

Marketing knowledge management and its role in developing marketing performance

Rasha Faleh Mustafa¹, Mostafa Ismaeel Khalel²

¹ Centre for Continuing Education, Baghdad University, Baghdad, Iraq

² College of Business and Economics, Tikrit University, Tikrit, Iraq

* Corresponding author: rasha.f@uobaghdad.edu.iq

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Abstract

Marketing knowledge management is a strategic and competitive element, due to the role it plays in the success of companies and their transformation towards the knowledge economy as well as its role in enabling companies to face the intensity of competition, the study aimed to shed light on the role of marketing knowledge management in developing marketing performance in the General Company for Vegetable Oil Industry Iraq, as the management of marketing knowledge is one of the important elements to ensure the company continues to operate, grow and develop in the dynamic Environment in which it operates, due to the great role it plays in enhancing its ability to develop, grow and develop in the dynamic innovation of immigrants and immigrants in which it operates, due to the great role it plays with companies with enhancing its earnings with earnings to develop new and immigrants with earnings and immigrants in developing companies and immigrants in which it operates are due to the great roles it will earn by companies in enhancing its earnings with earnings with earnings and profits with earnings of businesses and immigrants in developing new and immigrants in developing companies and immigrants in which it engage in businesses. To achieve this, the research relied on the analysis of the variables on the questionnaire as a main tool for collecting data and information. The applied results have shown that there is a significant and positive effect of marketing knowledge management on marketing performance, and this is a good indication of the influence of marketing knowledge management in developing the marketing performance of the research sample company.

Keywords: Marketing, Knowledge, Management, Marketing performance

Introduction

In seeking to expand creative thinking, companies face many of the challenges posed by current market realities, which they must respond to through the adoption of renewable mechanisms that meet the requirements of dealing with the state of competition that exists in contemporary markets. As such, the management of marketing knowledge is the basis for strengthening corporate attitudes towards success and progress in the field of competition and ensuring excellence and leadership through the development of marketing performance.

The Department of Marketing Knowledge is one of the active pillars of the formulation of marketing plans that will lead to the development of marketing performance. Given the great challenges that companies face in their development and growth aspirations, it should strengthen their competitive

position through their knowledge of both customers and competitors, as well as the processors who deal with them, and the needs of current and foreseeable markets, so that they can keep pace with developments in markets in accordance with a new vision derived from their accurate diagnosis of current realities. And the problem of research came up with a number of questions, including what is the relationship between the marketing knowledge department and the marketing performance of the public company for vegetable oils? Is the ability of the State Company for Plant Oil Industry to develop marketing performance derived from the Department of Marketing Knowledge? What's the effect of the dimensions of marketing knowledge management (customer knowledge management, competition knowledge management, operations knowledge management, services knowledge management) on the company's marketing performance, the research sample? Hence the importance of research on this subject has been highlighted by examining new variables in the dimension of marketing knowledge management (customer knowledge management, competition knowledge management, operations knowledge management, services knowledge management), which can be used to develop marketing performance. Study and analyses the nature of the relationship between the dimensions of marketing knowledge management and its impact on the performance of the State Company for the Plant Oil Industry.

1-Methodology

1-1- Research Problem:

Contemporary companies strive to achieve global leadership in markets and reach a distinguished level in their performance based on their marketing knowledge management. In light of the openness of local markets to foreign companies' products and the intensification and impact of competition between the offered goods, this poses a challenge to national companies in finding a foothold in local markets. Based on the above, the following questions can be posed to express the research problem:

- 1- What is the nature of the relationship between marketing knowledge management and the marketing performance of the General Company for Vegetable Oil Industries?
- 2- Is there a clear perception at the General Company for Vegetable Oil Industries about the concept of marketing knowledge management and marketing performance?
- 3- What is the impact of the dimensions of marketing knowledge management (customer knowledge management, competitor knowledge management, process knowledge management, service knowledge management) on the marketing performance of the research sample company?

1-2- Research Importance:

The research derives its importance from:

- 1- Studying new variables for the dimension of marketing knowledge management, represented by (customer knowledge management, competitor knowledge management, process knowledge management, service knowledge management), which can be used to develop marketing performance.
- 2- Studying and analyzing the nature of the relationship between the dimensions of marketing knowledge management and its impact on the performance of the General Company for Vegetable Oil Industries.
- 3- This study contributes to enriching marketing thought with two main dimensions, namely marketing knowledge management and marketing performance.

