :2011). Due to the associated savings and advantages, effectiveness and accuracy in targeting and rationalization of decisions, and considering the perceived value as a necessary aspect of the customer's decision-making behavior (Abdul Al-Hamid, and Abdel-Moneim, 74:2013).

The researcher attempts to highlight the impact of digital marketing on the level of sales volume depending on studying different perspectives about digital marketing tools such as phone, social networking sites, e-mail marketing, website, and internet communication on the level of sales volume such as efficiency sales, sales activities and procedures, overall sales performance.

### 1. Digital Marketing:

#### 1.1 The Concept of Digital Marketing:

Digital marketing is the use of any digital technology to facilitate the marketing process with the ultimate goal of facilitating customer interaction and participation (Awad Jarallah,46 :2017). Digital marketing comprises the ability to communicate interactively with customers through channels



electronic devices such as web and e-mail and smart devices such as phones, tablets, and mobile applications (Zahay, Debra, 2015 :33).

(Fusun,56 :2015) defines digital marketing as the digital tools such as mobile phones, social networks, websites, and search engines to reach marketing activities. It is, indeed, promoting products and services through digital channels' sound to reach the final consumer at the right time and place (Rao et. al, 2016: 22).

Furthermore, digital marketing is a philosophy based on digital interactive tools that allow the application of traditional marketing in a digital environment. It develops direct and personal associations with the company's customers. These companies seek satisfaction as one of the most important goals to achieve because it mirrors the extent of strong relationships between the parties (Bin Al-Taher, 24, 2016).

Digital marketing refers to creating and disseminating content through digital media channels - websites, welcome pages, social media, email, and mobile apps-and promoting that contents using a variety of strategies across paid, earned, and owned digital channels, including pay per-click advertising, content sharing, social media, email, text, and more.

Moreover, digital marketing is one of the types of marketing spread in the world that means marketing using digital platforms via the internet in promoting and introducing products and goods such as carrying out the advertising campaign as a whole through the use of websites, instant messaging technologies, e-mail and text messages in marketing products while providing cash payment service via the internet. In addition to the ability to communicate with consumers and inspire them. Customers need to search for the company and its products through search engines on the internet, register on the company's website that makes it easier for them to obtain continuous updates, offers and services via text messages, video messages and e-mail.

(Stokes ,54:2011) believes that digital marketing is the interactive power of the internet to spread and gain value to the company or the customer. For the company, services are available on the internet that can increase in value over time and increase their attractiveness with the workers. For the customer, the value is increased through enjoyment.

#### 1.2 The aims of digital marketing:

1- Digital marketing is one of the modern directives of marketing and its impact on customer satisfaction in the incoming of Al-M'sila

tourist agency through the study of digital marketing tools represented in social networks, e-mail and mobile phones, and the impact of these tools on customer satisfaction (Kreedy, 2019, 45).

2- Understanding how digital contents act as a catalyst to influence customers through the internet, as well as the online purchasing process (Kabir,45 :2019).

#### 1.2 The significance of studying digital marketing:

The study of digital marketing is useful for companies especially the small ones to compete by keeping pace with the digital orientation of workers and promoting their products through global electronic channels (Smith, 2012). In addition, researchers such as Al Tai (2014), Taiminen and Karjaluoto (2015), Atshaya and Rungta (2009), Al-Alaq (2008), and Al-Abadi (2016) agreed on the importance of studying digital marketing. They highpoints digital marketing necessities as follows:

1- Choosing appropriate strategies to focus and ensure that activities proceed with the targeted work and objective.

2- Reducing the costs associated with advertising, given the importance of this for small and medium-sized companies.

3- Improving the efficiency of the products and services provided while facilitating internal communications

4- Delivering marketing messages with high accuracy.

5- Provide a means of communication and participation with the workers to make the marketing process successful.

6- Bypassing the traditional digital channels for quick access to workers while expanding the reach and bypassing the restrictions of time and space.

7- Facilitating access to a large number of workers in record time and at a low cost besides studying their behavior and preferences records.

8- Evaluation of the services provided and their suitability to workers' preferences.

9- Allowing workers to communicate and interact with marketers and the outcomes of their previous purchasing experiences.

10- Preserve good image of the companies by conveying the news quickly and by making the workers close to the event.

11- Facilitating the process of exchanging products at the lowest costs, using digital means



and tools that operate within a complex environment.

12- Displaying products and services anywhere while reducing costs and facilitating communication.

