



## ENTREPRENEURIAL MARKETING STRATEGIES AND THEIR IMPACT ON SUSTAINABLE PERFORMANCE (AN EXPLORATORY ANALYTICAL STUDY FOR A SAMPLE OF EMPLOYEES IN ZAIN TELECOM COMPANY)

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<p><b>Received:</b> 1<sup>st</sup> January 2022 <b>Accepted:</b> 1<sup>st</sup> February 2022 <b>Published:</b> 3<sup>rd</sup> March 2022</p>	<p>The study aimed to demonstrate the effectiveness of the research organization in adopting the entrepreneurial marketing strategy as an independent variable that included three sub-dimensions (After focusing on the customer, managing risk, seizing opportunities), and the extent of its impact on achieving sustainable performance as a dependent variable that includes three dimensions (the social dimension, the economic dimension, the environmental dimension) and revealing the relationship and impact of pioneering marketing in achieving sustainable performance in a sample of telecommunications companies in Baghdad governorate, represented by Zain Iraq Telecom, which is considered one of the largest telecommunications companies with a clear majority in the number of users, As one of the pioneering and innovative companies in providing their services to customers and for collecting the necessary data, the questionnaire was adopted in addition to the adoption of the personal interviews method. A random sample of (80) employees of the company was selected. This study reached a set of conclusions, including the company's ability to adapt to the changing and complex environment, seizing opportunities and working to achieve sustainable performance to enable it to survive in light of continuous changes, meet the needs of its customers, provide innovative services and offers, achieve customer satisfaction, and achieve superiority over competitors.</p>

### Keywords:

### INTRODUCTION

Significant and unprecedented changes in today's dynamic and turbulent business environment witnessed a shift towards sustainable thinking and building a sustainable competitive advantage to meet the increasing challenges of continuous innovation to improve the performance of organizations. A free entrepreneur that encourages initiatives and creative ideas, giving way to all employees, training and developing entrepreneurial capabilities, providing the necessary means for them, and spreading the culture of leadership and customer service. Regardless of its levels and

responsibilities, because the customer is the goal that the organization aspires to achieve his satisfaction, and then attract him and keep him as a permanent customer, that leadership represents a strategy for the organizers through which to achieve superiority over competitors, that this transformation requires making radical changes in organizational performance, taking into account the variables. Therefore, marketing is the key to the success, survival and development of organizations, and organizations have begun to think of new ways of marketing, to serve customers and achieve their interests and work to stay for the longest possible



period in the labor market, the intensity and breadth of competition led organizations to adopt modern concepts in marketing in order to be able to Competition, one of the solutions available to organizations was their adoption of entrepreneurial marketing, which is one of the aspects of the success of organizations aspiring to stay, as well as its role in achieving growth, profits, well-being and prosperity for society. Their interests and work to stay as long as possible in the labor market, the intensity and breadth of competition led organizations to adopt modern concepts in marketing in order to be able to compete. To achieve growth, profits, well-being and prosperity for society. This is what made most international organizations in various countries enlightened by the philosophy of pioneering marketing as one of the alternatives to maintain its position and leadership in front of its competitors, customers and society as a whole.

#### **First: The Study Methodology**

**The study Problem:** Survival and continuity constitute the main motive for organizations, and that their success in this depends on their ability to keep pace with changes in their environment, faster than other organizations so that they can maintain their position in the market in which they operate. Perhaps one of these ways to achieve this is to adopt entrepreneurial marketing, which requires possessing certain capabilities and skills that enable organizations to deal more dynamically with the changing environment, which will contribute to achieving sustainable organizational performance, and through field visits to the company in the field of research and some other telecommunications companies in Iraq touch the researcher. Many of the problems and challenges facing these companies in general, including Zain, including poor internet and communication, administrative corruption, weakness of the service provider, lack of vision and weak government oversight, in addition to the losses incurred due to the company's accumulated debts, weakness in the services provided as well as high costs, in addition to The company achieves its competitive advantages based on the monopoly of the market, and the research problem can be formulated with a set of questions.

- a. Does the company take the visions and requirements of the customer into consideration?
- b. Does the company realize the risks that may accompany its work now and in the future?
- c. Are environmental opportunities monitored to work on taking advantage of them?

