



MARKETING INFORMATION SYSTEMS AND THEIR IMPACT ON THE ECONOMIC UNIT'S DECISION-MAKING

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Article history:	Abstract:
Received: 7 th November 2025	This research discusses the role of marketing information systems and their impact on the decisions of organizations or economic units. The importance of this marketing system is evident in the support it provides to management and decision-makers within the economic unit, as information is the primary factor in achieving success amidst rapidly evolving circumstances. The existence of modern technology and communication methods has shortened distances between the world and placed everything new at the fingertips of those who seek it with ease. Consequently, every institution or economic unit must keep pace with the current situation and compete with its counterparts in obtaining marketing information to achieve innovation, find new distribution and marketing channels, and use advanced technology that meets customer requirements, thus ensuring the institution's continuity and the achievement of its goals and successes.
Accepted: 6 th December 2025	Therefore, this research addresses a set of concepts related to marketing information systems, including the concepts of decision, information, systems, and marketing, and then the link between these concepts and their impact on marketing information systems, which is reflected in their influence on decision-making for the economic unit based on the available information that the institution works with. The research also addresses the concept of marketing, its importance, and its direct relationship to information systems and the decisions made by the individual or group that has the authority to make decisions in order to keep pace with the institution's continuity and achieve the set goals.

Keywords: Decision concept, Information concept, Marketing system, Marketing information systems

implications for decision-making within the organization.

3. Identifying the appropriate role of marketing information systems in enhancing decision-making that supports the organization

RESEARCH PROBLEM

The problem addressed in this study is identifying the role of marketing information systems and their impact on the decisions made by the organization, and supporting those decisions. This leads us to the following question:

- What forms of support does marketing information systems provide and how does it contribute to positively influencing the decisions of the economic unit?

RESEARCH HYPOTHESIS

1- Existence A robust marketing information system can lead to sound marketing decisions for the organization.

IMPORTANCE OF RESEARCH

The importance of this study stems from the crucial role that marketing information systems play. In the life of an economic unit or institution, where it operates under high competition, significant risks, and rapid and widespread changes that must be kept pace with, all these factors are reflected in its operations through the decisions that will be made in light of such variables. Therefore, the institution needs information systems that cover the requirements of decision-making, ensuring that the final decision aligns with the correct objective and reflects positive results for the institution to guarantee its survival.

RESEARCH OBJECTIVE

1. Developing the concept of the marketing information system and the stages of the marketing decision-making process.
2. Understanding the relationship between the existence of a marketing information system and its



decision-making process is comprehensive and needed at all levels within an economic unit, organization, or project. For each administrative level

Decision concept

The organization is based on the presence of the human element, in addition to the presence of newly created machines related to artificial intelligence, which is considered the basic activity for its various activities. Because human behavior is linked to a number of diverse and multiple factors and influences, it is difficult to subject that human behavior to a specific rule in decision-making.

The process Taking Decisions She The test that on basis some Standards for example, reduction Costs or acquisition a class greater from market or to provide Time or more Production volume or Sales, and those Standards Numerous Take in mind Standing in operation Decision-making, and it is affected by choosing alternative The best to end big by Standards Used (Al-Alaq, 1998, p. 148)

Therefore, the decision he to choose substitute from Alternatives Many The possible ones, For the sake of Access to goal or solution problem, Or opportunism Opportunity "22. (dhenin, Fournie, 1998, P175) And he choice The aware between Alternatives Available in position specific or he comparison between Solutions Alternative, To confront problem Specific, and choosing the solution optimum from Among them. (Shiha, 1993, p. 341)

Therefore, the word of decision is The path taken or chosen by the decision -maker as a means to achieve the goal, or the word "decision" can mean the final decision and specific management by the decision-maker regarding what should be done towards the goals whose problems we seek to solve. And value Information It manifests Basically in Considering It Material Primary to take Decision (1998, Fournie, Dhnin (p 50)

The decision represents the optimal alternative that represents the decisive moment from among a set of available options to achieve a specific goal or objective or to contribute to solving a problem based on specific criteria, principles and information. The concept of the decision is not limited to the final choice only, but it also refers to what leads to the implementation of that choice (Subul Platform, 2019, Rabt Net).

Therefore, the concept of decision will lead us to the existence of different types of decisions, some of which we can review.

Types of decisions

1- Decisions according to the nature of her job

- 2- The marketing information system has a supporting role in marketing decision-making.

