

Green Marketing and its Impact on Improving Marketing Efficiency

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ABSTRACT

This study seeks to analyze the dimensions of green marketing philosophy and its impact on improving marketing performance. The researcher chose Al-Furat State Company for Chemical Industries located in Babil Governorate as one of the successful and leading companies in the chemical industry in the country. And because it seeks continuously to provide products that meet the needs and desires of customers and works to reduce environmental damage, the company has adopted environmental trends to achieve its competitive advantage in the field of Chemical industry. The green marketing philosophy is one of the modern concepts at the level of business organizations, and the application of this philosophy works to achieve the successful and effective marketing performance of business organizations. It seeks to achieve customer satisfaction by providing products that satisfy their needs and desires, as well as achieving profitability for the organization. In addition to working not to harm the surrounding environment and reduce waste of natural resources.

Problem the study refers to for the position that fills philosophy the marketing the green in organizations business in order to improve your performance the marketing their and achieve advantage competitive among the organizations the competitors in industry. In order to achieve You My goals the study Formed methodology which includes Construction array assumptions the mirror You connection attack between dimensional philosophy the marketing the green for improvement performance The marketing. as a result. Hence, a group of assumptions main points and sub - hypotheses the derivatives from the hypothesis the main binoculars your validity connection the accursed between them.

The study relies on Set of dishes and techniques statistics that were used for surgery. The study brings up A number Conclusions, including:

- 1- Philosophy Marketing 1-Green is perception the operator to increase the efficiency in production and in marketing.
- 2- This worker to reduce the waste and the damage on my hand use in energy available and resources, no in costs.
- 3- The research Appearance Because Lal - Porat national in industry the chemical there is Variations in adoption philosophy Marketing green and measurable Performance Marketing, which noticeable from the things the following.

Keywords- Marketing Strategy, Customer Relationship Management (CRM), Brand Positioning, Market Segmentation, Digital Marketing, Consumer Behavior, Product Lifecycle Management.

I. INTRODUCTION

Adopting the dimensions of the green marketing philosophy today is an urgent need in most business organizations because it is one of the modern and contemporary concepts in the field of marketing management. This philosophy is a competitive advantage for organizations, as most organizations are now competing through their environmental orientations and their interest in their social responsibilities towards their customers.

The green marketing philosophy emerged as a result of the environmental disasters experienced by the globe, the most important of which is global warming, earthquakes, floods and volcanoes. The environmental interest of business organizations began to emerge remarkably at the end of the fifties and early sixties of the last century as a result of a group of factors such as government pressures, and the growing environmental awareness among businessmen and researchers specialized in this field, in the search for solutions and

appropriate administrative methods in line with this trend.

As a result of this pursuit, administrative approaches and methods began to emerge that tend towards protecting the natural environment and its components. Among these approaches is the entrance to the green marketing philosophy, which went through a series of developments to finally take its name and basic premises in the early nineties of the last century, and this prompted many governments, organizations and movements to enact Laws and regulations that limit the dangers of environmental pollution as a result of residuals and waste improperly thrown by industrial factories into the surrounding environment. This prompted many organizations to adopt the dimensions of the green marketing philosophy as a major strategy for the organization and to work on applying all governmental laws and regulations issued in order to obtain the support of these governmental and non-governmental agencies as well, and to adopt them as an incentive that drives them to achieve their goals and satisfy customers in addition to.

To satisfy all other parties that are directly related to the work of the organization. Adopting this philosophy has helped business organizations achieve many advantages, including preserving natural resources and ensuring their sustainability and working not to harm the environment, achieving satisfaction and well-being for customers by providing environmentally safe and harmless products to them, in addition to achieving profitability for the organization by reducing the percentage of spoilage. Reducing waste of raw materials used and improving production and marketing processes within the organization.