1-3- Research Objectives:

The research aims to achieve the following objectives:

- 1- Highlight the dimensions and variables of marketing knowledge management and ways to develop marketing performance.

2- Identify the marketing performance in the research sample company through the use of a number of marketing measures, to identify the effectiveness of marketing practices and orientations of this company.

3- Analyze the influential relationship between the dimensions of marketing knowledge management and give a clear picture of the role of marketing knowledge management in developing marketing performance.

1-4- Research Hypotheses:

The research is based on the following hypotheses:

- 1- There is a statistically significant correlation between marketing knowledge management and marketing performance.
- 2- There is a statistically significant impact of marketing knowledge management on marketing performance.
- 3- There is a multiple statistically significant impact of the combined dimensions of marketing knowledge management on marketing performance.

1-5- Research Scope and Data:

1- Time boundaries: The research was completed during the year 2021.

2- Spatial boundaries: The Iraqi General Company for Vegetable Oil Industries.

1-6- Study Methodology:

The study relied on the experimental analytical method by collecting the necessary data and analyzing it; as this method focuses on surveying the opinions of the research sample and its orientations, and using the descriptive method; to describe the reality of the studied variables, as for the analytical method, it is used in analyzing the results of statistical treatments for research variables and putting conclusions on which recommendations are based.

1-7- Analysis Tools:

The research questionnaire was distributed, for the period from (2/3/2021) to (3/5/2021) and the questionnaire was divided into two main parts, the first of which represented the general information for the characteristics of the research sample, and the second consisted of (50) paragraphs divided into two axes: The first axis consisted of (40) paragraphs related to measuring marketing knowledge management, and the second axis consisted of (10) paragraphs specific to measuring the marketing performance of the Iraqi General Company for Vegetable Oil Industries.

1-8- Research Problems and Difficulties:

1. Difficulty in obtaining information from the Iraqi General Company for Vegetable Oil Industries.
2. Difficulty in mobility due to the Corona pandemic.
3. The unstable security situation in the country.

1-9- Research Model:

Based on the opinions of a number of researchers in previous studies that review the independent variable (marketing knowledge management) and determined by four dimensions (customer knowledge management, competitor knowledge management, process knowledge management, service knowledge management), and its impact on the dependent variable (marketing performance), as shown in Figure No. (1)