RESEARCH METHODOLOGY

It was approved The descriptive inferential approach , since the research relates to theoretical topics through its extraction from scientific studies, books and articles .

RESEARCH STRUCTURE

The research consists of two sections. The first section dealt with the concept of decision-making and its types. The decision-making process and the factors affecting it, and the second section discussed the concept of information, marketing, the marketing system, its importance and the factors affecting it, then it addressed the conclusions and recommendations.

INTRODUCTION

Marketing information systems play a major role in the amount of support they provide to the senior staff in the institution or economic unit and marketing decision-makers, and thus will reflect the great impact of the institution's role in its sustainability, competitiveness, development, product improvement, and the discovery of new marketing and distribution outlets.

Furthermore, the accuracy and reliability of the information, as well as the organizational methods employed, will contribute to the success of the resulting decision. Obtaining marketing information is considered one of the challenges facing decision -makers in marketing management. The marketing decision-maker needs diverse information, therefore the availability of marketing information in the appropriate quantity, quality, and time will be the backbone of making appropriate marketing decisions.

First topic: Decisions in terms of concept, types, and impact

Introduction: Decision-making is considered one of The basic tasks that a person performs when seeking to undertake any task, whether material or moral. To obtain his desires and needs, and the decision is also used to manage his daily and life affairs. The individual or the institution each makes different decisions during their daily life and work, and therefore the decision-making process permeates and continuously permeates the activity of both of them and all elements of the administrative process of planning, directing, organizing and then controlling.



them, and their training programs. They also include determining the methods of promotion, retirement, dismissal from work, dealing with lateness, absence, employee complaints, and the institution's relationship with labor unions, federations, and various institutions (Ayoub, 1997, p. 47).

4. Decisions according to their importance Strategic decisions

are those made by senior management, relating to the organization's main objectives and covering relatively long periods of time. A strategic decision pertains to a primary strategic objective, as it is a comprehensive and long-term goal chosen by senior management for subsidiary departments to adhere to and work towards achieving.

Tactical decisions

are those made by lower management that relate to subsidiary or auxiliary organizational goals and cover relatively short, defined time periods. With the aim of providing assistance or partial assistance It emerges from the strategic objective, and the decision regarding this subject for departments or sub-sections can be made by sub-departments or lower-level administrations. (Al-Diwaji, 2001, p. 154)

5. Decisions based on the nature of the problem, which can be programmed or programmed

A. Programmed decisions: These are routine; repetitive decisions that should not be treated as new each time they occur. (McClubwood, 1990, p. 701) The decision-making steps for this type are clearly defined in advance, and can be described as those "decisions that do not require going through the stages of defining the problem and designing the solution, but rather making the decision immediately according to predetermined criteria" (Al-Hassaniya, 1998, p. 239). One of the most important examples of such decisions is the decision to grant leave to an employee, or the decision to recover a debt from indebted customers.

B. Non-programmed decisions: These are "new, unordered, and not sequential, and there is no clear way to deal with the problem because it has never appeared before, or because its precise nature and composition are complex, or because it is so important that it needs a special preferred solution" (McClubwood, previous reference, p. 702). These are exceptional decisions that do not occur periodically or regularly, and therefore they are not pre-programmed. They are a unique situation and are described as new. For example, one of these decisions is a decision to establish a new branch, or

- A. An economic decision is a process Rashid's choice and my own mind Among the many options available, the scarce resources should be used in the best possible way to achieve the greatest benefit at the lowest cost , taking into account the opportunity cost of each option . Such as decisions related to production, finance and marketing.
- B. Decisions related to production. This includes many decisions in this area such as decisions on production volume, types of machinery, sources of production inputs, and control over production and its quality.
- C. Decisions related to financing. The decisions taken in this area determine the required capital size, working capital, cash flow, and financing methods. They also include determining the required profit margin, how it is distributed, and the accounting procedures related to it. (Barhouma and Zaghiba, p. 5)
- D. As for marketing decisions, they are made within the organization, with the multiplicity of different marketing fields that have an impact on the future of the organization and its continuity. Making a marketing decision is, in all cases, an assessment of a specific alternative from among a group of alternatives in order to achieve a specific goal. (Dived , 2001 , p3)

2- As for the decision from the perspective Administrative So it will be Output About the process Administrative Its essence, And he knows on It is (an act and behavior) conscious logical And the one Stamp social, And represents the solution or Acting or alternative that It was completed His choice on basis comparison between several Alternatives and solutions Possible and available To solve The problem is, It is considered this alternative The most adequacy and effectiveness between that Alternatives Available For the taker The decision . (Harem, 1998, p. 140) Through it, the leader or manager takes appropriate measures to achieve the organization's goal, for example

