



The Effect Of Marketing and Market Knowledge In Achieving Sustainable Marketing Performance

(An Applied Study In A Sample Of Iraqi Industrial Companies)

Ahmed Kadem Abed Al Aboudy^{1*}, Nadia Kazem Awad Hussein², Majid Fahem Jaafar³

¹⁻³University Of Al-Qadisiyah, Iraq

ahmed.abed@qu.edu.iq^{1*}, Nadiakadhemzamili@qu.edu.iq², majid.f.jaafar@qu.edu.iq³

Author Correspondence : ahmed.abed@qu.edu.iq*

Abstract. The current research collected and studied the three variables that the previous researches are not gathered together. The research aims to find out the effect of marketing and market knowledge in achieving sustainable marketing performance through stated and procedural knowledge represented by marketing thinking to help reach marketing goals by relying on marketing data and information obtained from the market to provide new capabilities and distinct competitive capabilities. The research was applied to a sample of individuals working in Iraqi industrial companies, including the managers, as well as heads of departments and directors of divisions and units. The focus was on the General Company for Batteries Manufacturing with its two factories, namely the Babel Factory (1) and the Babel Factory (2). A questionnaire was designed to be consistent with purposes of research and its hypothesis. Questionnaires were distributed (122), and (120) Questionnaires were retrieved from them for statistical analysis, i.e. with rate of (98.3%). The research touched a set of deductions, the most significant of which was that marketing and marketing knowledge helps in achieving sustainable marketing performance by carrying out distinct activities, searching for information and knowledge related to customers and competitors, and surveying the market in the long term, it has become an important element in achieving success for contemporary organizations. The research recommends the need to increase companies' interest in market knowledge, and to take the necessary measures to enable them to benefit from this knowledge in creating marketing human capital capable of raising the efficiency of sustainable marketing performance of these companies in short and long term.

Keywords : Marketing knowledge, Market knowledge, Sustainable marketing performance.

1. INTRODUCTION

Marketing is considered one of the most social sciences affected by the movement of global changes, the outbreaks of globalization, and scientific and technical revolutions, because it is a set of concepts and intellectual trends surrounded by social and cultural variables related to the society in which it is practiced, despite the availability of sources of capabilities substantial companies listed in the Iraqi financial market from resources distinguished organizational, material, and human capital, There is a deficiency in applying some of the basics of strategic management, which has led to a weakness in the management of these companies in adopting modern marketing strategies and practices that contribute to developing their sustainable marketing performance. The importance of research came from importance of the combined effect of marketing and market knowledge in achieving sustainable marketing performance, as marketing and market knowledge helps in achieving sustainable marketing performance by carrying out distinct activities, searching for information related to customers

and competitors, and surveying the market, it has become an important element in achieving success for contemporary organizations, and one of the basic components for achieving innovation and excellence, and under it the organization undertakes the task of monitoring the external environment.

2. RESEARCH METHODOLOGY

Research problem:

The problem of research is represented by a deficiency in applying some of the basics of marketing management, which has led to a weakness in the management of Iraqi industrial companies' adoption of modern marketing strategies and practices that contribute to the development of their sustainable marketing performance. The research problem can be expressed through the following question: Is there a effect of marketing and market knowledge in achieving sustainable marketing performance in the General Company for Batteries Manufacturing (the Babel Factory (1) and the Babel Factory (2)) ?

Research importance:

The importance of research came from importance of effect of marketing and market knowledge in achieving sustainable marketing performance, as marketing and market knowledge helps achieve sustainable marketing performance through carrying out distinct activities, searching for information and knowledge related to customers and competitors, and surveying the market in the long term, and it has become one of the important elements to achieve success for contemporary organizations, and one of the basic components to achieve innovation and excellence, under which the organization undertakes the task of monitoring the external environment.

Research Objectives:

Market knowledge is represented by a set of marketing data and information gathered from the market, and it represents that crucial component of the company's knowledge towards realizing the importance of this market. The application of the market knowledge approach in modern business companies gives them new capabilities and distinct competitive capabilities. The research aims to determine the effect of marketing and market knowledge in achieving sustainable marketing performance. Marketing knowledge is represented by declared and procedural knowledge, which is represented by marketing thinking to help reach marketing goals.

