THE IMPACT OF INNOVATION AND TECHNOLOGY ON TRANSFORMING MARKETING STRATEGIES AND ACHIEVING SUSTAINABLE SUCCESS

Omar Karim Kazem Hussein[1],
Shaima Mahmoud Taraf Jawad[2]
Tikrit University, College of Islamic Sciences, Department of Islamic Finance and Banking[1]
University of Karbala, College of Engineering/ College Council Secretariat[2]
omar.k.kadhem@tu.edu.iq [1], shaimaamahmood95@gmail.com [2]

ABSTRACT

The study aimed to determine the impact of marketing innovation and technology on the marketing strategy and sustainable success of Asia cell, an Iraqi telecommunication company. A descriptive survey method was used, and questionnaires were distributed to the study sample, which consisted of (260) employees of Asia Cell, an Iraqi telecommunication company. After (250) questionnaires were retrieved and deleted, (6) questionnaires contained missing values, (4)) questionnaires were not suitable for analysis due to the inclusion of outliers, and (250) final total number was resolved. The study found that companies with high levels of marketing innovation had an arithmetic mean of (4.133) and high levels. In contrast, companies with high levels of technology had an arithmetic mean of (4.208) and high levels of marketing strategy and sustainable success. The arithmetic means of (4.087) was obtained with a high degree and a high degree. The level of marketing strategy reached a high arithmetic mean of (3.981) but was lower than the level of sustainable success. The study concluded that there is a positive correlation between innovative marketing and technology and marketing strategy and sustainable success. In addition, the study also highlights the importance of considering innovation and technology when improving the marketing strategy of telecommunication companies.

Keywords: Innovative Marketing - Technology - Marketing Strategies - Sustainable Marketing

INTRODUCTION

This is a constantly changing and complex environment due to the substantial expansion of the economic and management fields and the development of their structures, which places high demands on the competitive field that go beyond ensuring the efficiency of cost reduction and the achievement of production efficiency, as well as the need to keep up with technological developments and innovative paths in the field of business administration in order to excel and achieve goals and success in the financial and administrative fields. The opening of the globalized environment and its broad concepts require a reorientation of activities within institutions and force the emergence of a series of previously unknown management concepts, including the limitations of the idea of innovation, which is now seen as a source of success, continuity, growth, and competition applicable. Therefore, the change management approach has become an essential requirement for managers and institutions, especially considering that the rapid development of technology has led to a shortened life cycle of products on the market, posing a threat to the future of companies and institutions that no longer further develop their products. As can be seen from the above, innovation is significant for institutions

and companies in general and the various activities carried out in them, including marketing activities in particular, among which creativity in the field of marketing is the central area of innovation due to the increasing number of marketing activities in the modern work environment and the various traces of the innovation management process, as they are related to many internal factors, such as the diversity of the fields of innovation management and their connection with many internal factors, such as the various marketing innovation fields (product-pricing-advertising-sales), management philosophy, manager culture, technological development, globalization, sustainable development and other external factors and their dimensions. Given this diversity, the success of marketing innovation has become one of the main goals that institutions try to achieve, emphasizing the creation of value for shareholders, which is the central axis of managers and the primary measure of their success. To achieve this success, institutions are trying to adopt strategies that reflect shareholder value and its principles. Therefore, the innovation process in the field of marketing and the development of strategy for the continued success of marketing activities are the essence of the concern of institutional managers, who want to balance the goals and conflicts of the various components of the institution. Take into account short-term trends and solve long-term trends that ensure survival and continuity. This applies to Iraqi institutions, which understand the unprecedented trends in the field of competitiveness, which makes excellence and success depend on contemporary management trends and the degree of commitment to adapt to the requirements of the surrounding environment by taking advantage of opportunities and responding to threats and risks.

The first topic: Research Methodology

Search problem

In recent years, the significant improvement of organizational marketing innovation and technology has led to an increase in marketing requirements for modern strategies, significantly as organizations' local and external competitiveness increases, which has led many organizations to upgrade their organizational structure. Reviewing marketing policies, utilizing modern technology, and adopting marketing innovation trends will achieve long-term sustainable success for the organization.

Importance of research

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

1. Demonstrate the importance of innovation and technology and its impact on achieving sustainable success.
2. Determine the level of marketing innovation (product innovation - price innovation - sales innovation).
3. Determine the level of technology adoption in the marketing department organization (hardware-software - communication - information security).
4. Demonstrate marketing strategy and sustainable success using the research sample.

Research Objectives

1. Understand the level of innovation and technology in Iraqi institutions.
2. Determine the actual level of innovation, marketing strategy, and sustainable success in the marketing field.
3. Determine the extent to which marketing innovation (product innovation-price innovation-sales innovation) affects marketing strategy and sustainable success.
4. Determine the extent to which technology (hardware-software-communication-information security) affects marketing strategy and sustainable success.
5. Determine the relationship between the impact of black-market transactions on purchasing decisions.

Research hypotheses

First central hypothesis: Marketing innovation by the marketing department has a statistically significant effect on marketing strategy and sustainable success.

The first sub-hypothesis:

Product innovation has a statistically significant impact on marketing strategy and sustainable success.