#### **Importance of the study: The importance of the study can be summarized in the following points:**

- A- The extent of the study community's awareness of the importance of the study variables, the extent of their application, and the deepening of their awareness of the need to apply them to achieve sustainable performance and ensure competitive advantage.
- B- The extent of the contribution of the current research in addressing the deficiency in previous studies and adding the cognitive aspects of previous studies and highlighting the importance of pioneering marketing through the theoretical aspect that it presents, which will be an appropriate ground for subsequent studies.
- C- The study derives its importance from the results that have been reached, which determine the nature of the relationship and the impact between entrepreneurial marketing and sustainable performance, and the extent to which the researched organization benefits from the results it reached to achieve its goals. .

#### **Objectives of the study :**

a- Identify the actual reality of the innovative marketing activities practiced by the research organization and the extent of application of the concept and tools of pioneering marketing in the research organization.

b- Facing the challenges that weaken the position of the organization in question in the market, which makes it unable to adapt to the continuous changes in the work environment.

C- Providing a number of solutions to the organization in question, which would enable it to achieve a leadership position over competitors, which would enhance the organization's competitive position in the market and achieve sustainable performance.

hypothetical model: Within the study plan, the independent variable, which is the entrepreneurial

marketing, which includes the dimensions (after focusing on the customer, after managing the risk, after seizing opportunities), and the dependent variable sustainable performance. Includes dimensions (The economic dimension, the social

dimension, the environmental dimension), the model displays the paths of relationship and influence between the research variables that will be tested through the hypotheses indicated in the figure and as shown in Figure (1)

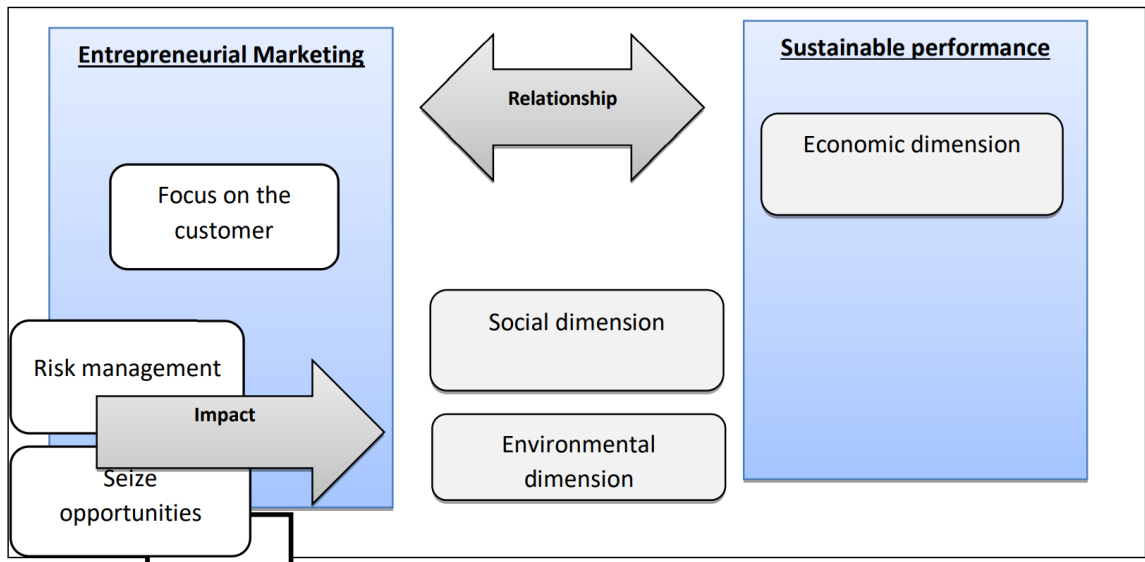


Figure (1) The hypothesis of the study

### Study hypotheses

The researchers formulated a set of hypotheses for the purpose of testing and interpreting the relationship between the study variables in order to arrive at scientific and accurate results, as shown in the following:

- The first main hypothesis: There is a significant correlation between innovative marketing in achieving sustainable performance
- sub-hypothesis 1-1 There is a significant statistically significant correlation between the dimension of customer focus and achieving sustainable performance
- sub-hypothesis 1-2 There is a significant statistically significant correlation between the dimension of risk management and achieving sustainable performance
- sub-hypothesis 1-3 There is a significant statistically significant correlation between the dimension of seizing opportunities and achieving sustainable performance

B. The second main hypothesis Entrepreneurial marketing has a significant effect on achieving sustainable performance.

- Sub -hypothesis 2-1 There is a statistically significant effect of the dimension of focus on the customer in achieving sustainable performance.