Hypothetical diagram of the research:

The hypothetical diagram of the research can be illustrated in the following figure:

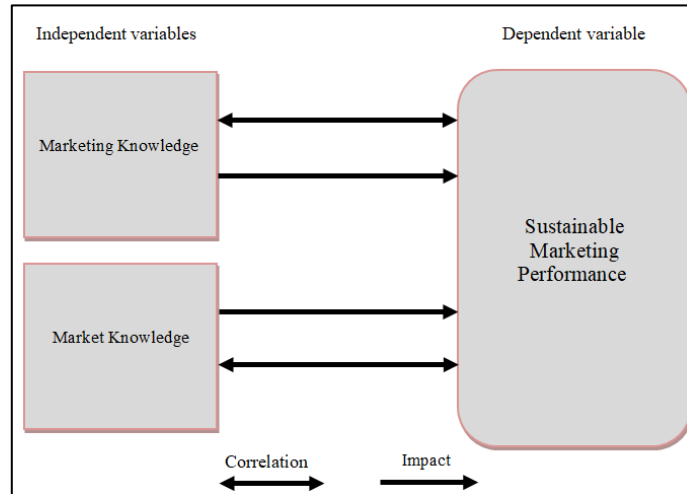


Figure (1): Hypothetical diagram

Source: Prepared by the researcher

Research hypothesis:

The research is based on the following hypothesis: There is no statistically significant effect of marketing and market knowledge on sustainable marketing performance.

Research sample and population:

The research population is characterized by workers in Iraqi manufacturing companies, including the managers, as well as heads of departments and directors of divisions and units. The focus was on the General Company for Batteries Manufacturing with its two factories, namely the Babel Factory (1) and the Babel Factory (2).

Research method:

To achieve the objectives of the research, the deductive approach has been followed by relying on books, periodicals, theses, dissertation and the Internet, in addition to using the analytical method in the practical side of the research by relying on the questionnaire form and analyzing it using appropriate statistical tools.

Theoretical background**a. The concept and importance of marketing knowledge:**

All of the facts and information that go into creating a marketing plan for the company is referred to as marketing knowledge. This includes information on the product, the target market, and rivals. The new media have contributed to facilitating the collection and monitoring

of data, and then converting it into information in order to make decisions related to the e-marketing project and the traditional together, as the power of modern globalization has helped organizations to modern development and competencies that enabled them to obtain exceptional returns in global markets, which aim to create a global market advantage. Among these competencies are Know the customer, product, supplier and competitor (Critsch & Cranke,2014:3) .

Marketing knowledge includes knowledge of the company and its competitors, and then overlapping with the business strategy, and by defining what "marketing" is approximately, knowing potential and existing customers, that is, the behavior of the buyer, and the concept of marketing knowledge has been studied and defined by some as the authors indicate a cognitive overlap in the function of marketing management and the general strategy of the business organization. The positive outlook has opened the way for the development of many intellectual innovations Knowledge in business strategies and competitiveness (Sheikh & Al-Araba, 2016:7) .

Marketing knowledge is the declared and procedural knowledge, which is represented by marketing thinking to help reach marketing goals, and it represents a set of ideas, judgments and a well-established mental image of the organization towards market and customer changes, and it is one of the learning skills of marketing organized as well as acquiring, creating, transferring and retaining knowledge for administrative development or creativity in the products and services provided to customers (Al- Douay, 2017: 4) .

Marketing knowledge helps build capabilities that lead to more innovative ideas as well as push organizations to research and create better products, and the importance of marketing knowledge can be illustrated through the following: (Jatheer & Ramadan, 2014:112)

1. Increase the organization's ability to interact with the environment in a better way.
2. Marketing knowledge is the foundation that the organization has and is maintained by competitive power.
3. It is considered an important and essential source to achieve a great achievement in the economic saving of the organization.
4. Assist in the development of new and distinct products capable of meeting the needs of customers.
5. Intense competition and constant innovations have contributed to this and the emergence of market-leading organizations, which take seriously the competitive considerations imposed by environmental changes.

b. The concept and importance of market knowledge:

Market knowledge is seen as a set of marketing data and information obtained from the market, and represents that vital part of the company's knowledge towards realizing the importance of this market, as the application of market knowledge approach in modern business companies provides them with new capabilities and distinct competitive capabilities, and pushes them towards innovation, development and access to new goods, processes and methods that achieve for the company a competitive advantage that is no less valuable and efficient than any other source, and thus this knowledge constitutes the basic material for the emergence of Deliver innovations as required in the market, and in line with the needs and desires of consumers (Hegel, et.al., 2019:314) .