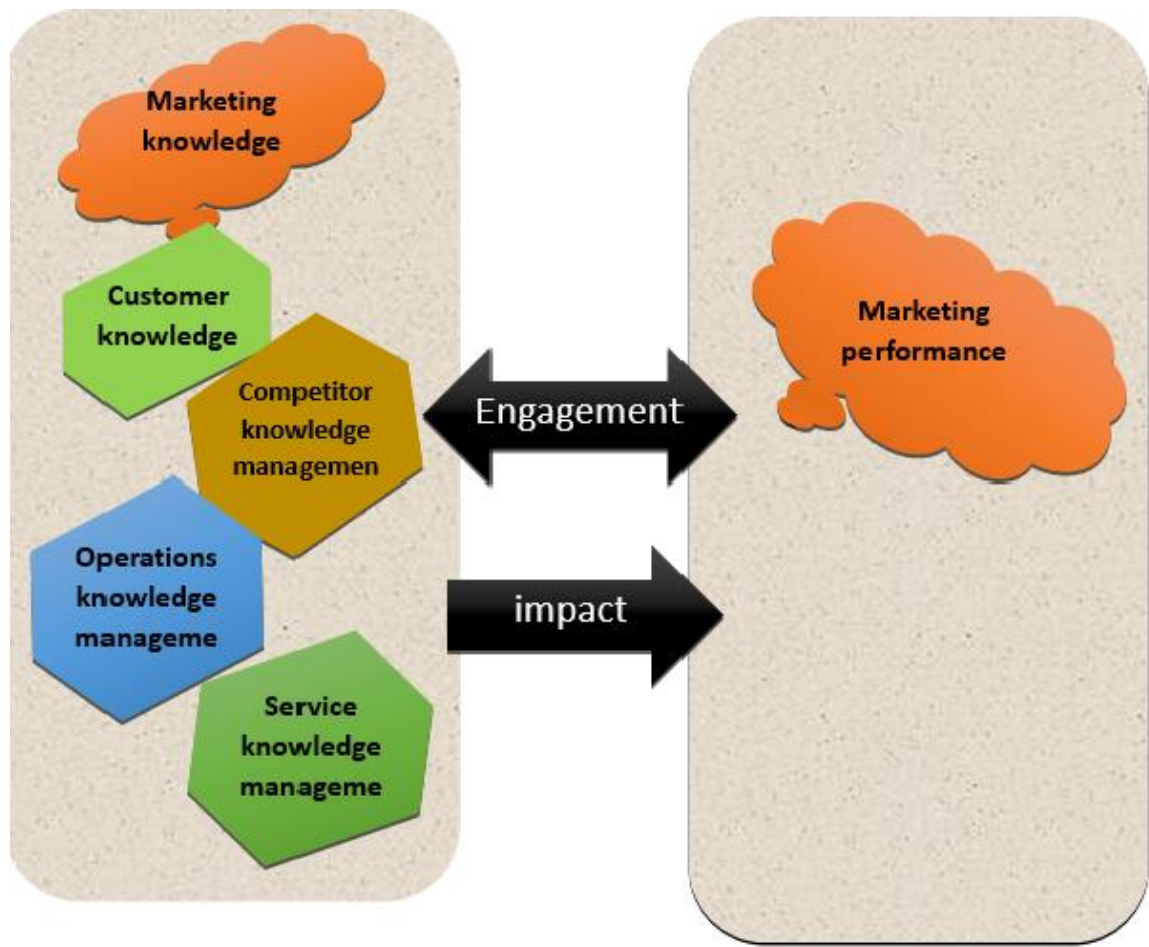
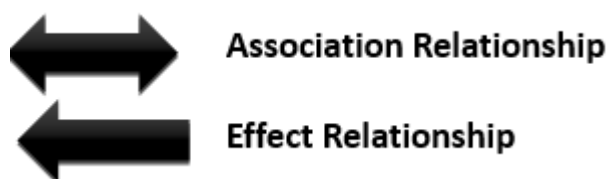


Figure (1) The hypothetical scheme of the research

Source: Prepared by the researcher



10- Research Population and Sample:

To test the hypotheses of the study and achieve its objectives, the researcher selected the sample (stratified probability) from the study population in the General Company for Vegetable Oil Industries, represented by the holders of the following certificates (PhD or equivalent, Master's or equivalent, Higher Diploma, Bachelor's, Diploma), considering that these certificates are closer to the subject of the study. According to the statistics of the authority, the size of the community reached (150) individuals, and the sample size was determined from this community according to the global model (D. Morgan); to determine the sample size at a significance level (0.05), and up to (0.01), the sample size according to this model reached (108) individuals, i.e., (72%) of the total study population, as shown in Table (1).

Table (1)

Table to determine the study sample.

TABLE FOR DETERMINING SAMPLE SIZE FROM A GIVEN POPULATION

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	246
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	351
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	181	1200	291	6000	361
45	40	180	118	400	196	1300	297	7000	364
50	44	190	123	420	201	1400	302	8000	367
55	48	200	127	440	205	1500	306	9000	368
60	52	210	132	460	210	1600	310	10000	370
65	56	220	136	480	214	1700	313	15000	375
70	59	230	140	500	217	1800	317	20000	377
75	63	240	144	550	225	1900	320	30000	379
80	66	250	148	600	234	2000	322	40000	380
85	70	260	152	650	242	2200	327	50000	381
90	73	270	155	700	248	2400	331	75000	382
95	76	270	159	750	256	2600	335	100000	384

" N " is population size Note

" s " is the sample size

(108) questionnaires were distributed to the sample, and in return, the number of received questionnaires that met the conditions for analysis and study from the sample, and which were answered, reached (97) questionnaires. Table (2) illustrates the study sample, the number of distributed and received questionnaires, and their recovery rate.