- Sub -hypothesis 2-2 There is a significant and statistically significant effect of the risk management dimension in achieving sustainable performance.
- Sub - hypothesis 2-3 There is a statistically significant effect of the dimension of seizing opportunities in achieving sustainable performance.

### Secondly: Theoretical framework

#### 1- Entrepreneurial Marketing

##### A- The concept of entrepreneurial marketing:

Businesses nowadays face challenges in operating their businesses. In the escalating turbulent market and with the strong competition and huge increase in customer demand, companies lack the ability to predict and define the limits of the market. Traditional marketing is no longer very effective in a highly competitive business environment and in making strategic marketing decisions. Dealing with the unpredictable and uncertain market, firms should be more entrepreneurial in their marketing with respect to the marketing practices of entrepreneurship, that entrepreneurial marketing is practiced by entrepreneurial firms including small businesses and new businesses. Marketing and Entrepreneurship is achieved by having great interrelationships between them and they influence each other which will affect



performance. In this turbulent environment, companies gain significant advantages in order to be able to compete with competitors (Ismail, 2018, 852).

It is to identify the best ways to create a sustainable market advantage through which new needs and demands of customers are identified and efficiently met (Maritz, 2021:2319) or is the proactive identification and exploitation of opportunities to acquire and retain high levels of innovative capacity and high levels of strategic goals that significantly enhance financial performance (teguh et.al,2021:128-129,) It is an organizational process or set of processes to create and communicate with customers, provide value, and manage the relationship with them in a way that benefits the organization and its stakeholders that are innovative, risk-taking and proactive and without controlling existing resources (Hamali:2015:25 )ysee researcherwen Entrepreneurial marketing is about exploiting and investing profitable opportunities by starting a new and innovative business, and it is a set of practices and activities that are compatible with marketing in small and medium-sized organizations. By collecting material and human resources to complete the new work.

#### **B-Dimensions of entrepreneurial marketing:**

The success and survival of business organizations in light of competition and continuous changes depends on the organization's ability to innovate and renew that the organization possesses to increase and maintain market share through the use of marketing methods that enable it to achieve the goal of survival and achieve sustainable competitive advantage. This is achieved by adopting the pioneering concept of marketing. ySearcher folkwen By highlighting a set of dimensions, by reviewing previous studies of researchers who dealt with the concept of entrepreneurial marketing, and found that there is agreement among researchers about these dimensions, (26-25: 2017 Hamali) (Kilenthong, et.al, 2016:5) (Kurgun, 2011:347-354) (Kim, 2018:6-8), Gharravi,2019:158) ) The most important of them:

**1-Focus on the customer:** Entrepreneurial marketing focuses on meeting customer needs by proactively seeking opportunities that create value for the organization. The distinguishing point of this interpretation is that organizations with entrepreneurial activities can develop specific competencies by fulfilling the latent demands of future customers (Kurgun et.al, 2011:350, et.al.) by using innovative ways to research customer

information and use it to create new sources. For value It has been argued that the need for companies to respond effectively to customer needs leads to a range of continuous efforts to maintain a competitive advantage in the marketplace. Relying on this perspective of customer-centric marketing rather than market-focused (2005: 6,Schindehutte & Morris) Focusing on customers is one of the main pillars on which entrepreneurial marketing is based, and that the customer is what organizations must strive for in order to know the customer's orientation and then prepare the necessary marketing activities (7:2018, Kim) Customer satisfaction is the customer's perception of the value received compared to the value expected from transactions or relationships with sellers and competitors, so managers must focus on retaining existing customers by implementing effective strategies towards customer satisfaction and loyalty, since the cost of attracting new customers is higher than the cost of customer retention current (Veloso et. al,2017:333), Customer satisfaction is an evaluation of the goods or services obtained by customers after using them. Through a comparison between service expectations and achieved performance, which is an assessment based on experience in using or consuming goods or services.( ZAID,2020:961) ysee researcher wen Entrepreneurial marketing is the use of all means, tools and Creative approaches to gain customer satisfaction and desire, and to retain and develop them. And focus on innovative methods to create lasting relationships with the customer or to maintain existing customers and acquire new customers.

