



IMPACT OF MARKETING DIMENSIONS IN RAISING THE COMPETITIVENESS OF BANKING MANAGEMENT

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Article history:		Abstract:
Received:	7 th October 2024	The Marketing (MA) dimensions (Market Heterogeneity (MH), Shortage Resources (SR), Unbranded Competition (UC), Inadequate Infrastructure (II)) on Banking Management (BM) in the organizational sector. This study focused on understanding the variables to achieve highly efficient production. A sample of productive organizations in the city Baghdad, in this research, which numbered (135), and (5) questionnaire forms were incorrect. The researcher obtained valid questionnaires (130). The researcher used statistical analysis to obtain results related to search on SPSS & Smart-PLS 4. In this study, the researcher reached highly efficient results and conclusions that confirm the importance of marketing executive management in developing production strategies. This study focused on important recommendations to benefit from and document the relationship between marketing executive management and production strategies.
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INTRODUCTION

Marketing dimensions (Market Heterogeneity (MH), Shortage Resources (SR), Unbranded Competition (UC), Inadequate Infrastructure (II)), are among the basic variables in influencing banking management in Baghdad / Iraq (Foroughi et al., 2019; Bianchi et al., 2014). This study clarified the role played by marketing dimensions in developing the banking management of the aluminum factory in Baghdad (Foroughi et al., 2019). The results reached by this study (Acharya et al., 2019). Expand the trade sector for organizations to benefit from the results obtained by the researcher, as confirmed by Ali & Puah (2019) on preparing strategies, and the basic plans for productive strategies to raise the efficiency of organizations and address the types of problems facing in the organization sector (Nani, 2019).

1. RESEARCH PROBLEM

Emphasizing the importance of marketing dimensions and continuous improvement in banking management to achieve highly efficient production and enter into competition between organizations (Almaqtari et al., 2019). The question that arises is what is the impact of

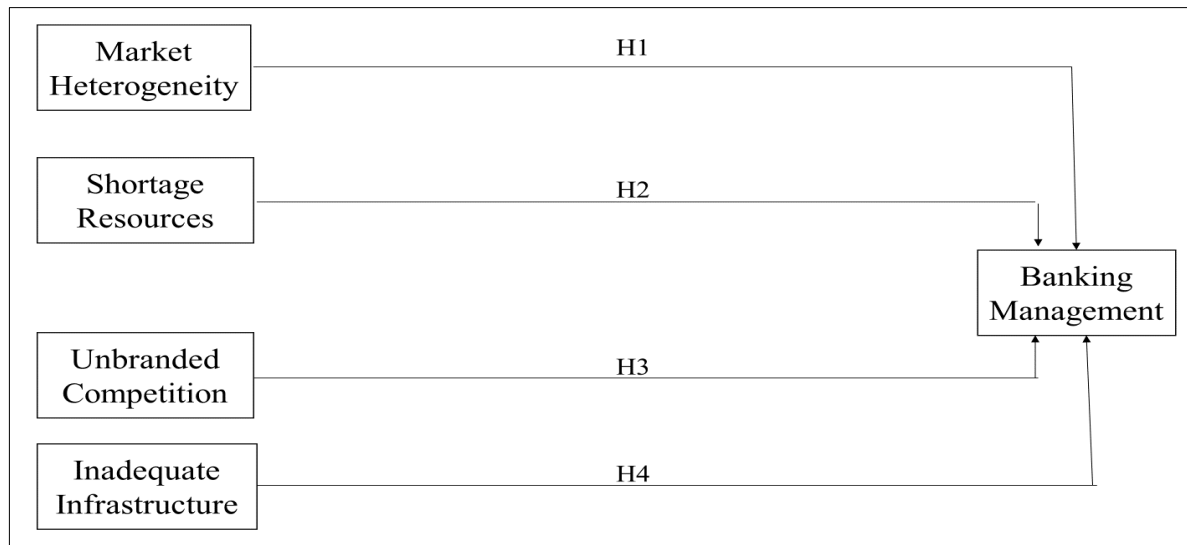
marketing dimensions on banking management (Almaqtari et al., 2019).