Teresa (2016) adds that digital marketing offers potential for global brands and organizations, including the following:

1- Visual communication: uses various presentations and tools such as pictures and videos. It is an attractive technique that facilitates access to the audience and carries more participation.

2- Connection community recommendations to connect institutions with their audience and users among themselves in a way that helps to improve their experience and strengthen the relationship with the product and the brand.

3- Virality of the Internet's allowance expansion to any content in addition to the introduction of the Mouth of Word model. Viral communication facilitates participation and promotes content dissemination.

4- Output Measuring and providing the opportunity to monitor and evaluate the results.

5- Building the branding image as a web service is a good opportunity for coverage and continuous updates.

6- Completeness, which means the possibility of disseminating information through links, and this increases the closeness of workers and companies in a wide and customized manner.

7- Usability by providing simple and easy platforms with the aim to improve user experience and facilitate the implementation of activities

8- Interactivity by providing conversation and then building a positive experience with the brand.

#### 1.4 The Dimensions of Digital Marketing:

1- Attraction: is attracting customers to companies' websites on the Internet. It is achieved through billboard advertisements and links from other sites and benefiting from current marketing communications (Teo & Tan, 2002:5) that is the basis of consumer interaction as it requires them to visit voluntarily to apply interactive (visiting the website). Besides, it includes attracting workers to the application, creating an audience, keeping the brand in memory, and paying attention to advertisements. Simmons (2007: 45) states that marketers can attract workers through advertisement on websites and advertising windows or

related links. Chan and Guillet (2011) add that other companies may resort to using methods of attraction through the company's association with a group of charitable workers, advertising programs for workers, or the production of environmentally friendly products for attraction. The Attraction dimension is associated with improving a website's ranking in search engine results, such as where websites are ranked based on the words a user entered in a search query. O'Jalang (2015) sees it as a process that affects the visibility of a website or web page in the search engine's "organic" natural or unpaid search results. Francois (66: 2012) believes that the marketer should intervene at all levels of the value chain through:

A- Acquisition strategy by combining various online means such as buying advertising links, and e-mail marketing campaign. This strategy has an immediate measurable contribution. Marketer uses art to choose between the available alternatives for acquisition, that are: size, cost, and quality.

B - The generation strategy, that collects the means whose cost is not directly related to the movement or the acquired value, such as marketing, as it needs 3-6 months.

2- Communication: is the most widely used tool related to customers. It includes personal communicating with customers about products or services as well as providing customized ones. A personal touch added by updating customers' new products or services that meet their unique needs or interests (Teo, 2005:211). In addition to communication, marketing opportunity allocates interaction and focuses on a target market to learn more about the consumer. It involves: customizing communication, communicating personally, and communicating on demand. Communication is one of the most vital opportunities to create the most important value in digital marketing, as it is the root of allocating the interaction between the service provided, the time and marketing effort of more than one customer. Digital marketing allows communication and distribution to know more about the customer (Ghiselli, 2015).

The majority of companies seek to publish their activities on social media and blogs, especially concerning workers and thus they reveal their experiences as a result of using the services, or by publishing a bulletin about the company's activities to communicate with the customers (Guillet & Chan, 2011).



3- Participation: This dimension is related to the interest and participation of the users after attracting them to the website to achieve interaction. Companies get benefit from creative programs to provide interactive media as well as content that is valuable to customers. These programs include animations that will attract the attention and interest of the users along with the presence of interactive content (Tan & Teo, 2002:6).

## 2. Sales Volume Level

### 2.1. The Concept of sales volume level:

The success and excellence of any economic organization are determined by the scientific and effective ability to produce and sell. It carries out high-performance tasks and activities in order to achieve the goals of the organization. Sales represent the main source of revenue as well as the essence of the marketing process (Al-Sumaida'I, 11: 2010).

At the present time, the sales volume level is an achievement quantitatively expressed in terms of physical volume or volume of product units. Sales volume at present is an achievement quantitatively expressed in terms of physical volume or volume of product units. An increase in sales volume is a measure of efficiency in marketing activities although not every increase in sales volume is followed by an increase in profit. Therefore, it can be interpreted that sales volume is the number of sales activities of a product or service produced by the organization at a specific time. Therefore, it can be interpreted that sales volume is the number of sales activities of a product or service produced by the organization in a given time range. Sales result from the integration of many factors, some marketing and others non-marketing. Marketing mix affects sales, as well as the country's economic situation and government decisions and size (Simanjuntak, 2013: 98; Shuman, 2014: 139).