Table (2)

Description of the research sample, the number of distributed and received questionnaires, and the recovery rate

sample Population	Number of Distributed Questionnaires	Number of Received Questionnaires	Recovery Rate %
General Company for Vegetable Oil Industries	108	97	90%

1 – 11 - Validity and Reliability Measurement:

1 – 11 -1- Validity Test:

The researcher presented the questionnaire to a group of experts in the field of research. The researcher responded to the opinions of the experts and made the necessary changes in light of the suggestions provided, and produced the questionnaire in its final form.

1 – 11 – 2 - Reliability Test:

By reliability, it is meant that the questionnaire would give the same result if it were redistributed more than once under the same conditions and terms. The reliability test here is according to the Cronbach's Alpha equation in the case of a test where the scores are not one and zero, but can take different values (1, 2, 3, 4, ...), as in the case of tests that use the Likert scale, as previously mentioned for answering the items. This equation is also used in tests of the type of objective or essay questions (Al-Jaderi, and Abu Halu, 2009: 171). Table (3) shows the reliability test for the study variables.

Table (3)

Reliability test of research variables using Cronbach's Alpha coefficient

Total Variables	Cronbach's Alpha Coefficient
The role of marketing knowledge management in developing marketing performance	0.852

The results shown in the table above indicate that the value of Cronbach's Alpha coefficient is high for the research, and the total value for the research variables for Alpha coefficient reached (0.852), which is a high stability value. This result confirms the validity and reliability of the study questionnaire and its suitability for application on the basic study sample, and the analysis of results and answering the study questions and testing its hypotheses.

1 – 12 - Tools and Statistical Methods Used in Processing and Analyzing Data:

The researcher relied on a number of statistical tools and methods in data analysis and processing, as follows.

1- Ready-made statistical software package (Spss – Ver – 19): used to extract results.

2- Microsoft Excel 2010 for data analysis.

2 - Theoretical Review

2 - 1 –: Concept of Marketing Knowledge Management

Marketing Knowledge Management: It is the collection and analysis of data about targeted markets by determining the market size and the expected market share capable of serving it, as well as predicting the growth rates of the markets served by the economic unit and enabling it to determine the needs and desires of customers, the nature of competition, and knowing the appropriate competitive advantage (Kotler,2000:412). It was defined by (Baker,2000:246-247) as one of the skills of the economic unit in acquiring, creating, and retaining knowledge, as well as transferring that knowledge in order to develop performance or innovate in products and services. (Abd and Mahmoud,2011:44) defined Marketing Knowledge Management as an essential and important core in the discipline of marketing work, and an objective pillar in formulating successful marketing plans based on the wisdom of the mind to measure different market variables.

The economic unit directed towards marketing knowledge management can collect knowledge of marketing and non-marketing factors such as

- Knowledge of a new technology that has not been used before in the markets it currently operates in.
- Knowledge about financial policies.
- Knowledge about workers, their locations, and their views on the culture of the economic unit.

With the growing importance of marketing in modern business, the need for economic units for marketing knowledge management has increased, as it represents a major resource for successful competition (Lorenzo et al,2005:3)

2-2- Dimensions of Marketing Knowledge Management:

The application of the marketing knowledge management approach in economic units provides them with new capabilities and distinctive competitive abilities and drives them to innovate, develop, and reach new products, technologies, processes, and methods that achieve a competitive advantage that is no less valuable and efficient than any other source, thus forming the basic material for the emergence and presentation of innovations according to what is required in the markets and in a way that suits the desires and needs of customers. Many researchers have worked on defining marketing knowledge management in four dimensions, and these dimensions are as follows:

1- Customer Knowledge Management

(Decision,2018: 16) defined customer knowledge management as "a strategic method by which economic units can work a decisive framework to prevent their customers from receiving unsuitable products, thus contributing to transforming them into partners in building knowledge, as customer knowledge management contributes to improving mutual success for economic units and customers, it integrates concepts of customer knowledge management and customer relationship management but moves strongly to maximize the performance of mutual value between the client and the economic unit".

2- Competitors Knowledge Management

It represents the source of the ability to face competitors, and although competitors strive to make their knowledge difficult to imitate, the competitors' work, products, and services provide opportunities for economic units to learn from them by analyzing their strengths and weaknesses (Miqdadi and others,2012: 70).