2. RESEARCH HYPOTHESES

The research is based on a number of hypotheses that explain the impact of marketing dimensions on banking management. The organizations performance and measuring the impact of the variables used (Matthews et al., 2023). These hypotheses are:

1. There is a significant effect of Market Heterogeneity (MH) on Banking Management (BM) from the point of view of the study sample.
2. There is a significant impact of Resource Shortages (RS) on Banking Management (BM) from the point of view of the study sample.
3. There is a significant effect of Unbranded Competition (UC) on Banking Management (BM) from the point of view of the study sample.
4. There is a significant effect of Insufficient Infrastructure (II) on Banking Management (BM) from the point of view of the study sample

Figure 1: Framework



4. METHODOLOGY

The researcher used marketing dimensions quantitative methods, such as previous studies, to study related and related phenomena (Leo et al., 2019). Therefore, empirical research relied on data from organizations located in Iraq (Ngu et al., 2021).

5. RESULTS

The first is the measurement model that demonstrates the validity and reliability of the study subjects (Al Kurdi et al., 2020). The second section (Albadry et al., 2020), is the structural model of the study, which explains the relationship between the independent variable (Kadhim & Ibrahim, 2024; Vuong & Sid, 2020). The evaluation of the data or the study sample is done by the final statistical analysis that was reached in this study by analyzing the measurement model and verifying the stability tool for the study sample (Kadhim & Ahmad, 2019). Table No. 1 shows that the loading of all factors exceeds 0.757, and Table No. 2 shows that all values of the target sample are positive (Bianchi et al., 2014). Thus, the instrument's validity and reliability are verified (Acharya et al., 2019).

Table 1: Reliability validity

Items	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
BM	0.837	0.888	0.623
II	0.757	0.839	0.523
MH	0.817	0.875	0.594
SR	0.760	0.831	0.502
UC	0.800	0.862	0.561

As for discriminant validity, Table No. 2, it emphasizes determining the extent of the difference between the items targeted in the study and the conceptual measurement model that was obtained by determining the results (Kadhim & Ahmad, 2021). Figure 2 shows that all results for the four hypotheses are positive according to the criteria obtained in the standard model.

Table 2: Discriminant validity

ITEMS	BM	II	MH	SR	UC
BM					
II	0.976				
MH	0.021	0.811			
SR	0.106	0.134	0.912		
UC	0.021	0.120	0.013	0.959	

	BM	II	MH	SR	UC
BM					
II	1.076				
MH	1.068	1.111			
SR	0.976	0.980	1.062		
UC	1.025	0.990	1.066	1.059	

Figure 2: Measurement model

In the study is verified through the result of the four positive hypotheses obtained (Ahmad & Kadhim. 2020). Figure 3, shows that MH has a positive effect on BM, and this relationship is significant at 2.940, while the relationship between SR, BM is positive, 1.094, the relationship between US, BM is positive 2.345, and II on BM is positive 3.921, Figure. 3, for all hypotheses is positive (Kadhim & Ahmad, 2022).

Table 3: Structural relationship

Hypothesis	Relationship	p-value	t-value	Results
H1	MH \longrightarrow BM	0.337	2.940	Accepted
H2	SR \longrightarrow BM	0.099	1.094	Accepted
H3	UC \longrightarrow BM	0.218	2.345	Accepted
H4	II \longrightarrow BM	0.326	3.921	Accepted