Sales are the activities that sellers undertake in selling goods or services with the hope of making a profit from these transactions. Sales are the process of exchanging goods or services between sellers and buyers. Therefore, it can be concluded that vending is an effort by human beings to pass on to the needy the goods which have been produced and which are set for a common purpose. The concept of sales is measured through the volume of sales generated by marketing profits (Sundi, Damanik 2014).

Sahaja (2014: 88) states that the revenue is received from the exchange of goods and services. It is recorded from a particular accounting period either on a cash basis as received or on an accrual basis as

received. Total sales are equal to the selling price per unit multiplied by the total units sold. Sales volume is used to measure sales effectiveness, cost evaluation, profit contribution, return on capital, and residual earnings. Sales volume can be used to evaluate the performance of a company especially marketing managers in terms of marketing their products. In addition, an increase in sales volume could indicate an increase in society's need for these products (Syahrul & Nizar, 2000: 22).

Prastowo and Julianti (2002: 89) emphasize the level of sales obtained by a company for a given period in total units (value of product sold and sales turnover) where sales are measured based on units of the product. The sales concept states that consumers will buy an organization's products if the organization conducts promotions and sales (Schiffan, 2005: 118, Msuyanto, 2007: 9). Sales volume is the net sales of a company's earnings report. Net sales are obtained from the company's sales. Other products for a given period of time, sales results achieved Each market share represents potential sales that could be made up of regional groups and buyers over a particular period of time.

The products, goods, services and ideas offered by the producing organization or the seller to the buyer as a result of the success of the sale process between the two parties. This sale process represents the exchange of benefits between the seller and the buyer on a voluntary basis and with the conviction of all parties involved in this process so that sales became a measure of the success of marketing activities on the ground. Marketing and sales activities have become the executive mechanism for achieving the goals of the organization. Expected sales are the volume of sales that the business can achieve under certain marketing efforts (Swathana, 2008: 99; Al-Otaibi 2003: 15).

### 2.2. The importance of sales volume

organizations realize that efforts of producing and developing must be strengthened through the efforts of the sales department and the selection of salesmen who can achieve sales goals and continue in the market. Whereas (Dale 2007:45) sees that organizations have realized the importance of sales volume through:

1-Nothing can be sold if there is no buyer. The activity of production and marketing organizations depends on the role of workers in sales management by contacting buyers, providing them with information, and urging them to make a purchase decision after



checking the volume of sales which must have sufficient information about the needs of the buyers.

2- The employees of the sales department play an important role in monitoring the market movement and the factors affecting the number of sales in addition to directing competitor buyers, identifying problems, developing appropriate solutions that enable its employees to achieve sales goals, qualifying a team of salesmen and building interactive relationships that enable them to achieve the goals specified. The sales department and its employees play their roles:

a- Gaining new customers: Each customer has a purchasing life cycle for the organization's products. Thus, the volume of sales must estimate and work to win new customers to compensate customers who move to buy products from other organizations. Gaining customers requires the skills and competence of workers during the process of contacting buyers.

b- Retaining existing customers: It is an important role to manage sales, gain trust, get good treatment, and meet the needs of the buyers.

c- Expansion of the marketing share: The volume of sales and its employees aims to win new customers to expand the market share and penetrate the competing market sectors.

3. Kameron (2009: 2) indicates that the successful sales volume uses successful strategies to increase sales and focus on training and qualifying employees so that they can successfully implement sales and organization management plans.

4. The importance of sales in the markets increases due to the diversity of products, instability in demand, entry into foreign markets, new competition, and financial crises.

5. The importance of sales appears through achieving the objectives of the organization and management through coordination, integration and interaction.

6- The only department in the marketing department and the organization that generates revenues is the sales department. These revenues cover all costs and achieve profits (Mustafa, 106: 2014).

7- The importance of sales has increased through building a relationship with customers

and their departments that guarantees profitable sales growth for the organization.

2.3 The aims of sales volume:

Baraka (2014: 40) considers that the sales objectives are as follows:

- 1- Determine the volume of sales in the short term.
- 2- Increasing the organization's share in the market in the long-term by relying on an offensive strategy to penetrate the market over time by acquiring new distribution channels by Facilitate the product testing process, the work on the immediate sale of the product, ensuring the existence of advertising signs with retailers, working on storing more with distributors or brokers, guiding and assisting brokers and distributors, increasing the market share of the organization in the short term and achieving profits and recovering. Costs through its multiple activities (Al-Zoubi, 24: 2010).
- 3- Enhancing advertising and other means of facing competition in the market.
- 4- Directing the salesmen and their assistants.