- A. Public policy decisions taken by management . These have a long-term impact on the work of the organization or project , taking into account their future performance .
- B. Decisions to amend the rules and attempt to introduce new products, or to introduce New programs , decisions , rules , and regulations .
1. Decisions related to employee affairs, which are made to be related to the sources of obtaining individuals, methods of selecting and appointing



aspects, while the pioneers of the behavioral school focused their attention on the importance of social, psychological and environmental factors and variables and their impact on this process, and accordingly their studies focused on analyzing the decision-making process " (Al-Mansour, 2000, p. 35).

Therefore, any decision, however simple and impactful, will lead to... To consider a number of different influencing factors, some of which are within the organization (internal factors) , some of which are outside the organization (external factors) , some of which are behavioral or human, in addition to other quantitative factors (Al-Mansour, previous source, 2017, p. 35).

Some of the most important factors are:

1- External factors affecting the decision-making environment :Those variables or factors relate The extent of external pressures emanating from the existing and surrounding environment in which the organization operates, and given that the organization is considered a system influenced by its environment , it both influences and is influenced by its external environment. These pressures are represented by : the prevailing economic, political, and financial conditions in society; technological and technical developments and the infrastructure upon which economic activities are based; and sectoral production conditions . Books (Islamic, 2017, p. 31)

2- Internal factors of the decision-making environment :These are represented by organizational factors and the characteristics of the institution, which are many factors, the most important of which are: the absence of an information system within the institution that benefits the decision-maker well, the lack of clarity regarding the degree of organizational relationships between individuals, departments and divisions, the degree of centralization, the size of the institution and its degree of geographical spread, the degree of clarity of the basic objectives of the institution, and the extent of the availability of financial, human and technical resources for the institution . (Ayoub, 1997, p. 59)

3- Personal and psychological factors of the decision-maker :These factors include everyone involved in decision-making, starting with the decision-maker and their advisors and assistants who participate in making the decision. These factors are divided into two types(Ayoub, 1997, p. 69)

A. Psychological factors: These factors are diverse, some relating to the person's internal motivations and others relating to the psychological

to expand the production capacity of the economic panel, or perhaps a decision to introduce a new product to the market.

6. Decisions made according to the circumstances of their creation These include: Decisions made under conditions of certainty, risk, and uncertainty
- A. Certainty: Decisions are made when the manager knows with certainty the available alternatives, the conditions associated with each alternative, and the expected outcomes.
- B. Risk is characterized by the existence of estimates or probability distributions for each of the available alternatives and the expected results for each alternative
- C. Uncertainty arises from the increasing complexity and dynamism that characterize the environment and the organization. In this case , the manager does not know all the alternatives, their results, or their probability distributions (Al-Mustansirya website, 2021, link net).

7. Individual and collective decisions according to the leadership style in the organization.

8. Decisions based on the situation.

- A. Temporary decision.
- B. Adaptive decision.
- C. Correction decision.

Decision -making industry

Decision-making can be described as a set of objective and rational steps that enable the decision-maker, relying on a specific information base, to propose solutions and alternatives to a problem.

When solving any problem , it is natural for the decision-making process to first go through identifying the problem and its dimensions, gathering information about it, analyzing it, and finding alternatives for it . Some view decision-making as a dynamic, interactive process. It goes through several stages, starting with identifying the problem and ending with reaching the right decision or alternative that aligns with the desired goals. Decision-making is considered a complex organizational process involving multiple factors: psychological, economic, social, and unforeseen circumstances. (Subul Platform, 2019, Rabet Net)

D. The conclusion we can reach is that the decision-maker is The one who by gathering and analyzing information, to produce the outcome of the decision-making process.

Factors that It affects decision-making :

"The pioneers of the traditional schools did not pay attention to the role of behavioral, social and environmental factors and their impact on the decision-making process, but rather focused on the material



Therefore, these are " facts" merely ö Not The meaning or indication in The Same Meaning that it if I left on Her Condition So Add Something to knowledge Its Users in what Affects on Their behavior in Taking Decisions, Therefore It includes Data on group from Letters, and Symbols, and Numbers, that Express on fact occurrence events specific inside order or a result to deal order with Parties The other outside The system (environment) (Hussein Ali, 1997)

When For example, you do Data By reducing from condition non certainty when person receiver It transforms to information,