II. SECTION FIRST

The Development the Historical of Responsibility Socially and Ethical in Marketing

Marketing, even in its form the simple Most, received importance going out wall since maritime Before, especially When the need in exchange goods between Individuals opposite to the base to fill my needs the goods ; and developed in accordance to the situation the development experienced them membership ; to provide You the needs of people for goods and services ; and continues You its continuity and his survival around The business, with organizations Various, without link for their specialization and their orientation in production and in the services (Albakhri, 2006: 9). Definitions many Pop up, mind One of them binoculars You the stage the intellectual through which Moved Marketing, as a philosophy and activity performed on my hand projects, and so on You the background and the specialization of its creators. et al., 2001: 13

Marketing defined As (17.Blois 2000:p) process of exchange happening between Details or between Details and organizations or whose purpose to

provide You the needs and the desires of Individuals. (4. Robinson, 2000:p) Marketing defined also as a function administrative the organizer and deliberate You all the activities Inside The organization, evaluates You my needs the customer And their desires, a transformation Force buying of customers to demand effective for products or Services specific, and improves products or Services to customers or to my users end.

You got target income or Set objectives that have been established On my hand Organization. Marketing Union the marketing the American defines Marketing as a process of planning and performance the idea of Pricing, promotion and distribution of Ideas, goods and toilets In order to create a Exchange Stuff the suppliers objectives personal and organizational (2.Sergeant & 2001: p. west).

And the researcher (4.Pride & Ferrell, 2003:p) states Because Marketing he perfection the actions being carried out In distribution, promotion and pricing of goods, services and ideas the relievers and provide relative exchange With consumers around dynamic and there is To us (6.Etzel, et al, 2007:p) marketing defined as a system Shlomo of activities Commerciality intended for to plan products the answers On The desires, the price, the promotion and distribution of Street market the destination On portion to achieve You goals the organization.. there are two meanings implicit by definition This: zip code -: all array the activities the commerciality Must to be giving directions client and act In order to answer On desires The customer, identify You his needs and provide them. Follow-up -: Marketing Must Begin in idea of product specific the season on the needs and the desires of the customer, though It might to take time after the finish process The exchange. way the setting the former of the concept Marketing, of course that activities Marketing planned and intentions in accordance for needs and to desires of the customers, the buyers or the users find out Needs or desires these and translators them for goods, services or ideas given to carry out designed and sold Through reaction The customer, or On my hand purchase the goods or the services or On my hand receiving the idea.

First, Development Concept Marketing

In the literature exists contradiction in presenting philosophies and perceptions Marketing Various given adopt On my hand organizations Different of a kind Industrial, commercial and service in execution activities Marketing Miscellaneous (Alnimer and Mord, 2002: 35).

Fix You A number directional The marketing. Marketing, activity essential In our lives, past Some Shelby development before who arrived to the concept the modern that he Today. Marketing he the activity the human the ancient most pestle Lands, activity that my son A person engaged in in her In order to to provide You their needs. activity this began Evade clearly since maritime pre With their appearance of processes

exchange and trade exchange interpersonal originating from in cultures Antiquities.

Points Perspective the academies and the techniques defining You the concept Orientation marketing in a way different (Meldrum, 2000: p. 4 from point look Historically, experts many defining trends Marketing as stages of development organizational or levels the binoculars maturity organizational being carried out in parallel for development economy the state they see in trends the marketing peaks in development the business organizations and receive You The fact that that the orientation the marketing developed in stages of Orientation business, within Working On the planning its in parallel for development the economic of country (Dalgic, 2000: p. 6).

Because production from the beginning the revolution the industrial By 1925, the orientation of majority the organizations in the countries United States and in the countries Europe was targeted Production, the producers focus quality and searched customers for them products. the philosophy their was Q " Product Good will sell You himself ". The striker of Orientation this was Frederick Taylor (author of " The Basics of Management Scientific "). 31: Step It characterized in what which is called in industries many as a market The sellers ". That is, the demand for products Increased On the market of The seller, and the manufacturers focus only in products theirs, that the demand for products was certainly and no was need to look for Stuff.