2- Risk management: In view of the complex competitive environment and the continuous changes in the business environment, organizations began to move towards innovation, which led to additional risks in the activities of innovative organizations. This leads to the diversification of the current risks from one risk to another. This requires strengthening its management and oversight and introducing new methods for its evaluation Due to the extensive use of technologies and innovations in the provision and use of products and services, it has led to new risks that require continuous attention, which requires several ways to protect them. In order to maintain the stability of the organization and provide ways to manage additional risks and reduce threats (Mishchenko et.al 2021:961), Risk is measured Through two components, it is how companies tend to behave with





caution and how inclined they are to take on high-risk projects. Response options for each item range from low to high (Kilenthong,2016;.,et.al,7) ysee researcherwen The adoption of entrepreneurial marketing is through the organizations' adoption of risk for the purpose of gaining a competitive advantage and that the tendency to accept risks is evidence of adopting the entrepreneurial approach and through the presence of risk management, bold and effective pioneering measures are taken and in ways that are carefully studied to eliminate losses, especially large organizations to be innovative and take risks Provide the necessary means and use innovative methods and study the risk carefully.

**3- Seizing opportunities:** It is the process of creating value by combining a unique package of resources to exploit an opportunity (Kurgun, 2011:341) (Opportunity is a source of sustainable profitability. It correlates with rates of environmental change, so managers actively participate in the search and discovery of opportunities, as well as the ongoing learning and adaptation by marketers before, during, and after actual implementation ( Hamali:2015,26). An opportunity is when one can take advantage of the opportunity or lose it; , which means someone has to actQuickly, qqIn turbulent market conditions, favorable and unfavorable conditions are constantly emerging The speed of diagnosis and action to take advantage of the opportunity in a timely manner is very important (Hamedani & Gharravi,2019:139), moreover, the ability to identify unique customer needs is one of the prerequisites for a new and innovative business and thus can be considered as a useful indicator for achieving an innovative entrepreneurial opportunity, especially in the emerging entrepreneurship stage (Bayon,2016:12)

He pointed out (Isumiati, 2017:213) Seizing the opportunity is an activity that is carried out in response to the current environmental conditions by meeting the needs of existing customers. Searching for new knowledge and skills in developing new products. ysee researcherwen Entrepreneurial marketing represents an entrance to seizing opportunities and searching for new and unprecedented methods, and thus searching for market opportunities that add value to customers and build a market share for the organization with economic benefit.

## **2- Performance asustainable**

**a- The concept of sustainable performance:** The sustainability of the organization is a strategic issue. The company achieves sustainable development if it pays attention to the balance between three aspects, which are economic, social and environmental, concern for social benefits, and preservation of the environment. Moreover, sustainable performance requires that every organization meets current needs without sacrificing the needs of future generations (Sapta,2021:2), that sustainable performance is linked to innovation and customer engagement and that innovation is required to deal with environmental and social changes Sustainable performance is viewed from the perspective of the economy, environment and society. for the organization (danarahmant, 2020:118 )

The sustainable performance of an organization refers to its ability to meet the long-term needs and expectations of customers and other stakeholders, and to strike a balance between achieving its social, environmental and economic goals through effective management and awareness of the organization's employees through learning and application of appropriate improvements and decisions: (Stanciu et.al, 2013:341) .Published by the United Nations and the World Commission on Environment and Development A report in 1987 entitled "Our Common Future" defined the definition of sustainability and its link to organizations, and how the concept of sustainability increasingly affects the nature of organizations' operations, through which the organization must overcome economic and social challenges and integrate economic, environmental and social performance to improve the sustainability of organizations and sustainable development And therefore Refers to the concept of sustainable performance To integrate the three dimensions of social, environmental and economic dimensions (Khan,2021:5) and sustainability is value creation long-term stakeholders by embracing opportunities and managing risks arising from social, environmental and economic factors ( Aggarwal,2013:62).

ysee researcherwen Sustainable performance represents the extent to which the organization is able to develop strategies, practices and tactics to meet the needs of the organization and create value for stakeholders while balancing its social and environmental goals to fulfill its responsibility



towards society and the environment in order to further enhance the performance of the organization that is part of sustainable development..