"Information is the best guide towards a goal. It can be raw data used in calculation or measurement, or it can be a result reached through calculations stemming from a specific action." (Omran, 2005, p. 12)

But Reasons Mixing between Information and The data is returned to that what It is considered information For one Individuals may He is Data For an individual Last. The information she Data that It happened Treating it In a way Specific Starting from recipient Data from Its sources different then Analysis of it and Tabling it then Applying it Until It is Send it to Entities The concerned party and the exchange Information between various Levels Administrative or in same Level and what Allow In coordination between various Activities for that The information This Shape connects With different Jobs In the Among them A smooth transition For flow Information gives The Foundation effectiveness and capacity on Competition. (Omran, 2005, p. 13)

Another difference between Information and data "The last one she phrases on data raw That's as register Events and the facts Daily in picture Detailed, as for Information It is Value New resulting on to treat Data Which It is related in context clear and at a level high from Accuracy and reliability.

And from during what Previous It is clear for us that Information she phrase on :

"tool Contact: where He does By modification and activation and link parts order Intentionally investigation goal specific;

tool to take Decisions: No maybe Taking any resolution sound Don Availability Amount Enough from Information that progress for the journey Alternatives Many the solution Problems.

A tool for measurement: where information is used to compare and analyze data, enabling a decision-maker to predict outcomes through the existence of information that reflects reality (Al-Taher and Manal, p. 2).

System definition

environment connected to him and its effect on the decision-making process, especially in the stage of choosing alternatives from a set of available alternatives.

- B. **Personal factors:** It relates to the decision-maker's personality and capabilities, and there are many factors that influence the decision-making process. Decisions depend on many individual and personal characteristics, and personal behavior directly affects the effectiveness of decision-making.
4. **Factors affecting the decision:** This is the natural state of the problem in terms of the factors and circumstances surrounding and affecting it, and the comprehensiveness of the data and the accuracy of the available information. These factors relate decisions to the future, which is characterized by the inability to accurately predict what will happen in it. This leads to decision-making either under conditions of uncertainty, conditions of certainty, or under a degree of risk. (Zawi, 2019, 19)
5. **The time factor:** Time is a significant factor influencing decision-makers. The longer the time available to them to make a decision, the more alternatives there are, the more likely the outcome is to be correct, and the greater the potential for analyzing information. Jami' Books Islamic, 2017, 31)

Second topic **The impact of marketing information on the economic unit**

Information concept

It can be observed that among the needs The urgent need for the system Administration Modern is Information Availability Where it is considered basis that It depends attic Decisions addition to Her Role Effective in Fields Forming ideas

"Information One Resources Essential For the institution in The era present in order to Maintain The Foundation on Her survival Therefore, she Obligatory Follow-up various Updates through Adapting it with Her environment and It is happening that Available how much enormous from Information whether Interior or Foreign (Al-Sayyah, 1998, p. 152)

When the data she has relationship in reality or that it Understood from before We say to the recipient Ban Their Information, and we say that their Information as much as Her contribution in to improve conditions Taking The decision.



Services Satisfactory for needs Customers current and Expected from consumers Finalists and Users Industrialists) (Al-Sitwani, 1997, p. 15)

Likewise, Marketing is known by David Gobber That he system Integrated from Activities overlapping It aims to planning and Pricing and promotion and distribution goods and Services Satisfactory for needs Customers current and Expected from consumers Finalists and Users Industrialists Jobber, 98 P)

Distinguished this Orientation By highlighting Responsibility social For marketing management The Foundation Determine needs and Desires markets that Dealing In it and that It works on Adaptation With her In what She can from Satisfaction needs and Desires In a way more effectiveness and that Considering that consumer he part from the society and that investigation Satisfaction His needs He should that no It contradicts with an interest the society or that gives any Effects Negative on the society

The importance of marketing as an activity Extends Operations The institution is guided by the directives that It aims to an interest consumers and among them The institution can therefore dominate All Activities The institution, and Therefore, practical directing flow goods and Services Meaning that Marketing It begins Consumer to find out His needs and on a light This is amazing needs It is to set what It is being produced.

Marketing Information System

It can be said that the system Information He cares Interest exaggerated by presenting Information Necessary for management from Okay Doing with its tasks The Entrusted to her in a way good.

and that road collection Information and Knowledge It is done in ways and Objective specifications and practical and I became Organized Information today formation rules the job that She did On It Institutions in the past.