Competitors' knowledge is knowing enough about competitors for the economic unit to be able to think like competitors, i.e. the economic unit can formulate a competitive strategy that takes into account the possible actions and responses of competitors, i.e. competitors' knowledge gives the economic unit the capabilities in estimating the intensity of current and future competition, as well as envisioning the attractiveness of the industry and its future growth or not (Al-Rubaie and Al-Shwaili,2014:58)

3- Process Knowledge Management

The basic processes of knowledge management work in their entirety within a framework surrounded by cultural, social, organizational elements, then technology, and through the full interaction between the processes and these elements, the processes of marketing knowledge management are carried out. These processes include creating knowledge, storing it, then transferring it, and sharing it. The economic unit needs organizational learning to generate knowledge and the way to distribute this knowledge. (Alavi&Leidner,2001:116))

4- Service Knowledge Management

They confirm (Fernie&Sparks,2004;102) that service knowledge management is one of the main methods to enhance the competitiveness of the economic unit, it is its continuation in providing new services of better quality and faster response than what competitors offer to meet the needs and desires of its customers and win their loyalty to it, it gains new customers who prefer to deal with the best economic unit in the industry and develops its market share, as customers are the center of the game and he is the one who determines his needs first and then the economic unit must do what should be done to satisfy these needs, and competition between economic units is based on the basis of who can meet these needs better.

2-3- Concept of Marketing Performance

The concepts and definitions that addressed the concept of marketing performance varied, where one of the opinions came **from**"It is a term used by specialists in the field of marketing to describe and analyze the efficiency and effectiveness of the marketing process, and this is done by focusing on the alignment between the outputs of marketing activities and strategies, and between the desired goals for these activities and strategies, and measuring marketing performance"

(OSullivan& Abele,2007:26).

Another definition of marketing performance defined it as "improving the market position of the economic unit that builds a perception of the product or service and entering the market and adapting to the customers' knowledge of the economic unit and its products" (Jalili,2008:46).

It refers to it (Barham& Chitemi,2008:54) as "the impact left by the behavior of workers towards a certain position, can improve the position of the economic unit in the market".

While (Leonidas et al,2013:94) sees it as "a measure that shows the ability of the economic unit in how and how to use its material, financial and moral resources in a way that guarantees the achievement of the common goals of both the economic unit and its customers".

It was defined as being "a standard that describes the efficiency of marketing management in achieving goals with the highest possible efficiency and effectiveness, while achieving the best and highest returns, as well as ensuring the success of the economic unit in the business environment" (Beukes &Van Wyk,2016:131).

Empirical Analysis and Test 3- Empirical Analysis and Test

3-1- Results of the Analysis Empirical Analysis

This axis seeks to clarify the most important characteristics of the research sample members from the employees in the Iraqi General Company for Vegetable Oil Industry, through the information included in the questionnaire form that was distributed to them, and the following is a brief description of the research sample members.