**b- Dimensions of sustainable performance:**

The success of the organization is measured through economic indicators, so we must add to this dimension two dimensions, which are the social dimension and the environmental dimension. On the one hand, it serves the organization to know its level of performance, and on the other hand it serves stakeholders to know the extent of the impact of the activities practiced by the organization on the environment and society. If it is the most important models used, it will be adopted in the current study agreed upon by the most researchers to measure the sustainability of the performance of the organization

inquestion(genoulaz&baumann,2014:8)(Khanat.al,2021:6,)(Stanciu,at.al,2013:342),(Shen,2016:6),(Rangarajan& Jha,2020:5), and includes the following:

**Economic dimension:** imposedEconomic changes that have taken place in developed countries the need for new guidelines specifically geared to business management and sustainable development in order to ensure sustainable performance. This was supported by the emergence of new versions of international standards and changes in the concept of organizations working in this field(Stanciu,2013:343) Economic performance is evaluated based on several indicators, such as profit, taxes, income, return on assets, market share, assets and liabilities, and stakeholders who drive organizations to achieve environmental goals that are no less important than economic performance that creates a path towards achieving environmental and social goals (Khan,2021:5). ysee researcherwen Financial performance is a set of activities and decisions performed by the organization, and it is the main goal that the organization seeks for growth and survival, and it represents the efficiency and effectiveness of the organization in the use of its human and material resources. and financial.

**Social dimension:** Social Responsibility is a term that includes the integration of business activity with social missions or business practices that protect and improve conditions for workers, consumers, and stakeholders in general. Social objectives are part of the organization's structure by combining major

business activity and socially responsible practices in various areas. They are mainly non-profit entities whose aim is to partially or completely solve social problems. Common features of socially responsible organizations are the creation of social value with innovative entrepreneurial activity. Another common characteristic is the ability to recognize and take advantage of opportunities and a willingness to accept a higher degree of risk through the creation and dissemination of social value (Sardianou & Stauropoulou ,2019:2) that social performance is the way companies integrate ethics and responsibilities into their operations with various stakeholders: customers, employees and suppliers (Ismail, 2018:2).

**Environmental dimension:** Organizations plan to achieve environmental goals to secure long-term profits. Environmental performance objectives are just as important as economic performance and social performance. Organizations are looking for a win-win situation that integrates these critical components and endorses sustainable performance. The third key component of sustainability performance is environmental performance. The environmental performance of organizations is evaluated via various indicators, for example, minimum use of harmful substances, reduction of carbon dioxide, generation of emissions and waste, mitigation of environmental risks, reporting of environmental pollution (Khan,2021:6) or the environmental effects resulting from human intervention that may be actual or assumed (using resources or dumping waste into the environment), directly or indirectly, that have a potentially harmful or potential impact on the sustainability of the natural environment and ecosystems, and thus, affect human health, that decisions Corporate activities have an inevitable impact on the natural environment wherever they are carried out. These effects may be related to the company's use of resources, its production of pollution and waste, and its other activities, products and/or services. To reduce these impacts, it is desirable for companies to adopt an integrated approach that takes into account the broader implications of their decisions and activities from an economic, environmental and social point of view. (Baumann, 2020:8).ysee researcherwen The environmental dimension relates to all the activities practiced by the organization in order to preserve the environment through the adoption of holistic intellectual patterns for all the operations of the organization, aimed at cultivating a



culture of sustainability in each individual, group or at the level of the organization as a whole and by adhering to the legislation that limits the persistence in harming the environment Recycling or efficient use of energy resources .

**Third: the practical aspect**

In this topic, the researchers resorted to a description of the procedures that he followed in studying it, including first displaying the results in the light of the sample answers and analyzing them, and secondly testing the study's hypotheses (correlation and effect).