It also constitutes a resource strategically He depends attic Taken Decisions

Kotler defined it as "the complex and integrated structure of human frameworks, devices and procedures, designed to collect data from external sources to the organization to generate information that helps the marketing management make sound decisions" (et dubois , 2000, p137).

It has also been defined as "a set of joint efforts among all employees of the organization to collect, analyze, classify, and disseminate information related to decision-making for marketing planning, implementation, control, and improvement processes."⁷

that Who pays? At the institution To acquire system Information is what she needs to Information that It is considered Sanda and pillar To take Decisions Therefore, it needs system Good and competent information It is characterized By producing Information minute and beneficial in At that time Suitable To be that Information Enhance image Decisions that It is taken in The institution, therefore word order maybe Launching it on Fields Many In The field Biological We find system Biological body man, and in area Technological We find system Refining petroleum and in field Economy We find system social economic For the institution.

the system can be defined on It is a " group from Parts interconnected that react with Some of them Some to achieve goal what on road acceptance Medjals and production outputs from during procedure My transfer organizer as that this Procedure Be in case interaction with Her environment" (Burhan, 1998, p. 18)

Or it is a " group from elements that Control It Relationships interaction and exchange and consistency, to access for the goals Specific and The Joint (Ali Hussein, 2003, p. 13)

Therefore, it can be said that the system shares the following characteristics :(Abu Qahf, 2001, p. 11)

1. It is the purpose Subscriber to achieve Goal: where it is designed order to achieve goal specific or several Goals from Due to integration all elements
2. It expresses the existence of a group Elements: and may be This is amazing elements material or moral Like people, and Sections and Devices and Equipment
3. These elements Integrated : i.e., it must that The system not Just a phrase on parts Independent It works alone but rather with Some of them As a unit One . (Al-Tahir and Kebab, p. 3)

The concept and definition of shopping

It is axis strategically For any Confrontation between The Foundation and ocean that There are In it Therefore, marketing is considered One Activities Basic that It does In it The Foundation Modern, Success depends on The Foundation in to understand and absorption concept Marketing to degree large In range success that maybe that results About him application various Its operations , therefore, " marketing " he to implement Activities organization that Heading flow goods and Services from Product to consumer Industrial and consumer Final For the purpose of Satisfaction needs Customers and investigation Goals The Foundation (Al-Hanawi, 1976, p. 19)

And he knows Marketing Also, that system Integrated from Activities overlapping It aims to planning and Pricing and promotion and distribution goods and



Information Necessary To take Decisions Marketing in the time Suitable and shape Suitable And precisely The occasion And with Investigates Goals The Company" (Abdul Hamid, 1997, p. 208)

And he knows like that system The information " is that order that It includes group homogeneous and interconnected from Business and elements and Resources It does In assembly and employment and administration and censorship Data For the purpose of production and delivery information Useful For users Decisions from during network from Channels and lines Contact (Ali Hussein , 2003 , p . 21) play a vital role in the organization's marketing decisions.

It provides the necessary information to understand the market situation, customers, and to analyze marketing information.

Marketing information systems help in organizing and managing marketing information effectively.

It enhances decision-making by providing reliable and up-to-date data. Consequently, it contributes to the organization's marketing strategies and helps it achieve its objectives more effectively, as follows:

1. Collection Data: By collecting Data Related in the market and competitors and the customers.
2. Analysis Data: Helps in analysis This is amazing Data in a way precise to understand bearings market and needs Customers.
3. Providing Visions Strategy: Offers Visions Strategy Built on Data to support practical Taking Decisions Marketing.
4. Monitoring Competition: helps in monitoring Analysis Strategies Competitors to determine points power and weakness.
5. Determining Opportunities: Helps in to set Opportunities New in market as well as threats The possible one.

Using system Information Marketing in a way effective, maybe for companies to improve Her ability on analysis market and competition and taking decisions Marketing strategy

6. indicates system Information Marketing to Structure and operations and tools that Contributes in collection Analysis And trade Information Marketing The The connection. It aims this order to to provide Information Necessary to take Decisions Marketing Implementation Strategies Marketing.

importance Organized Information Marketing

The marketing decision-making process relies on the use of an efficient system for the purpose of providing marketing information. These decisions are linked to external environmental conditions that are difficult to

According to for that The concept of a marketing information system can be defined through the following dimensions:

(Al-Aali, 2008, p. 20)

1. The essential objective of the marketing information system is to provide the necessary information for the marketing department. However, this particularity does not mean that all of this benefit is limited to the marketing department only, because there is a possibility of other departments in the organization benefiting within the framework of the integrated relationship that exists between the sub-information systems .
2. To provide this information, the marketing information system must collect data from internal sources (organizational activities and structures) and external sources (consumers, suppliers, shareholders, and government agencies) .
3. The activity of this system is characterized by continuity due to the nature of marketing activities, which necessitates the system's continuous provision of information .
4. Managing and operating a marketing information system requires a set of prerequisites, including human, physical, software, and organizational resources.
5. By providing the necessary information, the marketing information system contributes to enhancing management capabilities.