1. **Gender:** Table (4) shows that the number of males reached (56) individuals, i.e. (57.7%) of the total study sample, which is (97), while the percentage of females was (41) individuals, i.e. (42.3%) of the total study sample.
2. **Marital status:** Table (4) shows that the number of married individuals in the sample was (57), i.e. (58.8%) of the total study sample, which is (97). The number of single individuals was (30), i.e. (30.9%). The number of widowed individuals was (5), i.e. (5.2%), and finally, the number of divorced individuals was (5), i.e. (5.2%) of the total study sample. This result indicates the study's favor in terms of understanding how to fill out the questionnaire, and achieving harmony among all categories.
3. **Age:** Table (4) shows that the age group from (41 - 50 years) had (41) individuals, i.e. (42.3%) of the total study sample, which is (97), and this is the highest percentage. It is followed by the age group (51 years and older), which constituted (28) individuals, i.e. (28.9%). Then comes the age group between (31 - 40 years), which had (19) individuals, i.e. (19.6%). The age group between (21 - 30 years) had (6) individuals, i.e. (6.2%), and finally, the group (20 years and younger) had (3) individuals, i.e. (3.1%). This explains that the company has diverse personnel, not limited to a stage or a specific age group, which gives strength to the study in terms of taking the opinions of most age groups in the company.
4. **Educational attainment:** Table (4) shows that the vast majority of the sample members have a bachelor's degree, with (65) individuals out of the total study sample, which is (97), i.e. (67.0%), which is the highest percentage. The number of diploma holders was (18), i.e. (18.6%), and the number of master's degree holders or equivalent was (6), i.e. (6.2%). The number of postgraduate diploma holders was (5), i.e. (5.2%), and finally, the number of doctorate holders or equivalent was (3), i.e. (3.1%) of the total study sample. This indicates that the majority of the sample members have a good culture and possess the scientific ability to answer the questionnaire's questions, making the answers more accurate and objective.
5. **Years of service:** Table (4) shows that the service period from (16 - 20 years) achieved the highest percentage, with (30) individuals, i.e. (30.9%) of the total study sample, which is (97). The service period (26 years and more) had (23) individuals, i.e. (23.7%). The service period (21 - 25 years) had (18) individuals, i.e. (18.6%). The service period from (10 - 15 years) had (14) individuals, i.e. (14.4%), and finally, the service period (less than 10 years) had (12) individuals, i.e. (12.4%) of the total sample. This shows that the researched sample is characterized by intellectual maturity and skill integration at all levels, which creates strength for the study, especially in the sample's response to the questionnaire items, in terms of understanding and comprehension.
6. **Number of courses:** Table (4) shows that the number of courses (6 or more) achieved the highest percentage, with (56) individuals, i.e. (57.7%) of the total study sample, which is (97). The number of courses from (3 - 5) had (19) individuals, i.e. (19.6%). The course between (1 - 2) had (13) individuals, i.e. (13.4%), and finally, the course (I did not participate) had (9) individuals, i.e. (9.3%) of the total study sample. This indicates that the majority of the sample members have training courses, which means that they have the ability to keep up with modern developments.

Schedule (4)
Characteristics of the sample

No.	Variables	Categories	Frequency	Percentage (%)
1	Gender	Male	56	57.7
		Female	41	42.3
		Total	97	100.0
2	Marital Status	Single	30	30.9
		Married	57	58.8

		Widowed	5	5.2
		Divorced	5	5.2
		Total	97	100.0
3	Age	20 years or less	3	3.1
		21 - 30 years	6	6.2
		31 - 40 years	19	19.6
		41- 50 years	41	42.3
		51 years or more	28	28.9
		Total	97	100.0
4	Educational Attainment	Doctorate or equivalent	3	3.1
		Master's or equivalent	6	6.2
		Higher Diploma	5	5.2
		Bachelor's	65	67.0
		Diploma	18	18.6
		Total	97	100.0
5	Years of Service	Less than 10 years	12	12.4
		10-15 years	14	14.4
		16-20 years	30	30.9
		21-25 years	18	18.6
		26 years or more	23	23.7
		Total	97	100.0
6	Number of Courses	Did not participate	9	9.3
		1-2 courses	13	13.4
		3-5 courses	19	19.6
		6 courses or more	56	57.7
		Total	97	100.0

3 - 2 Testing the Study Hypotheses

In this section, the study hypotheses, which were set in the study methodology and relate to the study variables, will be tested. These variables include marketing knowledge management as an independent variable, and marketing performance as a dependent variable.

1 - Testing the Correlation Hypothesis: This section aims to determine the nature of the relationship between the study variables, to know the extent of acceptance or rejection of the first main hypothesis, which states: There is a statistically significant positive correlation between marketing knowledge management and marketing performance. This is done using the Pearson Correlation Coefficient, which is one of the statistical methods used to measure the strength and direction of the linear relationship between two quantitative variables at the level of the studied sample.

As shown in Table (5) and Figure (2), there is a positive correlation of positive statistical significance (direct) between marketing knowledge management and marketing performance. The correlation relationship reached a value of (0.620**), at a significance level of (0.01), and the number of significant relationships was (5), which constitutes (100%). The highest sub-value of correlation coefficients in this axis was between the management of operational knowledge and marketing performance, with a value of (0.604**), at a significance level of (0.01). This indicates the existence of a statistically significant relationship and explains the strength of the relationship between the management of operational knowledge and marketing performance. Hence, we infer the acceptance of the first main hypothesis, which states that there is a statistically significant positive correlation between marketing knowledge management and marketing performance. As shown in Figure (2) and Table (5).