5 Achieve growth to meet competition and maintain market share (Hassan, 2014: 7).

2.4 Dimensions of sales volume

To evaluate sales volume, some indicators can be used as successful sales evaluation takes into account the relationship of the planning operations' results of the creative activity to the goals, strategies and marketing management of the company.

In addition, these results will be used in the preparation and formulation of future plans based on foundations. These foundations are compatible with the conditions of the next stage of the business organization. The results of the evaluation will clearly affect the future plans of that organization (Obeidat et al., 2001 :255).

Al-Taie (2009: 283) clarified that the success of the overall performance of sales depends on two important factors. First, the efficiency of the sales representative's performance. Secondly, the effectiveness of sales organization and planning as the following:

1. Sales efficiency:

Alonitis (10:2000) defines efficiency, in general, as using the least amount of inputs to create the greatest amount of output. The measurements can be considered as indicators of the efficiency of sales in any company that uses the Internet as a means of promotion. Aimer (2005,98) perceives competence as



a set of practical knowledge that guarantees competitive advantage in the market. Basic competence enhances the competitive position of the facility within the assortment of products or services. Therefore, the facility that has competencies means that it has a competitive advantage that represents one of the strengths that support its competitiveness. Jones (2010:124) emphasized that efficiency is the ratio between outputs and inputs. The fewer the inputs needed to produce the required outputs, the greater the efficiency.

1- Partial measures of efficiency are measured by the number of employees in the sales department such as sales achieved.

2- Qualitative measures of efficiency is an increase in the level of product quality using the same resources. Bartuseviciene and Sakalyte (2013:50) added that efficiency is the relationship between inputs and outputs. Therefore, it reflects the improvement of the internal processes of the organization such as organizational structure and culture. Excellent organizational competence would improve performance in terms of management, productivity, quality and profitability. Pinz and Helmig (2014:60) indicated that efficiency is the organization's non-waste resources following various operations. This organizing requires the process of converting inputs into outputs effectively. Kozjek and Ferjan (2015: 4) illustrate that efficiency is a positive result of the comparison between the inputs and the results obtained in the organization.

3- Overall measures of efficiency A measure of a group of assets or equity, such as net profit.

2. Sales Activities and Procedures: Al-Jayashi (2007 : 274) indicated that the cost component is among the elements of evaluating the sales activity that gives the sales management the ability to determine the efficiency and effectiveness of implementing the sales' plan, and thus diagnose the strengths and weaknesses of the sales at the level of the organization, branches and departments and any basis of analysis as well. The sales department strives with all efforts to create sales and reach the target level. This requires spending. The process of linking the sales target and the cost is very important to know the efficiency and effectiveness of performance. Cost increasing may be justified and result from the sales volume increase and activities. The sales activity is one of the most important activities in the company. This indicator indicates how the company develops the sales plan, expansion operations of sales outlets, and the implementation of the plan drawn up in developing the

company's reality. Natalia (2011:88) referred to sales activities as the sum of the tasks entrusted to the salesman, such as contacts, selling, maintaining the relationship with the customer outside the company, and establishing a good work team that achieves the company's goals with the help of an organized database. (Schiffan (2013: 8) believes that the sales activity must carry the company's marketing products.

3. Overall sales performance:

Performance, in general, means the degree of success achieved by the organization in achieving predetermined goals. Mustafa (2002: 415) defines performance as the "degree" of achieving the planned goals efficiently and effectively by the individual team or organization. A specific goal is judged at the end as good, efficient, optimal. The researcher finds that this definition links performance with effectiveness and efficiency. Most of the studies try to link performance with effectiveness and efficiency, whether at the strategic level or at the operational level. It is not possible to judge the performance of an organization that has been able to achieve its goals as good if it has cost many resources compared to other organizations (Mazhouda, 2001: 88). The success of the overall sales performance can be measured by (Avlonitis, 2000 :67; Jobber, Lancaster, 2009: 499):

- 1- The overall increase in sales volume.
- 2- Proper forecasting of the expected sales volume.
- 3- An increase in the number of requests received by the organization, in addition to an increase in communications and inquiries.
- 4- Increase relative sales compared to competing organizations.
- 5- Increasing the size of the market share with the customer.

Some researchers consider that a well-performing organization is the once which creates value for the customers, shareholders, and members. Dong so, they consider them as a source and a means of value.

- 1- Satisfying customers' need.
- 2- Achieving the highest returns on investment.