They have become numerous Concepts Organized Information Different Backgrounds The process and Scientific For their owners, and that Accordingly to influence all one Among them With his background He was then introduced to It is a " group from procedures that It does By collecting and recovery and employment and storage Information To strengthen Taking Decisions and censorship in Organization , in addition to Support Taking Decisions and coordination and censorship, and maybe To organize Information that Help managers and staff in analysis The problem and development and create Products Al -Jadeeda (Al-Bakri, 2002, p. 14)

And he knows system to support Decisions Marketing " Ali" that it system interactive He depends on computer And helps Makers Decisions in Use Information And models For purposes to make Decisions Marketing that maybe Programming it In picture Partial .

"And that practical ongoing and organization To collect and registration Data And its classification And save it and its analysis whether She was Data Past or current or Future and related Works Company And the elements Influential In it, Work on Retrieve it To obtain on



- a. What types of decisions does the marketing management make that determine the need for marketing information?
- B. To what extent can the marketing information system be embodied in marketing decision-making and within the framework of the marketing mix? (Amina, 1995, p. 17)
- 1. Strategic marketing decisions Its creation : The strategy for making marketing decisions depends on the existence of an efficient system for providing marketing information. These decisions are linked to external environmental conditions that are difficult to control for a number of reasons, some of which are... This relates to the difficulties in estimating the potential outcomes of those decisions and the difficulty in evaluating them and their results. In addition, there is the difficulty in predicting potential opportunities and risks. To overcome these difficulties, it is necessary to provide the necessary information about the key areas within which strategic decisions are made, and Strategic decisions that must be considered and upon which the role of marketing information systems is determined These are as follows:
 - a. Identifying decisions related to determining the funds required to carry out marketing activities .
 - b. Identifying decisions related to the areas that influence marketing efforts.
 - c. Determining the sectors to which these efforts will be directed. In its direction.
 - d. Identifying decisions related to formulating an efficient and effective marketing mix. (Zawi, 2019, p. 27)
- 2. Marketing mix decision-making : The decisions made by the marketing manager regarding the activities included in the marketing mix (product, price, distribution, promotion) are linked to the availability of the necessary information provided through the marketing information system. This role can be illustrated and explained through the diagram . The following section describes the role of marketing information systems in guiding product mix decisions.

control due to the difficulties in predicting the potential outcomes of these decisions, the difficulty in evaluating their results, and the difficulty in anticipating potential opportunities and threats (Zawi, 2019, p. 22).

The importance of systems is highlighted Information Marketing As follows:

- 1. Providing Information Help in Taking Decisions Marketing different so that it to side what He does With him order from numbers Information In a way Summary on all substitute and Its effect on Goals Required Achieving it, So whenever Available information Enough and minute whenever Help that on investigation better Results in Planning and Implementation and censorship For activities Marketing .He managed system Information Marketing from Extraction group huge from Information In a way automatic Helps on account Feasibility all Activities Marketing It is possible account share all client, all commodity and all region Sell it and input all component in Profits College For the institution . (Abdul Hamid, 1997, p. 208)
- 2. - 2It is characterized by Organized Information Marketing That she Look to Business as a whole and not As parts separate so connects Organized Information between Policies The Foundation Private In production and Finance and Purchase and storage and Policies Marketing and She puts it in template one and Decompose it In a way Integrated . In addition to possibility amendment Information Don an effort during system computer Automated and Answer on any Questions It relates With customers or goods or men Sale In a way immediate as maybe that Used in analysis results Activity Daily, Please on possibilities Use This is amazing Information in evaluation efficiency Policies Marketing .Abdul Mohsen and Al-Sherbini, 1999, p. 232) Marketing Information Systems and Decision Making \
- 1. The marketing decision must stem from a complete assessment of the variables of the internal and external environment of the organization. This assessment is based on the information provided by the marketing information system, and based on it, the following will emerge :



Required processing operations

1. Analyze the organization's performance and compare the product with the necessary sales and marketing plans.
 - A. Determine the time required to achieve the objectives.
 - B. Determine the expected competitive position of the product.
2. Evaluate the market based on the market share of each product in terms of:
 - a. The expected competitive position of the product.
 - b. The degree of consumer loyalty and the type of demand for the product.
 - c. The organization's competitive position.
3. Evaluate the organization's profitability: This will include the gross profit margin, net profit, and the degree of contribution to cost coverage.
4. Compare products to evaluate the relative position of each product in terms of sales, profitability, costs, and the product's future in the market.