Table (5)

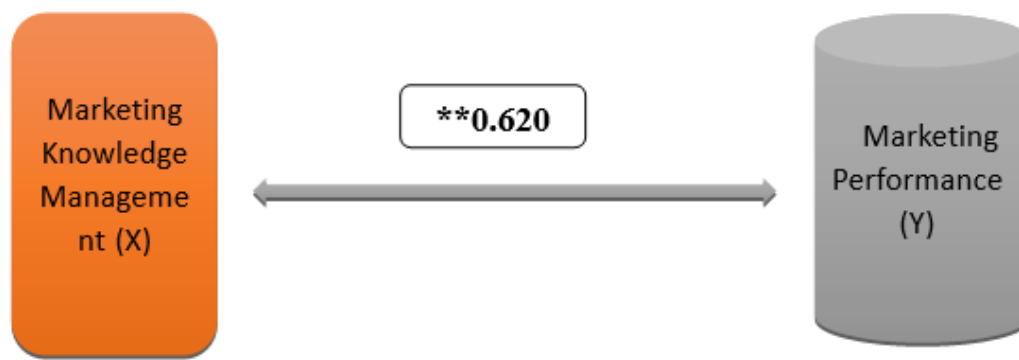
The correlation between marketing knowledge management and marketing performance

X Y		Customer Knowledge Management (X1)	Competitor Knowledge Management (X2)	Operational Knowledge Management (X3)	Service Knowledge Management (X4)	Marketing Knowledge Management (X)	Significant Relationships	
							Number	Percentage
Marketing Performance (Y)								
	Correlation Coefficient	.376**	.563**	.604**	.481**	.620**	5	100%
	Significance Level	0.000	0.000	0.000	0.000	0.000		
		Significant	Significant	Significant	Significant	Significant		

(**) Represents a strong and significant correlation at the 1% level, (*) Represents a strong and significant correlation at the 5% level.

Figure (2)

The correlation between marketing knowledge management and marketing performance



2 - Testing the Hypotheses of Impact

The current study has set the second and third main hypotheses, which are the hypothesis of simple impact (Simple Regression Analysis), and the hypothesis of multiple impact (Multi Regression Analysis).

1- Simple Regression Analysis Hypothesis (Analysis of the impact of marketing knowledge management on marketing performance)

It is clear from Table (6) and Figure (3) that the calculated F value reached (59.199), which is greater than the tabulated F value of (6.91) at a significance level of (1%), and with a significance of (0.000), and a degree of freedom (1,95). This result means that there is a statistically significant impact of the independent variable (marketing knowledge management) on the dependent variable (marketing performance), in the research sample. As for the value of the coefficient of determination (R²), it reached (0.384). This result indicates that (marketing knowledge management) explains (38.4%) of the variation in (marketing performance), and that (61.6%) is a variance explained by factors that did not enter the regression model. Therefore, these results provide sufficient support to accept the second main research hypothesis, which states (There is a statistically significant impact of marketing knowledge management on marketing performance).

Through Table (6), we note that the value of the constant ($a=1.169$) is statistically significant, as the calculated t value for it reached (4.071), which is greater than the tabulated t at a significance level of 1% and a degree of freedom (95), which is (2.63). As for the value of the slope ($b=0.645$), it is statistically significant because the calculated t value of (7.694) is greater than the tabulated t at a significance level of 1% and a degree of freedom (95), which is (2.63). These results confirm the existence of a strong impact of marketing knowledge management on marketing performance in the researched company.

Table (6)

Shows the impact of marketing knowledge management on marketing performance

Dependent Variable	Marketing Performance
Independent Variable	

	Constant (a)	Computed t-value (a)	Slope (b)	Computed t-value (b)	Determination Coefficient (R ²)	Computed F-value	Significance	Decision
Marketing Knowledge Management	1.169	4.071	0.645	7.694	0.384	59.199	0.000	There is an effect

* Tabulated value of (F) at significance level 0.05 and degrees of freedom (1,95) = (3.94)

** Tabulated value of (F) at significance level 0.01 and degrees of freedom (1,95) = (6.91)

* Tabulated value of (t) at significance level 0.05 and degrees of freedom (95) = (1.99)

** Tabulated value of (t) at significance level 0.01 and degrees of freedom (95) = (2.63)

Figure No. (3)