Obtaining market knowledge requires studying three basic elements: knowledge of consumers, knowledge of competitors and market research and development, which are as follows:

1. Knowledge of consumers: Consumer behavior is defined as the actions of individuals and families who buy goods and services for personal consumption. This definition has limited the consumer behavior of individuals in their actions before, during and after the purchase process, so consumer behavior is a set of actions, actions and behaviors that individuals do, and the perception of consumer behavior by marketers is one of the most important basic topics, which helps these men to build their marketing (Elsie,2021:13) .
2. Knowledge of competitors: Competitors mean any party that partners with the company to obtain materials, money spent by the consumer, or in order to obtain qualified individuals. Competitors are one of the most important factors because of their impact on the activities of individuals, so any competition facing the company within the limits of the environment in which it operates, requires it to adapt to face it maintain its position and position within the companies, so you must know the competitors and analyze their behavior(Berthon & Leyland,2023:1066) .
3. Marketing research: It is a function associated with consumers and the general marketers through information. Which is used to identify and clarify opportunities and obstacles to generate, refine and evaluate marketing work, monitor performance, develop and understand marketing as a series of processes, and in general marketing research has many areas dealing with various activities, and the entirety of research and marketing studies revolves around many issues, including identifying the opinions and attitudes of consumers towards brands provided by the company and by all competitors Identify

perceptions Sensuality of consumers towards the quality of products compared to what competitors offer in target markets (Ferly & Hawkins, 2018:121) .

Market knowledge is of great importance to organizations looking for a market for their products: (Lorenzo, et.al., 2015:3)

1. It has a major role in creating and entering new markets by making full use of both tacit and explicit knowledge.
2. Improving the organization's methods in innovating renewable methods to solve marketing problems.
3. Push the organization to study, develop and innovate products that create discrimination to retain existing customers and attract more new customers.
4. Introducing the organization to its partners better, which contributes to supporting the organization's competitive position.
5. Helping to retain existing customers and gain new customers by predicting their needs and requirements better than competitors.

c. Sustainable Marketing Performance:

Since traditional management trends focus on techniques that strive to maximize performance and seek exceptional performance, performance is the common denominator of all efforts made by management and employees within the framework of commercial organizations. Management scholars are interested in performance since it is a basic and significant notion for business organizations in general. Even though performance has been the subject of numerous studies and research projects, more may be done to help define this expansive idea, particularly Performance is no longer a straightforward idea with universally accepted metrics; rather, it is a broad concept whose contents are updated in tandem with the development, renewal, and evolution of any kind of organizational component. Senior management in organizations will continue to consider performance as long as those organizations are in existence (Beanery & Markus,2019:168) .

The development of sustainable marketing performance in concept and practice came due to the increased interest in environmental issues, and organizations believed that there are some customers who want to buy products that do not harm the environment and for high prices, and it was later found that these customers do not exist, or at least they are not ready to buy products for high prices, so a number of organizations left the production of those products. Sustainable marketing performance is a modern topic as it focuses on the optimal use of the resources owned by the organization in order to provide high-value products to customers and

other relevant parties taking into account environmental, social and long-term economic issues (Catoiu, et.al., 2012:115) .

Sustainable marketing performance represents a new look in marketing and will replace traditional marketing and lead to achieving sustainable development, and the adoption of this concept by organizations will bring them many benefits and gains such as reaching the top of the competitive pyramid, or perhaps will give them market leadership with the increasing interest in environmental matters in Suwaiq in general, that the organization adopts the philosophy of sustainable marketing will make it close to customers. Through sustainable marketing performance, organizations seek to achieve a number of goals, the most important of which are the following: (Reutlinger & Janina, 2020:23)

1. Improving the quality of a sustainable product: Sustainable product quality refers to the ability of the product to reduce the social and ecological problems of the environment, and to be able to meet the needs and desires of the customer, and in the same context, the quality of sustainable products reduces the environmental burden, takes into account social aspects and satisfies customers (Kreilkamp,2014:87) .
2. Sustainable market segmentation: Market segmentation refers to all the procedures by which the total market for a good or service is divided into parts or sub-markets of customers who are relatively involved in their needs and capabilities, and the selection of one or more sub-markets as target markets to be reached by an appropriate marketing mix (Reutlinger & Janina,2020:23).
3. Sustainable market targeting: The organization divides the total market into small parts to reduce the difference and disparity among customer groups and then targets these markets effectively and efficiently by providing sustainable and appropriate products and services to these groups and those who differ among themselves (Serfdom, et.al., 2015:48).)
4. Determining sustainable location: The organization seeks after identifying the target customers to deliver the products to them in a smart way and a distinct offer to achieve a prominent position in the customer's mind for a long time, and there are two strategies for determining the location, the preference strategy and the discount strategy, as the first is based on high quality and high price, and the second is based on one dimension of the price and moves away from other dimensions of positioning (Sander, 2019:49) .