Swaidan and Haddad, 2003: in phase It's you Can attract customers On my hand You offered the products yours as a result Hence, the focus of the organizations was in production and in finding policy the distribution the right one in accordance in a way Reduction cost the production in the market as that indicate Kotler & Armstrong (2000: p. 18), orientation the production of the marketing She Still philosophy useful in the second types Cases : when Amount the demand greatness from quantity The supply (production). Here, the management consumption to focus how to improve You the performance. case Second : Happening When the product Expensive is very and development the production necessary In order to reduce costs. the philosophy of Henry Ford (owner of Ford) was Produce You the car the best most With production Model T and in so to decrease costs so the more people will be able to buy her. Although you caught the production useful in cases Certain, she is may to lead for marketing short Roy organizations the efforts access this Administrators risk High On my hand focusing concentrated and accurate in business their and ignored from the target the real one of Construction connections customers. they magnify You Profitability On my hand satisfaction my needs the customers You stage the marketing this I reasoned in how many Properties The special ones The same, and the outstanding one in which He (Al - Hawari and Awad, 2002: 18). the emphasis was On capacity the

production. was idea cerebro what which is produced Must to be sold the intent to the product.

Orientation the product based On the assumption the basic that customers Purchasers You all the goods quality favor and characterized in performance effective. Orientation this caused to organizations In general, and friendships production In particular, improve You quality the products are produced theirs, and as a result from that focusing quality and in quality of products goddess (commodities 2001. P.23).

perception this Cheerleader strategies Marketing which focus improving perpetual of Products, what? that leads Part from the manufacturers to believe that if will do trap favor More, the customers will arrive to them, but they expected to shock serious Because that customers can to look for You the solution the ideal. It material pest control chemical On the manufacturers to design, to price and distribute You the products their in a way that attracts attention heart and place them in the channels the enablers distribution easy On portion attract You attention the heart of the people and convince them that the product this he the good most. Ghoneim (2000:14) believes Because there is offer products quality the highest most the possible and at a price the compatible for quality this one. Therefore, the management believe that in order to attract customers and preserve them, on them to focus improving perpetual of quality the product. philosophy this assuming that customers are interested by nature to the extent the quality. he also ID You the difference between measure the quality of products Alternatives learning the quality of products Alternatives.

On trust It is accepted you decided purchase. at the stage It was seen A little is very attention heart For marketing, but Today, to the light the philosophy This one, we see for marketing there is Place It is important In the organization (Abu Juma, 1999 : p. 11).

III. ORIENTATION IN SALES

At the beginning This year (1920), intensity the demand for products from the customers began down Gradually, and the companies began to understand You importance sale the products to customers More from before. in the period Between 1920 and 1950, companies these They replied You point Perspective theirs On Orientation Sales and became You the sales to the middle the main to increase the profits. at the stage This is the activity Reaction market revolution to the target Sale. and my people business became for the aware More.

Other: Warranty Socially in marketing:

Science the marketing leaning On the philosophy of Service the consumers and society, and that you got profits She the benefit mutual of purpose the marketing and of Service the consumers and the company. This is it around the variable and developing full in competition between organizations In order to to

achieve You chunk the market the big Most, no all With the business followers Other science The marketing. Actually, some from the organizations users in experiences Marketing No Known, and some from operations the marketing these affect On Community The greatness (63. Mitral, 1993: p. responsibility socially was born in research The modern, and that what who led for his appearance of stage the social Marketing, and what need organizations to achieve in terms of responsibility moral and social in the same A company, because that they are focusing in the client With all the efforts the various and the activities The many, and forget that organizations they people that work With Machines And equipment, they are need Ethics. and treatment social.

Majority the organizations the business believe which is maximized applause the profit to my husband the shares She the goal the main theirs, the state believe for business there is debts Extensiveness which include responsibility special to customers, employees, suppliers and to society at all, and that On organizations business bring benefit to the country same as growth Economically, stability political and social and stability occupational are important More practical profits, and values goddess began vary slowly With The time (Albaun, et al 2002, p.131).

Responsibility socially binding organizations to be Part from the company expansion More and the company holding in organizations responsible On all Their activity (110. Berkovitz, et al. 1997: p) one from the responsibility the social the important one most of organizations to the company She the responsibility create a Good around the intimate and promotion Jupiter social and organizations many believe That to them role It is important in construction Society (Nickels, et al., 2002: p.107)).