Marketing Information Systems Inputs

1- External Data:

a- Consumer Data: This includes consumer trends, desires, motivations, and needs.

b- Competitor Data: This includes the strengths, weaknesses, and strategy of the organization.

c- Government Indicators, Laws, and Regulations.

- Internal Data: This includes the following:

a- Current capabilities at the marketing and production management levels.

b- The strategy required to supply the market.

c- The mix of technical and managerial skills needed to implement plans and strategies.



Information system

1. New products that can be added to the current mix.
2. Products that need development and improvement, and the type of development required.
3. Products that need to be removed.



(Amina, 1995, p. 17)

Components of a marketing information system

It consists Marketing information systems consist of three essential elements that must be available: (inputs), (processing operations), and (outputs):

1. Inputs: Kotler and Keller both believe that the inputs of a marketing information system consist of:
 - A. The organization's internal information and reporting system provides numerous data points on orders placed by customers and distributors, the various products that were withdrawn from warehouses, and the demand rates for these items over different time periods. In addition, sales data for different regions, customers, and products is of paramount importance to marketing planning. (AMMi , 1993, p62)

are obtained from the following internal sources:

1. Expected demand for the company's products and changes The results obtained from customer and agent requests.
2. Sales volume in the past and present based on products.
3. Costs of goods and services
4. Packaging methods and trademarks
5. Approved promotional methods, the nature of advertising, and personal selling .
6. Employee turnover rates in the marketing activity and approved distribution outlets .
7. Designing the products and the developments achieved .
8. Salaries and incentives for sales staff Sales and delivery lists .
9. The size of the human resources working in marketing activity (Al-Ta'i and Al-Maharma, p. 33)

Main components of the system Information Marketing:

It consists of system Information Marketing from several ingredients Main It works together to achieve Goals and uses The Foundation include This is amazing the components a base Data Marketing that Contains on information Customers Products Sales, and programs analysis Data for analysis Detailed Conclusions hypothesis, and systems flow the job to organize and facilitation practical exchange Information. Also Includes System Information Marketing systems communication Contact Interior Foreign Ministry that Help in exchange Information between employees and partners Commercial, and several components interact together to produce system Information Marketing Comprehensive. And those the components she:

1- Records Interior Ministry:

Contains on information around Fields Marketing Sales inside The company.

And it provides Records and reports Interior for the institution Many from Information that It requires practical Taking Decisions Related by planning and implementation and oversight. Data Sales for the regions different and customers Products It is considered The importance very for the manager Marketing whether when evaluation performance that areas or Products, or when situation Plans Marketing Different to achieve Goals Sales. And for this reason for on boss Marketing that no He takes Information as she but rather He should attic that He returns Analysis of it and Her Evaluation to make sure from bezel Validity for uses His management. (Al-Tahir and Kebab, p. 6)

2- Research Marketing:

to get to know Research Marketing That she collection and registration and analysis Data Marketing or Data Related With problems Marketing For goods and Services and maybe that It relates This is amazing Problems In any component from ingredients The mix Marketing . Where Used To solve Problems or discovery Opportunities New in The market . And it benefits in to provide Information In taking Decisions To help in presentation project new to The market, for example and she The means that connect between consumers and Customers By the manufacturer decision Marketing At the institution, "(Bazaar's, 1996, p. 10)

Marketing research provides stakeholders Marketing or decision-making relies on data that enables decision-makers to make decisions on irregular matters that reflect problems the organization faces from time to time .

This is defined by the American Marketing Association as: "The systematic method of collecting, recording, and analyzing data on problems related to the marketing of goods and services." Marketing research is seen as part of the marketing information system, as it can provide a large amount of marketing information. This research begins by identifying a specific problem that requires investigation and data provision to make a decision to solve it . (Hashm, 2007, p. 101) Therefore, marketing research is not a decision itself, but rather a foundation for reaching sound decisions. The effectiveness of all decisions in general, and marketing decisions in particular , depends on the quality, accuracy, and validity of the information that marketing research gathers for decision-makers . (Sonia and Murad, p. 2)



3- Marketing intelligence:

It provides information about developments in the marketing environment. It is also defined as the confidential information that the marketing department collects about the organization's competitors in the market, and in light of this information, the organization modifies its plans (Al-Sahn, 1998, p. 96).