Explains the impact of marketing knowledge management on marketing performance



2- Analysis of the Multiple Impact Hypothesis (Multi Regression Analysis)

The current study has set the third main hypothesis, which states that the dimensions of marketing knowledge management (customer knowledge management, competitor knowledge management, operations knowledge management, and service knowledge management) collectively and significantly positively affect the marketing performance of the company. As shown in Table (7), the calculated value of (F) reached (15.486), which is greater than the tabulated value of (F) of (3.53) at a significance level of (0.01), with a significance of (0.000), and a degree of freedom (4,92). This result means that there is a statistically significant impact of the responsive variable (the sum of variables (X) marketing knowledge management) on the dependent variable (marketing performance), in the research sample. As for the coefficient of determination (R²), its value was (0.402), which means that (the sum of variables (X) marketing knowledge management) explains (40.2%) of the variation in (marketing performance), and that (59.8%) is a variance explained by factors that did not enter the regression model. Therefore, these results provide sufficient support to accept the third main research hypothesis of the multiple impacts, which states that (there is a significant impact of the sum of variables (X) combined marketing knowledge management on marketing performance).

Through Table (7), we note that the value of the constant limit ($a=1.049$) is statistically significant, as the calculated value of t for it reached (2.173), which is greater than the tabulated t at a significance level of 5% and a degree of freedom (92) of (1.99). As for the slope of the limit for (customer knowledge management, competitor knowledge management, and service knowledge management), respectively, it reached (0.154, 0.140, 0.029) respectively, it is not statistically significant because the calculated value of t for it, which is (0.957, 1.707, 0.326) respectively, is less than the tabulated t of (1.99) at a significance level of (0.05) and a degree of freedom (92). As for the slope of the limit for (operations knowledge management), its value reached (0.363), it is statistically significant because the calculated value of t for it, which is (2.630), is greater than the tabulated t of (2.63) at a significance level of (0.01) and a degree of freedom (92).

In light of these results, it is clear that marketing knowledge management with its combined variables has a significant and strong impact on marketing performance in the researched company.

Table (7)

The multiple impacts of the sum of variables (X) marketing knowledge management on marketing performance Y

Marketing Knowledge Management X	Marketing Performance Y						
	Regression Coefficients	Computed t	Significance	Determination Coefficient R ²	Computed F	Significance	Decision
Constant	1.049	2.173	0.032	0.402	15.486	0.000	There is an effect
Customer Knowledge Management X1	0.154	0.957	0.341				
Competitor Knowledge Management X2	0.140	1.707	0.091				
Operations Knowledge Management X3	.363	2.630	0.010				
Services Knowledge Management X4	0.029	0.326	0.745				

* The tabulated value of (F) at a significance level of 0.05 and degrees of freedom (4,92) = (2.47)

** The tabulated value of (F) at a significance level of 0.01 and degrees of freedom (4,92) = (3.53)

* The tabulated value of (t) at a significance level of 0.05 and degrees of freedom (92) = (1.99)

** The tabulated value of (t) at a significance level of 0.01 and degrees of freedom (92) = (2.63)

4- Conclusions and Recommendations

4-1 Conclusions

- 1- There is a significant and positive correlation between marketing knowledge management and marketing performance.
- 2- There is a significant and positive impact of marketing knowledge management on marketing performance.
- 3- There is a positive multiple impact of the sum of marketing knowledge management variables combined on marketing performance.
- 4- The company is weak in using modern information systems and technology to serve customers.
- 5- Traditional methods are often used to display new information and services instead of electronic sites.
- 6- The budget allocated for spending on research and studies to achieve distinction is weak.
- 7- The company's capabilities are weak in distributing its products by establishing commercial units and linking them to the Internet.

4-2- Recommendations

In light of the results obtained, the following recommendations can be taken:

- 1 - The company should use modern information systems and technology to serve customers.
- 2- Use multiple electronic sites to display new information and services and work on updating them.
- 3- Enhance the budget allocated for spending on research and studies to achieve distinction.
- 5- Pay attention to offering new services periodically.
- 6- The company should use statistical quantitative methods in planning its sales and increasing its market share.
- 7- Set metrics for e-marketing at all levels from time to time according to various and accredited metrics, to detect deviations, **and** errors, and correct them immediately.

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