d. The relationship of marketing and market knowledge in achieving sustainable marketing performance:

Marketing and market knowledge has become one of the important elements for achieving success for contemporary organizations, and one of the basic components to achieve innovation and excellence, according to which the organization undertakes the task of monitoring the external environment, following up on market trends, detecting future customer requirements and predicting changes in product demand, which leads to creating an opportunity and exploiting them to achieve competitive advantages by introducing distinct products to the market, creating new demand for them, and developing innovative technologies and processes (Gerard & Candy,2019:217).

Marketing and market knowledge helps in achieving sustainable marketing performance by carrying out distinct activities, searching for information and knowledge related to customers and competitors, surveying the market in the long term, discovering market opportunities and exploiting them with a proactive mindset in order to do something new and different in the market to attract the attention of customers before other competing organizations in the market, and this is done through the following: (Pesonen,2013:22)

1. Focusing on radical creativity by reaching everything new He stressed that radical creativity is to reach a new product or a new process that is completely different from what preceded it and achieves a great strategic leap in the market, it is a sudden major progress that differs from what came before it and is interrupted by achieving a new creative cycle.
2. Work to manage risk effectively, the rise in competition among organizations, the liberalization of the economy, the emergence of new goods and services, the short life cycle, successive developments in information and communication technology and the intensification of competition are factors that threaten the stability and growth of the organization.
3. Market sensing by finding knowledge about markets and using them by employees in the organization to benefit from them in the decision-making process, and working on formulating, testing, modifying, updating and improving the market.
4. Identify the market and its segmentation, as organizations cannot reach all customers, customers are very large and distributed in different geographical areas and differ in their requirements and purchasing patterns, and organizations differ in their ability to serve the different parts of the market, so the organization must compete in one market and determine those parts that can serve it better.

3. THE APPLIED SIDE OF THE RESEARCH

Research sample:

The research sample was a purposive sample, and 98.3% of the 120 forms that were obtained from the distribution of 122 questionnaires were suitable for statistical analysis. The Cronbach alpha test was used to confirm the questionnaire's apparent validity, and the results are displayed in the accompanying table. The questionnaire was created to collect quantitative responses on a five-degree Likert scale with a range of 1 to 5:

Table 1. Cronbach's alpha coefficient for the research variables

No.	Variables	Number of items	Cronbach's alpha coefficient
1	Marketing knowledge	6	0.873
2	Market knowledge	6	0.867
3	Sustainable marketing performance	6	0.868
	Average	6	0.869

Source: Prepared by the researcher.

A number of statistical techniques were employed, including the arithmetic mean, percentages, and standard deviation, in addition to the T-test, to demonstrate that the relationships among the research variables are genuine and do not return to chance. It is evident that the Cronbach alpha coefficient for the research variables reached a value of (0.869), indicating that there is a high degree of credibility in the responses of the research sample members and that it can express the reality of the independent and dependent variables that have been addressed in the current study.

The results of distributing the questionnaires and the demographic characteristics of the sample:

Upon retrieving the questionnaires that were distributed to the research sample, it was discovered that 16.6% of the members are between the ages of 30 and 40, and 36.6% are between the ages of 40 and 50. The remaining members are over 50. The percentage of male members of the research sample reached was 53.3%, while the percentage of female members reached was 46.7%. The proportion of research sample members who possess a master's degree (27.5%), a doctorate (8.3%), or a bachelor's degree (64.2%) indicates that they are qualified to comprehend the issue. In terms of the research sample's members' years of experience, the highest percentage (57.5%) fell into the category of those with more than 15 years.