Second sub-hypothesis:

Pricing innovation has a statistically significant impact on marketing strategy and sustained success.

Third sub-hypothesis:

Distribution innovation has a statistically significant impact on marketing strategies and sustainable success.

The second critical hypothesis: Technology in marketing has a statistically significant impact on marketing strategy and sustainable success.

The first sub-hypothesis:

Physical ingredients have a statistically significant impact on marketing strategy and sustained success.

Second sub-hypothesis:

The software has a statistically significant impact on marketing strategies and sustainable success.

Third sub-hypothesis:

Physical ingredients have a statistically significant impact on marketing strategy and sustained success.
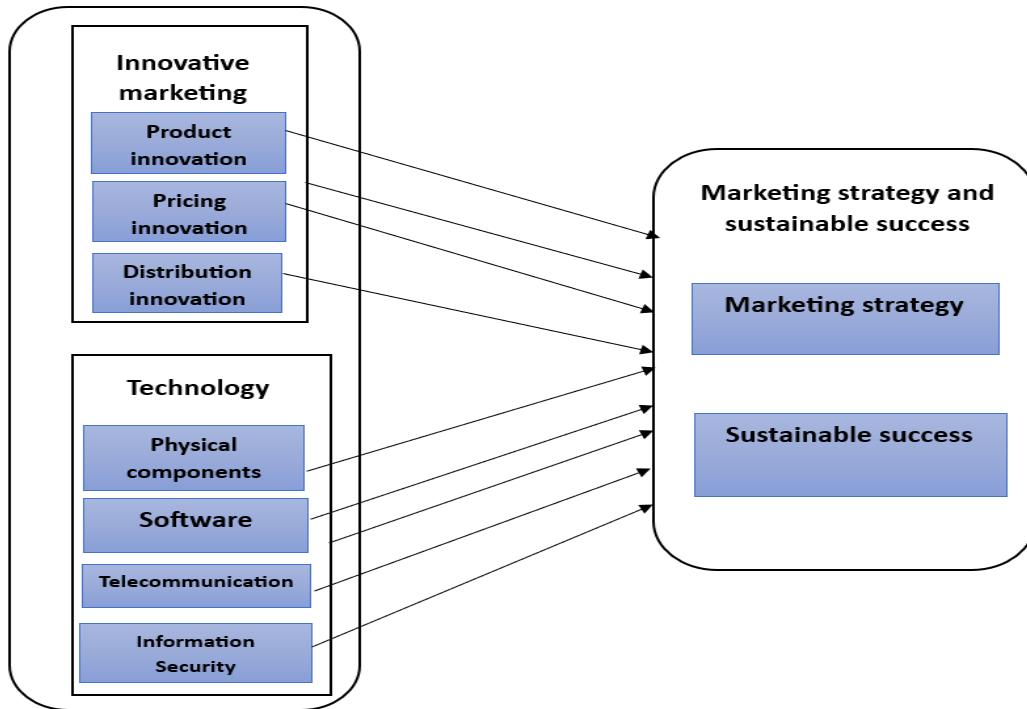
Fourth sub-hypothesis:
Information security has a statistically significant impact on marketing strategies and sustainable success.

Search Form
Independent variable: innovative marketing (product - pricing - distribution).
Dependent variable: (marketing strategies and sustainable success).

Figure 1: Research Diagram

RESEARCH METHODOLOGY
After reviewing previous studies, a questionnaire was prepared with personal information as the two main axes. A total of (60) items were distributed on each axis and its dimensions, as shown in Table (1). The descriptive survey method was chosen as the appropriate method for the study, and the questionnaire was analyzed using a statistical program (SPSS Ver.27).

Table (1): Questionnaire axes and phrases

Axis	Dimension	Number of ferries	Total
Innovative Marketing	Product Innovation	8	24
	Pricing innovation	8	
	Distribution Innovation	8	
technology	Hardware	3	14
	Software	5	
	Communications	3	
	Information Security	3	
Marketing Strategies and Sustainable Success	Marketing Strategies	6	14
	Sustainable Success	8	
Total paragraphs of the questionnaire		52 paragraphs	

Research population and sample
1. Research Community
The study population consists of employees at Asia Cell Communications.

2. Research Sample
The study sample consisted of the employees of Asia Cell Telecommunications Company; 250 employees were randomly selected. Table (2) shows the demographic characteristics of the sample examined:

Table (2): Demographic characteristics of the study sample

figure	Variable	Category	Number of sample members	Percentage %
1	Sex	male	235	94
		Female	15	6
Total			250	100
2	Age Group	Less than 30 years	65	26
		31 - 40 Years	76	30.4
		41 -50 years	71	28.4
		Over 50 years old	38	15.2
Total			250	100
3	Qualification	Bachelor	10	4
		Higher Diploma	153	61.2
		Master	81	32.4
		Doctorate	6	2.4
Total			250	100
4	Specialization	Industrial Management	22	8.8
		accounting	145	58
		Business Administration	22	8.8
		Computer Science	19	7.6
		Statistics	27	10.8
		Translate	15	6
Total			250	100
5	Years of Experience	Less than 5 years	62	24.8
		5-10 years	179	71.6
		10 -15 years	6	2.4
		More than 15 years	3	1.2
Total			250	100
6	Job Title	Director of Administration	177	70.8
		Deputy Director of Administration	22	8.8
		Head of Department	31	12.4
		Deputy Head of Department	3	1.2
		employee	17	6.8
Total			250	100

The second topic: the theoretical framework and previous studies
First: Theoretical Framework

1. Innovative Marketing

There are different definitions and different views among researchers regarding the concept of innovative marketing, as it is known that creative marketing is the translation of new and unconventional ideas into practical applications in marketing practice (Abu Juma'a, 2011).