**1-Analysis Descriptive statistics for the study variables**

The following paragraphs explain the analysisThe descriptive statistics of the study variables that were adopted in describing the study variables, and the results of the answers of the study sample members that included the variables addressed by the questionnaire based on the analysis of those data collected from the study community, as follows:

**A-Describe and evaluate the level of answers to the entrepreneurial marketing variable**

The table data shown by the questionnaire and presented by Table (5) refer to the responses of the study sample members with regard to the dimensions of entrepreneurial marketing (after focusing on the customer, risk management, seizing opportunities), preparing tables of arithmetic means, standard deviations and coefficients of variation and their adoption for practical purposes and presentation and analysis of results, The arithmetic

mean of the entrepreneurial marketing paragraphs ranged between (3.991-4.980), and this variable achieved an arithmetic mean of (3.320) higher than the hypothetical mean, at a good evaluation level and with a standard deviation of (0.657), and this indicates the agreement of the researched sample towards the answers and their affirmation that Zain Company adopts entrepreneurial marketing with a good evaluation level, and the coefficient of variation reached ( 19.789) and on the basis of it, the importance of the dimensions of entrepreneurial marketing was arranged, as it became clear that the dimension of focus on the customer came in the first order in terms of marketing dimensions, and most of the sample answers were in agreement about this dimension compared to the other dimensions, while after seizing opportunities came in the second order in terms of the dimensions of entrepreneurial marketing While it came after risk management, it ranked third in terms of the dimensions of entrepreneurial marketing. This indicates that the company in question should adopt pioneering marketing by providing services that exceed customers' expectations in meeting their requirements and adopting a risk-based leadership strategy, and seeking to be the market leader in its field of work and possessing the largest market share by monitoring competitors' movements and working proactively to adapt Its activities are in line with the external environment and according to the requirements of its customers, and this was reinforced by field visits and personal interviews conducted by researchers, which confirmed that Zain Iraq adopts pioneering marketing at a good level.

Table: Preparation of researchers based on program outputs SPSS V.25

Table (5) The dimensions of the entrepreneurial marketing variable							
T	Dimensions of the entrepreneurial Marketing variable	Arithmetic mean	standard deviation	the direction of the answer	answer level	Variation coefficient	Variable order
1	After focusing on the customer	3.8 99	0.7 80	Agreed	Good	19.553	the first
2	After managing the risk	4.980	0.627	Agreed	very good	12.5 90	the third
3	After seizing the opportunity	3.991	0.565	Agreed	Good	14.156	The second
	Entrepreneurial Marketing	3.320	657.0	Agreed	Good	197. 89	



**B-Describe and evaluate the level of answers to the sustainable performance variable:**

The table data shown by the questionnaire and presented in Table (5) refer to the responses of the study sample members with regard to the dimensions of sustainable performance (the economic dimension, the social dimension, the environmental dimension), and the preparation of tables of arithmetic means, standard deviations and coefficients of variation and their adoption for practical purposes and presentation and analysis of results. Arithmetic for entrepreneurial marketing paragraphs between (3.562- 3.953), and this variable achieved an arithmetic mean of (3.715) Higher than the hypothetical mean and at a good evaluation level with a standard deviation of(1.284) this indicates the agreement of the surveyed sample towards the answers and their affirmation that Zain adopts sustainable performance.

At a good evaluation level, the coefficient of variation (31.459) On the basis of this, the importance of the dimensions of sustainable performance was arranged, as it became clear that the economic dimension came in the first order in terms of the dimensions of sustainable performance, and most of the sample answers were in agreement about this dimension compared to the other dimensions, while the social dimension came in the second order in terms of the dimensions of sustainable performance in When the environmental dimension came, it came in third place in terms of dimensions of sustainable performance, and this indicates that the researched company must achieve sustainable performance, and this was reinforced by field visits and interviews.

The personality that was conducted by the researchers, which confirmed that Zain Iraq adopts pioneering marketing at a good level.