IV. TOPIC OTHER

Philosophy Marketing green

During the 30 years The last ones, researchers and scientists his age interest Obviously consciously environmental in the fields Different And in the barrel measure My world, yes the environment influenced quickly Parties Many, such as levels high of Infection air and water, phenomena warming ball The country, and expansion layer the ozone. the reasons these they that motivated scientists and experts develop solutions for solution and eliminate You the factors the carriers for effects the environmentalism these one the factors the important ones most he waste activities the production and the marketing that were carried out On my hand organizations Business, what? that caused to managers dedicate attention heart a lot More to the environment and how protect Increase. One the reasons the big ones to increase the matter the environmental She what which brought the revolution the industrial in two hundred the years The last ones, especially the impact the negative

On the environment the natural as a result depleting Resources, changes Structural and disorder to the environment phenomena nature many Occurred as a result from lack the balance.

There is balance (Behairi, 2005: 59). similarly to the phenomenon of rise temperatures Due warming ball Haaretz (Beit green) caused by emits gas carbon two Oxygen, for the phenomenon This, to know scientists Many, there are Consequences severity On humanity and on composition The atmosphere (238. Smith, 2000: p.). It gave birth philosophy New, the concept Marketing Green, which represents cutting legitimate of what which is called the orientation the social of Marketing, that is Marketing in charge of social. and movement for protection the consumer.

Development Historically of idea the marketing the green the philosophy of Marketing green She expansion of perception the responsibility the social in marketing, and despite that the concept Marketing green popped up of the ads the environmental and the worry for quality the environment among organizations Business, he is Moved A number stages and period time long before that the concept crystallized to its form the final, and is given to divide period this for three stages (Peattie, 2001, 131).

The stage The first: - Marketing green aware to the environment stage It applied at the end years The 60s and the beginning years The 70th of the century the former When membership began to take in the account responsibility socially and worries Environmentalism, thing which Confirmed On my hand The " biomarketing " workshop of Union the marketing The American (1975).), which the meeting researchers Marketing and determining policy public on purpose Explore You the impact of activities Marketing (2001: p. 1) on contribution for solution Boll environmentalism. Studies and studies many confirmed Because we Haim in the world of resources limited and that widening non planned leading to deplete resources the nature and depleting the systems the dependencies in them in our lives (Legeett, 1999: p.23).

Stage It characterized in number Characteristics (Rauf, 2005: p. 33):. She focused in problems environmentalism same as Infection air And water, depletion Repositories the oil and the flu pollutants industrial On the environment... I searched definition Concrete of The products, the companies and the industries which were in position to assist in solution the problems these.

On the environment The natural (2. Polonsky, 1995: p. workshop this brought for publication the book The first, marketing Ecological (Lorment), by the neon and Kinnar in 1976.

Biomarketing has been defined as activities the donors for solution the factors for problems environmentalism and marketing the dealer in buckets the bidders solutions for problems environmentalism (43. Henion & Kinnear, 1976: p.). Studies and

investigations many brought me to the conclusion that we Haim in the world of resources limited and that expansion non planned lead to deplete resources the nature and the systems the dependencies in them In our lives (241. Legeett, 1999: p.) stage It offside in number characteristics (Raouf, 2005: 33) among them. She focused in problems environmentalism same as Infection air And water, depletion Repositories the oil and the flu pollutants industrial On the environment. I searched definition Concrete of products, companies and industries which are in position help to solve You the problems these...

Step 2: Marketing environmental

Stage the marketing The cross, with the injury the ongoing in rights the customer and waste continual of resources Nature, emerge at the end years The 80th, accompanied in accidents and disasters that destroyed my life Adam : Opening layer the ozone In 1985, the event In 1985 the reactor the nuclear In Chernobyl In 1986, and field the oil In Alaska (Excon-Valdez) spilled in 1989. events these pulled attention heart communicative and attention heart public.

Marketing environmental defined as a movement organized whose purpose protect On their right of citizens live around creation and move towards protection and improvement around the This (Kotler & Armstrong, 2000: p. 557).

During stage This, concerns environmental appeared as a policy governmental important in the states are developed observes financially and organizations business there were Skeptical Initially regarding legislation environmental Because she is lead to increase The costs, impact On the business and reducing the profits. aside The gain, the equation No had enough Until end years The 80th.

V. JUSTIFICATION FOR HIS APPEARANCE OF MARKETING GREEN

Lack awareness environmental in most The organizations, lack worry for quality the environment and consumption excessive and not regulated of resources nature led You Shukhari the environment to take role essential and striking in custody On quality the environment and its existence. nothing Doubt that the world currently he Haim in the era the revolution The green (Friedman, 2007: 81). He (Kotler 2000: 147) believes Shanxi Marketing need to be aware to threats and for occasions related for four trends basicity the existence around the natural.