Innovative marketing does not just stop at discovering and generating new ideas but also goes beyond that and puts the ideas into practice. Customer needs and desires are the starting point of any marketing work, and customer needs and desires are constantly evolving, which is a necessary condition for the existence of marketing innovation or innovative marketing based on predicting new and potential needs. Customers cannot see through imagination and strive to achieve solutions that customers have not thought of (Solutions, 2002). Kotler pointed out that marketing is imagining and seeking to find solutions that customers have not thought of or dreamed of (Kotler & Dubois, 2003).

2. Objectives of Innovative Marketing (Kaabi and Gandara, 2020)

- Achieve better customer satisfaction than competitors by accurately identifying and satisfying needs and desires (Abla, 2014).
- Continuously strive to discover and satisfy the basic needs of customers.
- Keep up with innovations and new production processes that bring benefits to the company.
- Develop strategies designed to attract audiences to buy specific products.

3. Product innovation

In a highly competitive and rapidly changing environment, product innovation is the most important factor for companies to meet customer needs and wishes. It is considered a key factor in the continuity and survival of a company and its degree of excellence.

4. Product innovation:

 Every company depends on its ability to maintain its market and face competitors, which are expanding rapidly due to globalization and new technological expansion. This shows that the success of a company depends on the success of its products in the market and satisfying the needs of its customers (Aiqi Wu-Huafengwang, 2014).

He also knows that anything that occurs in the tangible or intangible characteristics and specifications of a product, whether by modification, addition, or improvement, that results in satisfying the needs and wants of current and potential customers in the target market, constitutes that product being new in the market or in the institution (Saadi and Qashi 2020).

Kotler mentioned six types of new products (Saadi and Qashi, 2020):

1. New product launch: new products for institutions, markets, and blind people were launched for the first time.

2. Addition of new product lines: new products for the company, but not new products for the market and customers. The company is trying to add them to its product line to invest in marketing opportunities in the market.
3. Improvement of existing products: The company makes adjustments and improvements to existing products to reduce costs, add value to customers, or face market competition.
4. Expansion of existing product lines: The company adds new products to its product line with similar specifications and features to existing products.
5. Product renewal: The company repositions existing products in certain market segments due to reasons such as changes in customer behavior and the discovery of new uses for products.
6. New products with reduced costs: If the reduction in production or marketing costs adds value to customers, the product is considered new for the company, but not for customers and the market.

5. Innovation in price

This means finding an agency that can find innovative ways to set and present prices to customers in an attractive and unique way, attracting customers to buy the company's products because they are different from other products and, on the other hand, because they appear lower than competitors due to these creative methods used in the offer (Bin Khalifa and Baali, 2021).

Marketing innovations in the area of price are more important in planning and implementation than strategic decisions that affect the success of a company because price encourages customers to buy products and is considered a key input in gaining and obtaining competitive advantage because price is directly related to sales and revenues and price is the only element of the marketing mix that generates revenues, while the rest of the elements of the marketing mix affect costs (Al-Attawi and Al-Asfour, 2023).

6. Innovative pricing methods

Innovative pricing methods change prices depending on the goals to be achieved. Innovation at the level of pricing policy has many forms, including (Bella, 2019):
1. Self-pricing: This method is to place the product without indicating the price in order to allow the customer to enter the price he thinks is consistent with the quality of the product in the price list. When the customer pays, the seller checks this list and if there is an error, it is first checked and corrected based on the customer's logo.
2. Package pricing: Multiple products are combined as a production package or a group of goods or services at a lower or more reasonable price than if they are sold separately.
3. Psychological pricing: This policy depends on the emotional rather than logical impact on the customer, for example, B. Pricing the product at 9.9 or 99.9 dinars or any currency, or changing the weight of the product and maintaining the price.
4. Retail at wholesale prices: The company offers products or services at a price close to the wholesale price, but sells them to customers at retail.

7. Innovation in distribution

Marketing innovation in the distribution of products from the place of production to the point of consumption is one of the fundamental elements of marketing as it saves on transportation costs and provides the time and place factor of easy access to the customers. Efficiency in distribution helps the company gain a competitive advantage as distribution is the bridge that connects marketing and customers. Innovation in distribution can be in the design and format of distribution channels, interior design of distribution points, or new ways of distributing products (Kabab, 2017).

8. The importance of innovation in distribution

Companies try to satisfy the needs and wants of customers at the right place and at the right time through innovative distribution systems, which are auxiliary factors for companies to implement marketing strategies to reach the target market. Apart from playing an important role in connecting companies with customers, distribution systems also have the advantage of ensuring that goods and services arrive efficiently and effectively (Al-Attawi and Al-Asfour, 2023).