Table (6) Dimensions sustainable performance

T	Dimensions of the sustainable performance variable	Arithmetic mean	standard deviation	the direction of the answer	level the answer	Variation coefficient	Variable order
1	economic dimension	3.953	1.6 41	Agreed	Good	41.512	the first
2	social dimension	3,632	1.3 13	Agreed	Good	361. 50	The second
3	environmental dimension	3.562	0.8 98	Agreed	Good	25.210	the third
	sustainable performance	3.715	1.284	Agreed	Good	31.459	

Table: Preparation of researchers based on program outputs SPSS V.25

**Test hypotheses of the study (correlation):** Correlation hypotheses are intended to test Relationship Between the variables and dimensions of the study represented in entrepreneurial marketing as an

independent variable and its dimensionsa with Sustainable performance as a dependent or responsive variable and its dimensions through Correlation Pearson DiagnosticsEnergy correlations.





**Test the hypothesis of the first sub-study:** The correlation coefficient between customer focus and sustainable performance (0.765\*\*) at significance level (0.000) which is less than the significance level (0.05) as shown in the table (6), This result provides sufficient support to accept the first sub-hypothesis of the first main hypothesis, which states (there is a significant statistically significant correlation between the dimension of customer focus for entrepreneurial marketing and sustainable performance)

**Testing the hypothesis of the second sub-study:** The correlation coefficient between the risk management dimension and sustainable performance (0.678\*\*) at the significance level (0.000), which is less than the significance level (0.05) As shown in the table (6), and this result provides sufficient support for accepting the second sub-hypothesis of the first main hypothesis, which states that there is a significant statistically significant correlation between the

dimension of risk management for entrepreneurial marketing and sustainable performance) and this indicates the existence of a significant correlation between the dimension of risk management for marketing Pioneering with sustainable performance as shown in Table (6).

**The third sub-study hypothesis test:** The correlation coefficient between the dimension of seizing opportunities and sustainable performance was reached (0.677\*\*) at the significance level (0.000), which is less than the significance level (0.05), as shown in the table (7), and this result provides sufficient support for accepting the third sub-hypothesis of the first main hypothesis, which states that there is a significant statistically significant correlation between the dimension of seizing opportunities for entrepreneurial marketing and sustainable performance. As shown in Table (7).

Table (7) Correlation values between the dimensions of entrepreneurial marketing and sustainable performance

Dimensions of the sustainable marketing variable	Correlation value and significance level		dependent variable	
After focusing on the customer	Correlation value	0.652**	sustainable performance	
	Sig	0.000		
After managing the risk	Correlation value	0.576 **		
	Sig	0.000		
After seizing the opportunity	Correlation value	0.621 **		
	Sig	0.000		
	Sig	0.000		
100%	The number of accepted hypotheses	Correlation is significant at the 0.01 level (2-tailed).**		percentage toThe number of accepted hypotheses

Table: Preparation of researchers based on program outputs SPSS V.25

**Dr-study hypothesis test first principal:** The correlation coefficient between entrepreneurial marketing has reached sustainable performance (0.835\*\*) at significance level(0.000), which is less than the significance level (0.05), which means

acceptance of the hypothesis which states (there is a significant correlation between entrepreneurial marketing and sustainable performance, and this indicates the existence of a significant correlation



between entrepreneurial marketing with sustainable performanceAs shown in Table (8).

Table (8) Correlation values between the dimensions of entrepreneurial marketing with sustainable performance

dependent variable	sustainable performance	
Entrepreneurial Marketing	degree of association	0.853**
	morale level (sig)	0.000
	Sample volume	80

The correlation is significant at the 0.05. Level \*\*the correlation is significant at the 0.01. Level Table:

Preparation of researchers based on program outputsSPSS V.25

**3- Testing the impact hypotheses of the study variables:** The analysis will be done according to a simple linear regression model as follows:

$$Y = 0.566 + 0.864 (X)$$

illustrated by a table (9)that Values The calculated F amounted to (381.372) which is greater than the value of F The adult tabular (54.4) At the level of significance (05.0) and accordingly we accept the hypothesis which states (there is a significant effect between entrepreneurial marketing in sustainable performance) at the level of significance (5%), i.e. with a degree of confidence (95%), and this indicates the existence of a significant effect Significance between entrepreneurial marketing in sustainable performance. Through the value of the coefficient of determination (R<sup>2</sup>) of (0678.) it is clear that entrepreneurial marketing explains (76%) of the variables that occur on sustainable performance, as it is clear through the value of the marginal slope coefficient (β) of (767.0) that the increase in marketing