Descriptive statistics of research variables:

The descriptive statistics of the marketing knowledge variable with respect to the arithmetic mean, percentage and standard deviation can be illustrated through following table:

Table 2. Descriptive statistics for the marketing knowledge variable

No.	items	Arithmetic mean	Percentage	Standard deviation
1	Marketing knowledge contributes to providing data and information that build a marketing strategy for the organization	4.255	%85.10	1.516
2	Marketing knowledge helps in making decisions related to both e-marketing and traditional project	4.316	%86.32	1.238
3	Marketing knowledge includes a set of well-established ideas about the organization towards market and customer changes	3.889	%77.78	1.786
4	Marketing knowledge helps build capabilities that lead to more innovative ideas and create better products	4.104	%82.08	1.231
5	Marketing knowledge develops new and distinct products capable of meeting customer needs	4.226	%84.52	1.439
6	Marketing knowledge is an important and essential source for achieving a great achievement in the economic savings of the organization.	3.983	%79.66	1.114
	Overall average	4.129	%82.60	1.387

Source: Prepared by the researcher.

It is noted from the above table that arithmetic mean of the total items of the marketing knowledge variable was (4.129) with a percentage of (82.60%) and a standard deviation of (1.387).

The descriptive statistics of the market knowledge variable with respect to the arithmetic mean, percentage and standard deviation can be illustrated through the following table:

Table 3. Descriptive statistics of the market knowledge variable

No.	items	Arithmetic mean	Percentage	Standard deviation
1	Market knowledge plays a major role in entering new markets through the use of tacit and explicit knowledge.	4.366	%87.32	1.451
2	Market knowledge improves the organization's methods of devising innovative ways to solve marketing problems	3.875	%77.50	1.349
3	Market knowledge helps drive an organization to study, develop and innovate products that create differentiation to retain customers	4.718	%94.36	1.618
4	Market knowledge makes the organization better acquainted with its partners, which contributes to supporting the organization's competitive position.	4.225	%84.50	1.144

5	Market knowledge helps retain existing customers and gain new ones	4.327	%86.54	1.563
6	Market knowledge seeks to better predict customer needs and requirements than competitors	3.997	%79.94	1.563
	Overall average	4.251	%85.00	1.448

Source: Prepared by the researcher.

It is noted from the overhead table that arithmetic mean of the total items of the market knowledge variable was (4.251) with a percentage of (85.00%) and a standard deviation (1.448).

The descriptive statistics of the sustainable marketing performance variable can be clarified as the dependent variable in the current research with respect to the arithmetic mean, percentage and standard deviation through the following table:

Table 4. Descriptive statistics for the sustainable marketing performance variable

No.	items	Arithmetic mean	Percentage	Standard deviation
1	Sustainable marketing performance focuses on the optimal use of the resources available to the organization	4.544	%90.88	1.218
2	Sustainable marketing performance seeks to provide high-value products to customers and other relevant parties	4.256	%85.12	1.336
3	Sustainable marketing performance takes into account environmental, social and economic issues.	3.951	%79.02	1.562
4	Sustainable marketing performance helps improve product quality and reduce social and ecological problems of the environment	4.213	%84.26	1.892
5	Sustainable marketing performance breaks down the market into small segments to reduce variation among customer groups	4.102	%82.04	1.214
6	Through sustainable marketing performance, sustainable and appropriate products and services can be provided.	3.718	%74.36	1.657
	Overall average	4.131	%82.61	1.479

Source: Prepared by the researcher.

It is noted from the above table that the arithmetic mean of the total items of the sustainable marketing performance variable was (4.131) with a percentage of (82.61%) and a standard deviation of (1.479).

Test the correlation of the research variables:

The value of the correlation coefficient (Pearson) among the research variables can be clarified as shown in the following table:

Table 5. The value of the correlation coefficient (Pearson)

	Marketing knowledge	Market knowledge	Sustainable marketing performance
Marketing knowledge	1	.946*	.962*
Market knowledge	.946*	1	.945*
Sustainable marketing performance	.962*	.945*	1
Correlation is significant at the 0.01 level (2-tailed))*			

Source: Prepared by the researcher.

It The aforementioned table makes it evident that there is a strong direct correlation between the marketing knowledge variable and the market knowledge variable (0.946), between the marketing knowledge variable and the sustainable marketing performance variable (0.962), and between the market knowledge variable and the sustainable marketing performance variable (945).