9. Technology

Due to the rapid development of technology in recent years, the general technology approach is one of the concepts that is somewhat overlapping, and what can be considered new is the expansion of its use in the field of management institutions and companies, as well as in the field of large-scale networks, especially the Internet (Sharifa, 2018).

Strategic management plays a vital role in sustainable success. By integrating the triple foundation into the strategic planning process, organizations can develop strategies that create value for everyone involved. This includes:

10. Sustainable Success Strategies

Set clear sustainability goals: Organizations must define what sustainable success means to them and set specific, measurable, achievable, relevant, and time-bound (SMART) goals for all dimensions of the triple baseline.

Conduct a sustainability audit: An assessment of an organization's current social, environmental, and economic impacts can help identify areas for improvement and potential opportunities to make a positive contribution.

Developing a sustainable strategy: This includes identifying initiatives and measures that will help achieve specific sustainable development goals, such as implementing environmentally friendly practices, promoting social responsibility, and ensuring ethical corporate governance.

Measuring and communicating progress: By regularly tracking and reporting on sustainability performance, an organization can monitor its progress, identify areas for improvement, and demonstrate its commitment to stakeholders (Professional Engineers, 2024).

Second: Previous Studies and Theoretical Framework

Study (Zaher and Nasser, Al-Zayoud, 2021)

This study aimed to determine the role of the combination elements of marketing innovation (product innovation - price innovation - sales innovation) in improving the mental image of customers and worked to improve the image they formed, and found acceptable correlations, where the elements of innovative marketing contribute to improving the mental image of customers.

Study (Kasabi and Gnadra, 2020)

The purpose of this study is to determine the role of innovative marketing in brand promotion. The study concluded that innovative marketing is an important tool for businesses to move forward and its application needs to meet some requirements.

Study (Kabab and Yaqoub, 2019)

The purpose of this study is to test the dimensions of marketing innovation and its elements in improving the competitive advantage of mobile phone companies in Setif Province, Algeria. The study found a positive relationship between marketing innovation and competitive advantage, which guarantees companies to enhance their competitiveness and achieve sustainable success through quality services, achieving excellence and improving customer satisfaction.

Study (Ali, 2017)

The purpose of the research is to conduct an exploratory study of the opinions of a sample of managers of commercial organizations in the Dohuk governorate on the influence of the variables leading to marketing success proposed in the practice of innovative marketing (developing marketing technology strategies, creating customer value, increasing resource value, calculating risks, innovative imagination, sustainable creativity). The research problem revolves around the lack of interest in the variables of innovative marketing in the departments of the surveyed organizations, which lack certain innovative characteristics in the field of marketing activities. Especially in the field of marketing practices leading to marketing success, this leads to staying within the traditional framework when delivering products.

The third topic: the practical side

This section presents the results of the statistical analysis implemented using a statistical analysis program (SPSS, V27). Introduction The cut-off points or approved tests were determined and divided into three stages. The difference between the highest value on the scale (5) and the lowest value on the scale (1) was calculated by dividing the difference by three levels, which is equivalent to (1-5)/3 = 1.33. This value was then added to the lowest value on the scale (1) to determine the upper limit of the category and determine its significance. Table 3 details the process.

Table (3): Criteria for determining the arithmetic mean level of Likert scales in axes, distances, and paragraphs

Arithmetic averages category	Responsiveness level
2.33-1	Weak
3.67-2.34	Medium
5-3.68	Large

- **Believe the study tool**

The accuracy of the research instrument aims to ensure that it measures what it is intended to measure and measures the quality and reliability of the study, as accuracy has been confirmed by:

First: Apparent Honesty:

The questionnaire was submitted in its original form to a panel of three experienced and competent members who were asked to express their opinions on the effectiveness, clarity, and appropriateness of the wording of the paragraphs of the study instrument and the subordination of the paragraphs to its axes in order to achieve the objectives of the study, besides any comments or modifications they considered necessary. Based on the modifications and comments submitted by the Tribunal, suggested modifications were made to improve the questionnaire and ensure its relevance to the objectives of the study.

- **Stability of the study instrument**

Table (4) gives the values of the stability coefficient of the two main axes, their subdivision size, and the number of segments to which they belong. Through the values of Cronbach's alpha coefficient, it is shown that all the values are greater than (0.7), which indicates that the research instrument is stable, that the research instrument was created, prepared, and evaluated acceptably, and that the research objectives have been achieved.

Table (4): Cronbach's alpha coefficient for measuring the research instrument

Axis	Dimension	Number of ferries	Stability (Cronbach's alpha)
Innovative Marketing	Product Innovation	8	0.801
	Pricing innovation	8	0.830
	Distribution Innovation	8	0.857
Total		24	0.924
technology	Hardware	3	0.724
	Software	5	0.821
	Communications	3	0.806
	Information Security	3	0.701
Total		14	0.902
Marketing Strategies and Sustainable Success	Marketing Strategies	6	0.857
	Sustainable Success	8	0.847
Total		14	0.897
Total paragraphs of the questionnaire		52	0.964

- **Descriptive analysis**

The mean and standard deviation of the resolution axis and its dimensions were calculated, and Table (5) shows this.:

Table (5): Mean and standard deviation of the principal axis and its dimensions, as estimated by employees of Asia cell Telecommunications (n = 250)

Axis	Dimension	Arithmetic mean	Standard deviation	Rank	Rating Level
Innovative Marketing	Product Innovation	4.15	0.483	1	big
	Pricing innovation	4.138	0.515	2	big
	Distribution Innovation	4.11	0.517	3	big
Total		**4.133**	**0.450**	**First of all**	big
technology	Hardware	4.255	0.596	1	big
	Software	4.189	0.568	3	big
	Communications	4.212	0.585	2	big
	Information Security	4.189	0.567	3	big
Total		**4.208**	**0.482**	**secondly**	big
Marketing Strategies and Sustainable Success	Marketing Strategies	3.981	0.631	1	big
	Sustainable Success	4.168	0.535	2	big
Total		**4.087**	**0.520**	**thirdly**	big

Study results and discussion

First main hypothesis: Marketing innovation by the marketing department has a statistically significant effect on marketing strategy and sustainable success.

Table 6: ANOVA Results

prototype	Sum of squares	Push	Square average	F	Significance level
Regression	40.964	1	40.964	385.849	0.000
Leftovers	26.329	248	0.106		
Total	67.293	249			

Dependent Variable: Marketing Strategies and Sustainable Success
Independent variable: for black marketing
The results in Table (6) show that the model is significant with a value of (F=385.849) and the significance level (0.000) is lower than the significance level (0.05).

Table 7: Results of linear regression model coefficients

Variable	Non-standard rating		Standard Rating	t	Significance level
	Beta	Estimation error	Beta		
Hard	0.365	0.191		1.917	0.056
Innovative Marketing	0.901	0.046	0.78	19.643	0.000

Independent Variable : Innovative Marketing
Dependent variable: marketing strategies and sustainable success.

Table (7) shows that innovative marketing has a statistically significant positive impact on marketing strategy and sustainable success variables (B = 0.901, t = 19.643) and has a statistically significant level of influence on ethics (p = 0.000 < 0.05) (0.05) Therefore, innovative marketing affects marketing strategy and sustainable success.

Table 8: Summary of the model of the impact of innovative marketing on marketing strategy and sustainable success

prototype	R	Coefficient of determination	Adjusted coefficient of determination	The standard deviation of estimation error
	0.78	0.609	0.607	0.326

The results in Table (8) show that the correlation coefficient between innovative marketing, marketing strategy, and sustainable success is (0.78), the determination coefficient is (0.609), and the adjusted determination coefficient is (0.607). This shows that innovative marketing can explain (60.7%) of the changes in marketing strategies and sustainable success, while (39.3%) are caused by other factors. The results show that the first key hypothesis is acceptable.

The first sub-hypothesis:

There is a statistically significant impact of product innovation on marketing strategies and sustainable success.

Table 9: ANOVA Results

prototype	Sum of squares	Push	Square average	F	Significance level
Regression	30.221	1	30.221	202.168	0.000
Leftovers	37.072	248	0.149		
Total	67.293	249			

The results in Table (9) show that the model is significant with a value of (F=385.849), and the significance level (0.000) is lower than the significance level (0.05).

Table 10: Results of linear regression model coefficients

Variable	Non-standard rating		Standard Rating	t	Significance level
	Beta	Estimation error	Beta		
Hard	1.091	0.212		5.142	0.000
Product Innovation	0.722	0.051	0.67	14.219	0.000

Independent variable: product innovation.

Dependent variable: marketing strategies and sustainable success.

Table (10) shows that product innovation has a statistically significant positive impact on marketing strategy and sustainable success variables (B = 0.722, t = 14.219) and is statistically significant at the level of morale (p = 0.000 < 0.05). Product innovation affects marketing strategy and sustainable success.

Table 11: An overview of the model of the impact of product innovation on marketing strategy and sustainable success

prototype	R	Coefficient of determination	Adjusted coefficient of determination	The standard deviation of estimation error
	0.67	0.449	0.447	0.387

The results in Table (11) show that the correlation coefficient between product innovation, marketing strategy, and sustainable success is (0.67), the determination coefficient is (0.449), and the adjusted determination coefficient is (0.447). This shows that product innovation explains (44.7%) of the changes in marketing strategy and sustainable success, while (55.3%) are caused by other factors. The results show that the first sub-hypothesis is acceptable.

Second sub-hypothesis:

Pricing innovation has a statistically significant impact on marketing strategy and sustained success.

Table 12: ANOVA Results

prototype	Sum of squares	Push	Square average	F	Significance level
Regression	30.254	1	30.254	202.575	0.000
Leftovers	37.039	248	0.149		
Total	67.293	249			

The results in Table (12) show that the model is significant with a value of (F=202.575), and the significance level (0.000) is lower than the significance level (0.05).

Table 13: Results of linear regression model coefficients

Variable	Non-standard rating		Standard Rating	t	Significance level
	Beta	Estimation error	Beta		
Hard	1.285	0.198		6.476	0.000
Product Innovation	0.677	0.048	0.671	14.233	0.000

Independent Variable: Price Innovation

Dependent variable: marketing strategies and sustainable success.