Abu Nabaa (2002: 334) perceives marketing as an important process that achieves the two mentioned goals. Thus, the researcher has diagnosed linking the causes and causes in a very precise manner which is difficult to reach. The outcome of the interaction of the group of partial performances, as the improvement of any partial performance is reflected in the overall improvement of sales. Nebo (2006: 15) adds that the sales performance process includes salesmen who



must achieve goods' sales. The number of stages a salesperson goes through to products depends on the nature of the product as well as the selling situation that the salesperson faces. The sales representative may not have to go through the entire process in the case of manufacturing companies and high-tech products and the buyers of this product are willing to spend a long time in purchasing this product.

Abu Fara (2012: 20) defines performance as a short-term sales measurement tool aimed at strategic planning, obtaining more sales opportunities, and developing plans for electronic promotion. performance is, indeed, the sum of all the efforts required to provide a product service. Therefore, it measured the produced items and the services that are implemented during a certain period of time. There are many marketing strategies that take small and medium organization to success when they begin a new business. Actually, finding customers is hard work, but when equipped with innovative ideas and proven techniques, financial markets sales staff can become very successful (Kisaka, 2012:54).

Cooper and Kleinschmidt (2015:10) refers to performance of the individual's actual work. It may indicate the actual work appears by the individual in an era of intense competition and negotiations with buyers. Srinivasan and Hanssens (2009: 9) clarified that advertising can have a direct impact on sales performance through the impact on the market value or generating high returns for advertising companies. Advertising can also have an indirect effect on sales performance due to the ability to influence on the company's sales and profitability. Jean Damour (2019:13) revealed that sales performance is the extent of the quantity of products sold or services sold in the standard operations of the organization at a particular period of time which is the quantity of goods sold in terms of number or quantity during the typical working hours of the organization.

#### **CONCLUSIONS:**

In light of the findings of the study, it can be presented:

1- The website needs to work and overcome the difficulties facing digital marketing in the use of data and information that belong to customers through the website besides solving and finding a suitable alternative for them. The need for organizations to adhere to the terrifying laws and regulations adopted by governments in all countries of the world in order to dispel privacy concerns. This can be achieved

through the use of the Internet which is related to the incorrect use of data and information of its customers.

2- The need to rely on the development and the services of the website. They are provided for customers to enhance confidentiality and privacy by the user. It also increases attention and maintains the privacy and security of the data and information of each customer by adopting cards that protect the customer's privacy and enable him to purchase his/her services securely via the Internet and to know the necessary information available about the products. The use of modern technologies in order not to expose websites to misuse by customers with regard to the paragraph. The privacy policy on the organization's communication site leads to the existence of complete confidentiality of someone's information on the site.

3- The need to adopt and promote the use of digital marketing and increase its advantages by sending marketing brochures to all customers through the organization's communication website (marketing brochures are sent to customers through the organization's website).

4- The database works on storage, retrieval, deletion, display, printing and does not duplicate the stored data for customers. The need to do so in order to achieve success in the practice of digital marketing, the organization needs to work on providing a database capable of storing, retrieving, deleting and printing all Stored data for customers and the availability of advanced devices and software with a high capacity for communication that is flexible and has a storage capacity with high efficiency when practicing e-marketing by organizations and setting a framework that includes customer data and updating it through the use of the Internet to obtain customer-related data to benefit from it and reach accurate results by improving relationship management with customers.

5- The need to rely on some methods to achieve security, confidentiality and trust that business organizations resort to adopting, as marketers of electronic services on the Internet cooperate with information technology in order to be able to protect information and make customers feel the confidentiality of the information and that the information that pertains to them is well protected and no one can Another party or a third party to enter and view it, and this increases the confidence of customers and visitors to the site and the need to protect the electronic economy from espionage and intruders breaching information systems and electronic



databases through the customer's use of a credit card in order for shopping to be safe

6- Regarding protection programs that are difficult to be penetrated by a virus and tampering with electronic software are available to customers.

#### **RECOMMENDATIONS:**

1- The method of using data and information pertaining to customers through the website was weak.

2- There is a weakness in the privacy of the organization's website policy. It leads to the existence of complete confidentiality of information on the site.

3- The marketing brochures sent to customers through the organization's website are identified as weak.

4- It turns out that the database works on storing, retrieving, deleting, displaying, printing, and not duplicating the stored data is also weak.

5- The protection programs are available that are difficult to penetrate by a virus and tampering with electronic software for customers is categorized by weakness.

6- They do not pay attention to promotion though it encouraged the customer to establish a direct purchase service via the Internet.

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