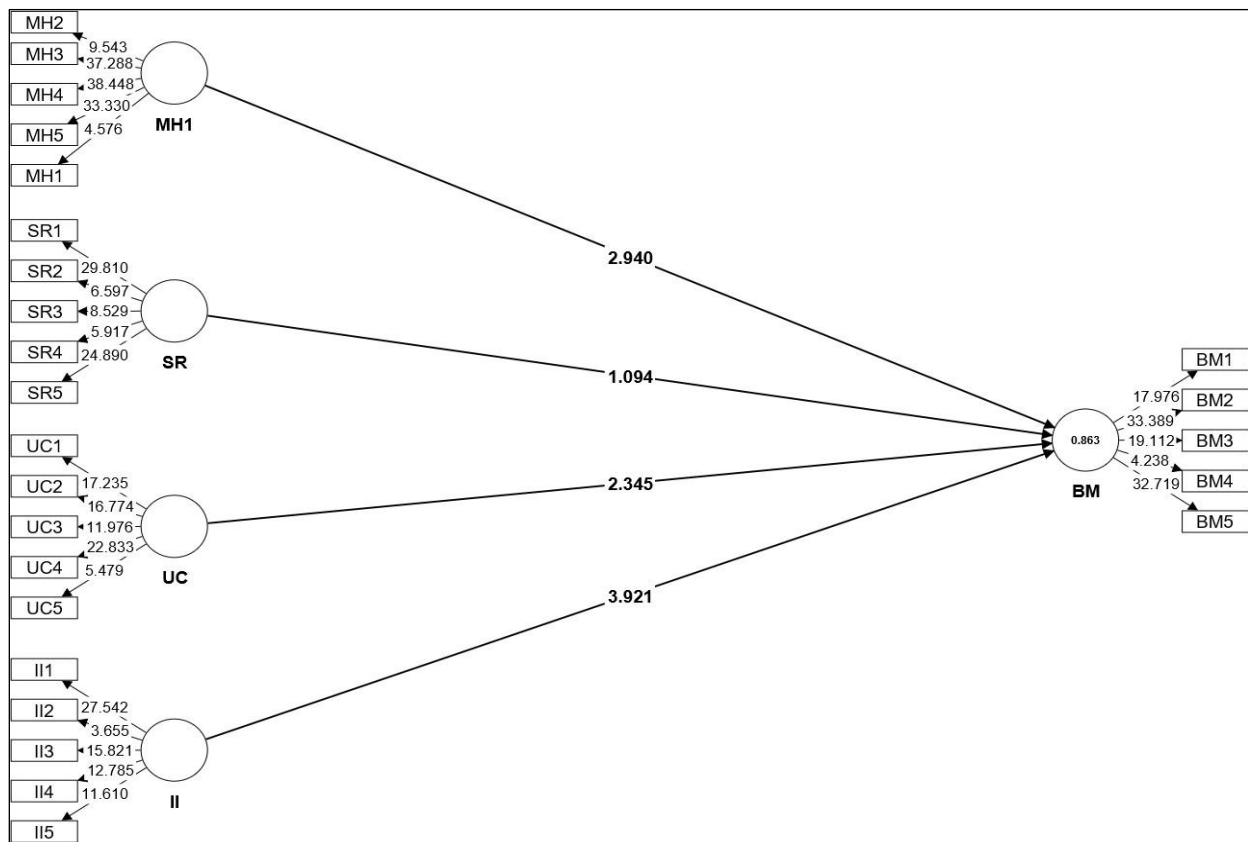


Figure 3: Structural model

CONCLUSIONS

1. The statistical analysis correlations between the variables of marketing and banking management become clear. Which confirms correlation between the dimensions of marketing, banking.
2. Through the analysis of the marketing dimensions paragraphs, we see that there is agreement in all the answers to the paragraphs included in the axis, and thus we prove the hypotheses for the research, which state that there is an achievement the requirements of influencing banking management in Baghdad / Iraq.
3. Through the analysis of the marketing dimensions paragraphs, it was found that there is agreement in all the answers to the

paragraphs contained in the marketing dimensions axis and that the requirements of the banking administration of influencing banking management in Baghdad / Iraq.

4. Encouraging the marketing dimensions of influencing banking management in Baghdad / Iraq, to adapt to the marketing environment and search for opportunities and exploit them in the best possible way in order to ensure continued competition and achieve lasting success, relying on the energies and capabilities of the factories.

RECOMMENDATIONS

1. The necessity of adopting the concept of suitability by influencing banking management in Baghdad / Iraq. Generally, for use from a



customer perspective for the purpose of achieving employee satisfaction.

2. Using distinctive digital channel tools and being unique in everything new in order to achieve profits, such as using advertisements that depend on the use of products or services based on virtual reality.
3. Using creative and effective methods to communicate with employees through human emotion and making dealing with them the marketing dimensions the main motivation for employees.
4. Developing the ability and skills of working managers to face new circumstances and make the necessary changes to confront and outperform competitors.

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