From Table (13), it is clear that price innovation has a statistically significant positive impact on marketing strategy and sustainable success variables (B = 0.677, t = 14.233) and is statistically significant at the significance level (p = 0.000 < 0.05). Price Innovation Impacts Marketing Strategy and Sustainable Success.

Table 14: Model summary of the impact of price innovation on marketing strategies and sustainable success

prototype	R	Coefficient of determination	Adjusted coefficient of determination	The standard deviation of estimation error
	0.671	0.45	0.447	0.386

The results in Table (14) show that the correlation coefficient between price innovation, marketing strategy, and sustainable success is (0.671), the determination coefficient is (0.45), and the determination module adjustment is (0, (447), which indicates that: price innovation (44.7%) explains the changes in marketing strategy and sustainable success, and (55.3%) is due to other factors. The results show that the second sub-hypothesis is acceptable.

Third sub-hypothesis:

Distribution innovation has a statistically significant impact on marketing strategies and sustainable success.

Table 15: ANOVA Results

prototype	Sum of squares	Push	Square average	F	Significance level
Regression	37.445	1	37.445	311.115	0.000
Leftovers	29.848	248	0.12		
Total	67.293	249			

The results in Table (15) show that the model is significant with a value of (F=311.115), and the significance level (0.000) is lower than the significance level (0.05).

Table 16: Results of linear regression model coefficients

Variable	Non-standard rating		Standard Rating	t	Significance level
	Beta	Estimation error	Beta		
Hard	1.005	0.176		5.705	0.000
Distribution Innovation	0.75	0.043	0.746	17.638	0.000

Dependent Variable: Marketing Strategies and Sustainable Success
Independent Variable: Distribution Innovation
From Table (16), it can be seen that sales innovation has a statistically significant positive impact on marketing strategy and sustainable success variables (B = 0.75, t = 17.638), and the level of statistical significance (p = 0.000 < 0.05) is statistically significant at the moral level (0.05). Sales innovation affects marketing strategy and sustainable success.

Table 17: Model summary of the impact of sales innovation on marketing strategy and sustainable success

prototype	R	Coefficient of determination	Adjusted coefficient of determination	The standard deviation of estimation error
	0.746	0.556	0.555	0.347

The results in Table (17) show that the correlation coefficient between sales innovation, marketing strategy, and sustainable success is (0.746), the determination coefficient is (0.556), and the adjusted determination coefficient is (0.555), indicating that sales innovation (55.5%) explains the changes in marketing strategy and sustainable success, and (44.45%) is due to other factors. The results show that the third sub-hypothesis is acceptable.
Second key hypothesis: Technology in the marketing field has a statistically significant impact on marketing strategy and sustainable success.

Table 18: ANOVA Results

prototype	Sum of squares	Push	Square average	F	Significance level
Regression	32.682	1	32.682	234.176	0.000
Leftovers	34.611	248	0.14		
Total	67.293	249			

The results in Table (18) show that the model is significant with a value of (F=234.176), and the significance level (0.000) is lower than the significance level (0.05).

Table 19: Results of linear regression model transactions

Variable	Non-standard rating		Standard Rating	t	Significance level
	Beta	Estimation error	Beta		
Hard	0.923	0.208		4.432	0.000
technology	0.752	0.049	0.697	15.303	0.000

Dependent Variable: Marketing Strategies and Sustainable Success

Independent variable: technology

From Table (19), it can be seen that technology has a statistically significant positive impact on marketing strategy and sustainable success variables (B = 0.752, t = 15.303), and it is statistically significant at the level (p = 0.000 < 0.05). Morale (0.05) is statistically significant. Therefore, technology affects marketing strategy and sustainable success.

Table 20: Model summary of technology's impact on marketing strategy and sustainable success

prototype	R	Coefficient of determination	Adjusted coefficient of determination	The standard deviation of estimation error
	0.697	0.486	0.484	0.374

The results in Table (20) show that the correlation coefficient between technology, marketing strategy, and sustainable success is (0.697), the determination coefficient reaches (0.486), and the adjusted determination coefficient is (0.484), indicating that technology (48.4%) explains the changes in marketing strategy and sustainable success (51.6%) is due to other factors. The results show that the second main hypothesis is acceptable.

The first sub-hypothesis:

Physical ingredients have a statistically significant impact on marketing strategy and sustained success.

Table 21: ANOVA Results

prototype	Sum of squares	Push	Square average	F	Significance level
Regression	20.704	1	20.704	110.209	0.000
Leftovers	46.589	248	0.188		
Total	67.293	249			

The results in Table (21) show that the model is significant with a value of (F=110.209) and the significance level (0.000) is lower than the significance level (0.05).

Table 22: Results of Linear Regression Model Transactions

Significance level	t	Standard Rating	Non-standard rating		Variable
		Beta	Estimation error	Beta	
0.000	10.235		0.198	2.028	Hard
0.000	10.498	0.555	0.046	0.484	Hardware

Dependent Variable: Marketing Strategies and Sustainable Success
Independent variable: physical components
From Table (22), it can be seen that the physical component has a statistically significant positive impact on the marketing strategy and sustainable success variables (B = 0.752, t = 10.498) and a statistically significant level (p = 0.000 < 0.05). The moral level (0.05) is statistically significant. Therefore, the physical component affects the marketing strategy and sustainable success.