Reduction In My Material Raw

Material the raw the existing ones around dividing for three Kinds. the type the first one represented On my hand Materials infinite, represented On my hand water And air, too to them there is Boll certain right now there are also groups seeing in them dangerous in range The long, and groups

environmentalism united act address the use the appropriate most in resources These, yes There are dangers potential, such as widening layer Ozone, deficiency in the water and their contamination. Additionally to cause damage certain (Albakari 4). the type The second represented On my hand resources renewing final It including forests And food, yes to use in them wisely. For example, the shortage in the forests has led for preservation Forests, protection On lands and forestry re Expectation to demand Future (Al - Nuri, 2004:8: - the represented On my hand Materials non renewing limited). It including Oil, coal, iron etc. materials these limited and are not are given To renew, so depletion their might cause for problems of really.

Kinds others of energy. rise prices The energy, dependence in oil and readings increasing to keep On the environment created opportunities adopt products effective in energy clean and innovations friendly to the environment others, the so-called technologies cleanliness (Otman, et al. 2006:) (cleantech).

VI. LEVELS HIGH OF INFECTION

Infection he one from those concepts which is difficult find to them definition comprehensive the word came From the Latin " to pollute " and its meaning to do something unclean or dirty in the books certain, the use in the term Refer to hurt physically around caused from activity human (William et al., 2005).

Survey American found Because Around (42%) customers are ready pay price High More In order to Get products which are not harmful For the environment, what? called products Greens.

VII. THE ROLE THE VARIABLE OF THE GOVERNMENT

Governments Various to an extent she returned they worry them and protective On the environment. there is governments that consecrate attention heart a lot for orientation environmental and organizations pressing protect On the environment. in the states these prominence movements environmentalism which require around the clean there is countries no sky heart for quality The environment, though It Due from weakness membership facts in a way active On options materialism availability for development products and toilets friendly to the environment governments starting to support in organizations the producers products friendly to the environment so For example, a manufacturer composition Toyota, owner Factory friendly for the environment, exempt a repository the congestion the custom currently in London (252). Marinova, et al., 2007. p. consciousness the environmental the walking and grew up of Today binding organizations throughout the world Play You their responsibility the social Through adoption Regulations Legality many whose purpose protect On

The environment, management campaigns high quality to citizens and adoption policy production and marketing the donors for orientation environmental modern (Biurugaba, 2004: p. 98).

VIII. DIMENSIONS OF PHILOSOPHY MARKETING GREEN

The philosophy of Marketing green aspiring to arrive level up the highest most of satisfaction desire customers.

The goal of organization She to earn without Harm around and philosophy this one relies on On Dimensions basic the combined It plunder In order to achieve You the idea This one, how much Marketers and experts believe that organizations need act In order to protect and keep On environment Life. he following Other the dimensions the following:

1- Eliminate or to decrease You idea the waste

The perceptions the traditional regarding evacuation trash and leftovers industrialism have changed within perception the marketing The green : quantities the waste the big ones that are created currently constitute problem for the dealers on my subjects quality The environment, and on portion remove quantities these there is need in a fire or landfill and in the second the cases the effects the ecologies of process the fire or the burial Harmful Very (Obeidat, 2004: 204).

After the then they are processed In order to remove trash during the production and apricots as material raw in process the production.

2- Design re of concept the product

There is develop perceptions product In order to to stand in rhythm of trends environmentalism Neighbor organizations need rely on to an extent a lot On resources primary which are not hurt around and are not consume quantities greatness of material raw in process production (Albakari, 2006: p. 253).

The type The first: materials perishable to be eaten or throwing On the ground and become to dust the product have to to be designed so so be it easy for dissolution and regeneration, or Use in materials His. the type The third: products or industries no You can to sell, as products containing Radioactivity or Effects, metals heaviness or Materials toxic there is to return Materials these Always to manufacturers the originals who are responsible to them and their effects during cycle their lives for development products role central competitively of Organizations, especially organizations Advanced. he Employee around she returned he Must all the time develop products and sell products New ones. and role the marketing he offer You the benefits of the technology to customers On portion sell You The product, and this point Perspective of organizations the pleasant ones toward strategy Green (2. Bragd, 1998: p. the product have to to stand in expectations the customer or Rise on them On my hand giving the value the

promised And you offered advantages environmental as a benefit secondary of the product. sometimes Close to customers nothing You the experience or the ability to understand You the value the environmental and the consumer of the product.