Entrepreneurship by one unit will increase sustainable performance by (76%). As the value of the constant (α) in equation (807.0), meaning when the entrepreneurial marketing is equal to zero, the sustainable performance will not be less than this value. The researchers conclude through testing the impact hypotheses that the test results proved a

significant effect of the independent variable (entrepreneurial marketing and its sub-dimensions) After focusing on the customer, after managing the risk, after seizing the opportunities) in achieving sustainable performance in its sub-dimensions, as the increase of entrepreneurial marketing by one unit will lead to an increase in sustainable performance by (76%), and this percentage is high and important in determining sustainable performance and this is due to the fact that Zain adopts the concept of pioneering marketing, which contributes to achieving sustainable performance, which contributes to achieving the goals of the organization.Table(9)impact Entrepreneurial Marketing for Sustainable Performance



	dependent variable	limit value Constant (α)	parameter value marginal slope (β)	Labs selection(R2)	Values (F) calculated	Value s (F) tabular	Sig	indication
Entrepreneuria								
I Marketing	sustainable performance	0.807	0.767	.0678	372.381	4.54	0.000	There is an effect

Table: Preparation of researchers based on program outputs SPSS V.25  
 Fourthly: Conclusions and Recommendations

**A-CONCLUSIONS**

Focus The company is very sensitive to the needs of the customer Most of the sample answers were in agreement about this dimension compared to the other dimensions, It focuses on providing the best and latest services and offers of wireless and wired communications to its customers, and this is what makes it the leading company in the field of communications.

The researched company seeks to seize opportunities by providing bundle of bundles theinnovative Including Internet services related to the launch The fourth generation G4-LTE as it was the first A company that cooperates with its global technology suppliers to provide the latest technologies and communications in the world enhances it consequences thelink andtheimpact theStrong between seizing opportunities and sustainable performance The results of the statistical analysis showed.

The organization in question has the ability to adapt to changes and achieve proactivity in front of competitors, which gives it the ability to seize opportunities to achieve success and the ability to achieve competitive advantage.

The company under study was able to invest its capabilities and capabilities in the field of creativity in order to achieve the satisfaction of its customers, which led to making many changes in its operations in order to enhance its performance.

We find that the company in question is fully aware of the importance of the economic dimension, and this indicates that this force is significantly influential in achieving competitive superiority through its relative importance, as this dimension came at the first level in terms of relative importance in

influencing the achievement of sustainable performance.

Zain has introduced many sustainable initiatives, including social, educational and cultural ones, during the Covid-19 pandemic, through its cooperation with the Ministry of Health to spread health awareness, provide a range of digital and cloud services and solutions to its customers, who are owners of bodies and companies, and support educational, academic and environmental programs.

**B-RECOMMENDATIONS: -**

Adopting strategies and methods to helpmore of understand the needs and desires of customers and identify the problems they face. And dealing with the challenges that you face for all the problems by preparing a list of all the questions that the customer may ask so that you can answer them effectively. Dealing with them honestly, listening to their opinions, observations and suggestions, constantly communicating with them, enhancing their loyalty and devotion to the company, and being keen to implement the promises they make.

Paying attention to the environmental dimension of sustainable performance by providing human and material energies to support the company's social and environmental responsibility and support social and development projects that aim to preserve the environment to apply all global conditions to its network and infrastructure and to monitor environmental change to seize environmental opportunities.

The need to focus on seizing opportunities by providing sufficient funds and efforts through



marketing research to identify and exploit marketing opportunities.

The need to use all methods and processes to manage risks, understand them, identify them and manage them proactively in order to sustain their performance and enable them to achieve their goals.

Paying attention to the social dimension and adapting its activities to the community by working to integrate and include the sustainability strategy and its consistency with the company's goals by providing support for social issues, believing in social responsibility and to ensure that social obstacles and challenges are addressed.

The necessity of adopting new creative ideas by rewarding new ideas, and keeping pace with changes in the external environment by partnering with international investment companies, including Vodafone and Orange, to provide the best services.

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