Table 23: Model summary of the impact of physical components on marketing strategy and sustainable success

prototype	R	Coefficient of determination	Adjusted coefficient of determination	The standard deviation of estimation error
	0.555	0.308	0.305	0.433

The results in Table (23) show that the correlation coefficient between physical components, marketing strategies, and sustainable success is (0.555), the coefficient of determination is (0.308), and the adjusted coefficient of determination is (0, (305), which indicates that: physical components (30.5%) explain the variation in marketing strategies and sustainable success, and (69.5%) is due to other factors. The results show that the first sub-hypothesis is acceptable.
Second sub-hypothesis:
The software has a statistically significant impact on marketing strategy and sustainable success.

Table 24: ANOVA Results

prototype	Sum of squares	Push	Square average	F	Significance level
Regression	22.544	1	22.544	124.942	0.000
Leftovers	44.749	248	0.18		
Total	67.293	249			

The results in Table (24) show that the model is significant with a value of (F=124.942) and the significance level (0.000) is lower than the significance level (0.05).

Table 25: Results of linear regression model coefficients

Variable	Non-standard rating		Standard Rating	t	Significance level
	Beta	Estimation error	Beta		
Hard	1.868	0.2		9.321	0.000
Software	0.53	0.047	0.579	11.178	0.000

Dependent Variable: Marketing Strategies and Sustainable Success
Independent variable: Software
Table (25) shows that software has a statistically significant positive impact on marketing strategy and sustainable success variables (B = 0.752, t = 10.498) and has a statistically

significant level of impact on morale (p = 0.000 < 0.05). Therefore, software affects marketing strategy and sustainable success.

Table 26: Model summary of software's impact on marketing strategy and sustainable success

prototype	R	Coefficient of determination	Adjusted coefficient of determination	The standard deviation of estimation error
	0.579	0.335	0.332	0.425

The results in Table (26) show that the correlation coefficient between software, marketing strategy, and sustainable success is (0.579), the determination coefficient is (0.335), and the adjusted determination coefficient is (0.332). This shows that software explains (33.2%) of the changes in marketing strategy and sustainable success, while (66.8%) is caused by other factors. The results show that the second sub-hypothesis is acceptable.

Third sub-hypothesis:

Communication has a statistically significant impact on marketing strategy and sustainable success.

Table 27: ANOVA Results

prototype	Sum of squares	Push	Square average	F	Significance level
Regression	22.898	1	22.898	127.909	0.000
Leftovers	44.396	248	0.179		
Total	67.293	249			

The results in Table (27) show that the model is significant with a value of (F=127.909) and the significance level (0.000) is lower than the significance level (0.05).

Table 28: Results of linear regression model coefficients

Variable	Non-standard rating		Standard Rating	t	Significance level
	Beta	Estimation error	Beta		
Hard	1.905	0.195		9.782	0.000
Communications	0.518	0.046	0.583	11.31	0.000

Dependent Variable: Marketing Strategies and Sustainable Success

Independent variable: communication

Table (28) shows that communication has a statistically significant positive impact on the marketing strategy and sustainable success variables (B = 0.518, t = 11.31), and the statistical significance level is (p = 0.000 < 0.05). Ethics (0.05). Therefore, communication affects marketing strategy and sustainable success.

Table 29: Model summary of the impact of communication on marketing strategy and sustainable success

prototype	R	Coefficient of determination	Adjusted coefficient of determination	The standard deviation of estimation error
	0.583	0.34	0.338	0.423

The results in Table (29) show that the correlation coefficient between communication, marketing strategy, and sustainable success is (0.583), the coefficient of determination is (0.34), and the determination module adjustment is (0, (338), which indicates that communication (33.8%) explains the variation in marketing strategy and sustainable success, and (66.2%) is due to other factors. The results show that the third sub-hypothesis is acceptable.

Fourth sub-hypothesis:

Statistically, information security has a significant impact on marketing strategy and sustainable success.

Table 30: ANOVA Results

prototype	Sum of squares	Push	Square average	F	Significance level
Regression	25.164	1	25.164	148.128	0.000
Leftovers	42.13	248	0.17		
Total	67.293	249			

The results in Table (30) show that the model is significant with a value of (F=148.128), and the significance level (0.000) is lower than the significance level (0.05).

Table 31: Results of linear regression model coefficients

Variable	Non-standard rating		Standard Rating	t	Significance level
	Beta	Estimation error	Beta		
Hard	1.74	0.195		8.941	0.000
Information Security	0.56	0.046	0.612	12.171	0.000

Dependent Variable: Marketing Strategies and Sustainable Success

Independent Variable: Information Security

From Table (31), it can be seen that information security has a statistically significant positive impact on marketing strategy and sustainable success variables (B = 0.56, t = 12.171), and the level of statistical significance (p = 0.000 < 0.05) is statistically significant at the level of ethics (0.05). Therefore, information security affects marketing strategy and sustainable success.