The thing creator Confusion, doubt and island Understanding, but A little phenomena bye Harmful. the type The second: products or products consumption my son sustainable, such as Cars, televisions And computers, them there is Produce Inside circle industrial closed and after then return them to the manufacturer; connections customers etc. (Otman, 2006: p. 31). and products these must to be quality high and stand in expectations the customers products these become complex More and more from day per day, and the customers expecting for products With technology Advanced, prices low and mirror attractive. customers add More and more criteria environmental to the list the wishes theirs.

IX. SUMMARY

Research It containing You the conclusions the important ones most to them have arrived the researchers in the second directions.

First, a topic the study in light of the concepts the theoretical ones that we were tested from the literature.

Second: what Increased survey the surface and the monitoring of the researcher on the site of Al Flat General Chemical Company and interviews personal With A number administrative Departments and my husband interest data received questionnaires that were shared to my friend sample the study of the companies that were investigated and data received from the records theirs. Additionally for surgery the statistician who achieved the researcher from the results the main ones received Through series data Statistical, on his mouth were accepted the conclusions the following.

First, conclusions On the aspects the theoretical ones

- 1- The concept of philosophy Marketing green aspiring protect On the environment and he one the subjects the contemporary ones and the important ones for organizations business Neighbor governments and organizations many asking for Preserve On resources nature and no Harm in the environment, which is the source the main for materials.
- 2- Intervention greatness in most the industries. the organizations the business of Today working around Dynamic, kinetic and changes Quickly, what? that requires them to strive to respond for change It On my hand improvement perpetual of performance the marketing their and giving products and toilets the answers On the needs and preferences the urinals of the customers As much as that their environment changes.

- 3- Organizations business strive through rule adopt aspect any of philosophy the marketing The green, or Part from aspects These, too If they gone declared, and requested enjoy from them an advantage competitive On penny organizations others the competitors in the industry theirs. It also assistant to them to improve You capacity the production their and improve You the performance theirs.
- 4- On the companies surveyed to design You their products in a way the standing in requirements the environmentalism and enables processing them for production again (recycling) in a way that he will answer On the needs and the requirements of their customers without Harm around

RECOMMENDATIONS

In light of the concepts the theoretical ones of philosophy the marketing the green and its influence On improvement performance Marketing, like also the conclusions to them has come the researcher based on On Research and surgery data, completion requirements Methodologies, the research Succeeded offer Set Recommendations to allow to donate to obtain progress and success to the company Elfrat general in industry the chemical in particular and to all the dealers in progress and development Organizations. stability at my prices the sale brings to increase the profits.

Organization business general Additionally for donation for improvement sector the industry the chemical in the market The local, the recommendations the important ones most They are:

- 1- 1 - Organizations modern and friendships are taught need Combine in a way explicit Aspects of philosophy the marketing the green in the plans the strategies the main ones of the company and consider her as part from the culture the organizational On portion protect On the environment, and thus to achieve Profitability same as also to answer On the needs and requirements the customers in a way clean
- 2- 2 - because that marketing he activity core, we are reading to organizations business at all and to Al Flat General Chemical Industry Co., Ltd. in particular dedicate attention heart serious and effective for performance the marketing their and act for improvement perpetual.
- 3- on the venture the surveyed Catch in developments and progress the technologies On portion Recognize You the methods the scientific the latest most to help in process of cancelation or reduction maximum of idea the waste On portion to decrease You the costs arising from waste in production and in marketing. processes And you got it investment optimal of resources are available to reduce cost the production Unit.

- 4- On portion reduce You the pollution The environmental, on The factories those surveyed to use in methods science modernism in disposal trash industrial which is created in production and in their activity the business Through Machines and equipment New methods burial sanitation or production products the enablers disassembly of the waste after the Chapter time a certain.

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