Testing the effect relationship of the research variables:

The effect relationship among the research variables can be tested as shown in the following table:

Table 6. Testing the effect relationship of research variables

Independent variable	Model Summary		Analysis of Variance (ANOVA)			Coefficients Transactions		
	R	R ²	F	Sig.F	Dependent variable	βi	T	Sig.T
Marketing knowledge	0.962	0.925	15.442	0.05	Sustainable marketing performance	6.874	8.795	0.05
Market knowledge	0.945	0.893	13.612	0.05		5.963	8.429	0.05

Source: Prepared by the researcher.

As can be seen from the above table, the correlation coefficient R between the marketing knowledge and sustainable marketing performance variables reached 0.962, indicating a direct correlation between the two variables. The coefficient of determination R2 reached 0.925, explaining 9.25% of the variance in sustainable marketing performance, with the value of F reaching 15.442 at the 0.05 level. This validates the regression's significance, meaning that a 1% increase in marketing knowledge will result in a 6.874% improvement in sustainable marketing performance. Additionally, it is seen that the market knowledge variable and the sustainable marketing performance variable had a correlation coefficient R value of 0.945, indicating a direct association between the two variables. Because the value of F reached (13.612) at the level of (0.05), confirming the significance of the regression, the coefficient of

determination R^2 also reached (0.893), explaining the amount of variation (8.93%) in sustainable marketing performance. Therefore, a 1% increase in market knowledge will result in a 5.963% improvement in sustainable marketing performance.

The results of the correlation and impact relationships of the research variables can be clarified as follows:

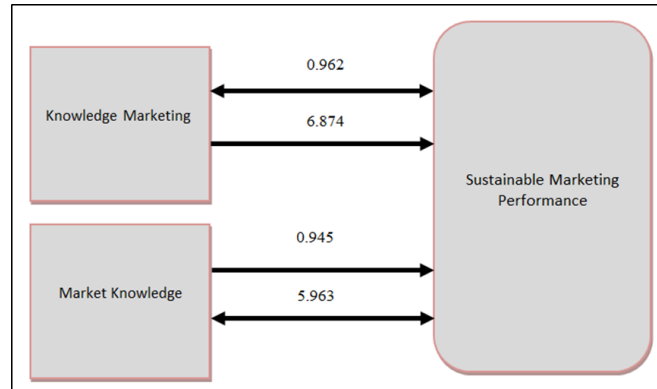


Figure (2): The results of the correlation and impact relationships

4. CONCLUSIONS AND RECOMMENDATIONS

Conclusions:

1. Marketing knowledge is the declared and procedural knowledge, which is represented by marketing thinking to help reach marketing goals, and it represents a set of ideas, judgments and a well-established mental image of the organization towards market changes and customers.
2. Marketing and market knowledge has become one of the important elements for the success of contemporary organizations, and one of the basic components to achieve innovation and excellence, under which the organization undertakes the task of monitoring the external environment.
3. Marketing and market knowledge helps in achieving sustainable marketing performance by carrying out distinct activities, searching for information and knowledge related to customers and competitors, and surveying the market in the long term.
4. The correlation coefficient indicated a strong direct relationship between the marketing knowledge variable and the market knowledge variable (0.946), and a strong direct relationship between the marketing knowledge variable and the sustainable marketing performance variable (0.962). Meanwhile, the value of There found a substantial direct connection (945) between the market knowledge variable and the sustainable marketing performance variable.

5. As the F value reached (15.442) at the level of (0.05), increasing marketing knowledge by 1% will result in improving sustainable marketing performance by 6.874%. Given that the F value reached (13.612) at the level of 0.05, this validates the significance of the regression and shows that improving market knowledge by 1% will improve sustainable marketing performance by 5.963%.

Recommendations:

1. The need to increase the interest of companies in market knowledge, and to take the necessary measures to enable them to benefit from this knowledge in creating marketing human capital capable of raising efficiency of marketing performance of these companies in the short and long term.
2. Conduct more market studies and research on procrastination and market knowledge, as well as focusing on customers, their needs, desires, and attitudes toward various services and methods of providing them, and all variables in the market .
3. Paying attention to both marketing and market knowledge, as well as paying attention to sustainable performance, in order to raise its role in enhancing market share, and also to raise its role in generating knowledge about customers and competitors.
4. Work to increase attention to all factors, conditions and activities that contribute to enhancing market share, especially increasing interest in building relationships with customers and encouraging them continuously by raising the effectiveness of customer service management in this aspect.
5. Increase the role of market knowledge in achieving market share and these companies should raise the efficiency of using and employing this knowledge in making various marketing decisions.

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