Table 32: Model summary of the impact of information security on marketing strategy and sustainable success

prototype	R	Coefficient of determination	Adjusted coefficient of determination	The standard deviation of estimation error
	0.612	0.374	0.371	0.412

The results in Table (32) show that the correlation coefficient between information security, marketing strategy, and sustainable success is (0.612), the determination coefficient is (0.374), and the adjusted determination coefficient is (0, (371), indicating that (37.1%) of the changes

in information marketing strategy and sustainable success are explained, and (62.9%) are due to other factors. The results show that the fourth sub-hypothesis is acceptable.

Fourth Theme: Conclusions and Recommendations

1.   Conclusions:

The study found the following results:

- Innovative marketing has a positive ethical impact on marketing strategy and lasting success.

- Product innovation has a positive ethical impact on marketing strategy and lasting success.

- Pricing innovation has a positive ethical impact on marketing strategy and lasting success.

- Sales innovation has a positive ethical impact on marketing strategy and lasting success.

- Technology has a significant positive impact on marketing strategy and lasting success.

- Physical components have a positive ethical impact on marketing strategy and lasting success.

- Software has a positive ethical impact on marketing strategy and lasting success.

- Communication has a positive ethical impact on marketing strategy and lasting success.

- Information security has a positive ethical impact on marketing strategy and lasting success.

2.   Recommendations:

Based on the findings, the following recommendations are made:

- Telecom companies should invest in developing innovative marketing strategies that are in line with the latest trends and changes in the market. This can be achieved through continuous market analysis and providing innovative marketing solutions that meet the changing customer needs.
- Telecom companies can continuously develop new innovative products and improve existing products to meet customer expectations. This can be achieved by listening to customer feedback and conducting necessary market research.
- Network operators should adopt innovative pricing strategies that suit different customer groups and provide value-added services. Dynamic pricing and special discounts can be used to attract more customers.
- Optimize sales channels to ensure that products and services reach customers efficiently and quickly. Telecom companies can obtain support from reliable channel partners and use technology to improve service delivery management.
- Telecom companies use the latest technologies in marketing and data analysis processes to provide customers with a personalized experience.
- Telecom companies must ensure that the hardware and software used in the products and services provided are of high-quality assurance. Focus must be placed on innovation in design and performance to ensure that products stand out in the market.

- Improve the communication channels between telecom companies and customers to ensure effective and continuous communication.
- Telecom companies use the latest information security technologies to protect customer data and ensure privacy. Security systems should be regularly evaluated and continuously updated.

REFERENCES

First, Arabic sources:

1. Abu Juma'a, Naim Hafez. (2011). Innovative Marketing. Cairo: Arab Administrative Development Organization.
2. Bin Khalifa Ahmed, Baali Hamza. (2021). The role of marketing innovation in improving the brand image of the Algerian economic institution - a case study of the Condor Foundation - Algeria. Journal of Financial and Business Economics, 483-498.
3. Bella, Saad. (2019). The impact of marketing innovation in strengthening the competitive advantage of mobile phone institutions: a case study of the Regional Directorate of Mobilis-Ouargla. Master's degree, Faculty of Economics, Commercial and Management Sciences: University of Aqdi Merbah.
4. Soldier, Taha Mahmoud Desouki Al-Attawi, Talaat Asfour. (2023). The impact of innovative marketing on achieving the competitive advantage of gas station services. Scientific Journal of Business and Environmental Studies, 14(4), 162-198.
5. Zyoud, Ruba Mohammed, Somar Nasser, Bassam Zaher. (2021). The role of innovative marketing in improving the mental image of insurance company customers in Latakia Governorate (a field study). Hama University Journal, 4(6).
6. Saadi, Randa, Qashi, Khaled. (2020). Green marketing innovation as a means of transforming environmental challenges into marketing opportunities – showcasing global experiences. COGISS2020, 1-15. Biskra: Green innovation.
7. Kebab, Manal. (2017). The role of marketing innovation in strengthening the competitiveness of the institution, a case study of mobile phone customers in the Wilaya of Sétif. PhD thesis, Faculty of Economic, Commercial and Management Sciences, Arafat Abbas Sétif University, Algeria.
8. Kabab, Manal, Ben Yaqoub. (2019). Marketing innovation as a strategic approach to improve the competitiveness of the organization from the point of view of customers. Algerian Journal of Economics and Finance, No. 12, December.
9. Kaabi, Shaimaa, Ghandara, Ibtisam. (2020). The role of innovative marketing in enhancing the business relationship, a case study. Ouargla: Tamar Establishment for Printing and Publicity.
10. Ali. (2017). The impact of marketing innovation on the dimensions of consumer purchasing behavior based on internal factors - an exploratory study of the opinions of a sample of iPhone users in the city of Duhok. Academic Journal of Nawroz University, 6(2), 251-273.
11. Sherifa. (2018). The impact of information technology on internal marketing in customs administration, a field study of a sample of employees of the customs directorate in Ouargla. Master's Thesis, Service Marketing, Commercial Sciences.

Second, foreign sources:

1. Kotler, P., Keller, K. L., & Manceau, D. (2003). Marketing Management (15e ed.). *Upper Saddle River NJ.*

2. Wu, A., Li, S., & Wang, H. (2014). New ventures, product innovation, and business intermediaries: Empirical analyses of 145 new Chinese ventures. *Chinese Management Studies, 8*(2), 241-257.

3. https://professionalengineers.us