It is also called the Keller-Kotler Marketing Intelligence System, which is "a set of sources and procedures that help the marketing manager obtain information relating to the development and change that occurs in the external environment of the marketing activity, especially competitors (Keller , p. 83)

- 4- Costs, Inventory, and Previous Reports: This includes employee costs, product inventory, sales records, and marketing performance reports. Reports, published information, and media materials about competitors are a highly valuable resource. Newspaper articles about these companies, their achievements, innovations, and advertisements can provide the organization with valuable information.
- 5- -Observing the actions of competitors and analyzing the physical evidence of these actions, where the organization can purchase some of the products of the competing organization, and study and analyze the commodity content of these products, their production costs and methods of production. The organization can benefit from analyzing the conditions of the competing organizations in the market in terms of their market shares, production volume, and the distribution systems used by those organizations.
- 6- Employees in competing institutions, as job applications, including the conditions and scientific and practical qualifications required to fill vacant marketing positions in competing institutions, are a source of important information about the trends of those institutions.

The importance of marketing information systems

- 1- The marketing information system contributes, by providing the necessary information, to enhancing management's ability to achieve a number of objectives, including:
 - A. Controlling marketing costs
 - b) Determining the necessary allocations for promotional campaigns.
 - C. c) Identifying and evaluating potential sales opportunities .
 - D. d) Determining the price levels that maximize profitability (Michae, Ariely, 2011).

Its importance is also highlighted in the following:

2. It determines for management the path that must be followed when choosing between the available alternatives to make the marketing decision for the organization.
3. Marketing information systems are characterized by the fact that they look at the work of the institution or organization in an integrated way and not as separate parts.
4. Marketing information systems enable the automatic retrieval of a vast amount of information, helping to calculate the share of each transaction, product, and individual in the organization's profits .
5. The ability to effortlessly modify information and instantly answer any questions related to customers, competitors, and products.
- 7- It can be used to analyze the results of daily activity, geographically distributed or according to customer type.
- 8- It allows for the application of modern operations research methods in decision-making, through which the best sales paths and distribution methods can be determined.
- 9- It helps in using computer programs and modern communication methods and benefiting from them in the field of information (Abdul Mohsen & Al-Sherbini, 1999, p. 233)

Marketing Information System Objectives

There are a number of The components work together to achieve the objectives of the marketing information system, such as collecting and analyzing data accurately and issuing the necessary reports to support marketing operations and decision-making. It also ensures a continuous flow of information to management so that they can make control and planning decisions. Therefore, the objectives of the information system can be defined by three basic goals (Al-Sahn, 1998, p. 46).

- A. Decision-making: where the information system allows decisions to be made in relatively sound conditions and in light of expected results and consequences.
- B. Monitoring: The information system is the memory of the organization, so it processes information related to its past and also gives a historical sequence of its state or situation and monitors its development.



C. C - Coordination: It helps in processing information and makes the organization ready to coordinate its activities and subsystems .

CONCLUSIONS AND RECOMMENDATIONS

CONCLUSIONS

- 1- Decision-making risks can be reduced by relying on an effective marketing information system .
- 2- Marketing information systems provide a source of information flow through many channels, which the decision-maker then uses to correct the decisions of the economic unit or organization .
- 3- Marketing information systems contribute to the possibility of making decisions Accurate decisions even in the presence of influences It is diverse and multifaceted, affecting the investment environment.
- 4- The correct use of information for marketing information systems is reflected in helping marketing managers to correct their decisions.

Recommendations and suggestions for improving marketing performance

1. Adopting an assessment of the results of the decisions that were taken and which strengthened the economic unit's position of staying away from risks.
2. Re- evaluating the marketing information obtained by the organization to eliminate sources of information that led to The organization is making ineffective decisions and strengthening its information resources that led to making correct decisions.
3. Assessing the multifaceted influences in the investment environment and identifying the appropriate information to mitigate their negative impacts and enhance their positive aspects .
4. Evaluating the performance of marketing managers who use marketing information systems to provide more information and to identify the extent of their optimal use of marketing information in making decisions that support the work of the organization and the economic unit.
5. Reducing the risks of decision-making involves By relying on an effective marketing information system .

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