



جامعة الموصل

كلية الإدارة والاقتصاد

الذكاء التنافسي ودوره في تعزيز الأداء التسويقي المستدام
/ دراسة تحليلية لآراء عينة من العاملين في معمل سمّنت حمام
العليل / مدينة الموصل

رسالة ماجستير

في إدارة التسويق

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المستخلص

هدفت الدراسة لاختبار طبيعة علاقة الارتباط والأثر بين متغيري الدراسة وهما الذكاء التنافسي بأبعاده (التخطيط، جمع البيانات، التحليل، النشر)، والتي تعد متغيراً مستقلاً في تعزيز الأداء التسويقي المستدام والذي يمثل متغير معتمد ذات الأبعاد الثلاثة (الأداء الاقتصادي المستدام، الأداء الاجتماعي المستدام، الأداء البيئي المستدام) وقد اختار الباحث معمل سمّنت حمام العليل ميداناً للتطبيق وتحقيقاً لأهداف الدراسة الحالية اعتمد الباحث في دراسته المنهج الوصفي التحليلي واتساقاً مع ما تقدم فقد صيغت مشكلة الدراسة من خلال طرح مجموعة من التساؤلات منها:

1 - هل هناك علاقة ارتباط بين متغير الذكاء التنافسي ومتغير الأداء التسويقي المستدام في المعمل المبحوث؟

2 - هل هناك علاقة ارتباط بين أبعاد متغير الذكاء التنافسي وأبعاد متغير الأداء التسويقي المستدام في المعمل المبحوث؟

3 - هل هناك علاقة أثر بين متغير الذكاء التنافسي في متغير الأداء التسويقي المستدام في المعمل المبحوث؟

وللإجابة على هذه التساؤلات تمت صيغ مخطط فرضي للدراسة يعكس في ضوئه العلاقات والتأثيرات بين متغيرات وأبعاد الدراسة مما نتجت عنه مجموعة من الفرضيات التي عالجت الموضوع من جوانبه كافة التي اختبرت بالاستخدام الوسائل الإحصائية من خلال استمارة الاستبيان كأداة رئيسة لجمع البيانات، وقد تم اختيار عينة من العاملين في معمل سمّنت حمام العليل إذ تم توزيع (160) ووصلت الدراسة إلى مجموعة من الاستنتاجات منها:

1 - توجد علاقة ارتباط معنوية بين الذكاء التنافسي مع الأداء التسويقي المستدام على المستوى الكلي وعلى مستوى المتغيرات الفرعية في المعمل المبحوث هذا ما أكدته نتائج الدراسة.

2 - تبين من النتائج الدراسة أن الذكاء التنافسي له تأثير معنوي ذات دلالة إحصائية في الأداء التسويقي المستدام على مستوى الكلي وعلى مستوى الأبعاد الفرعية في المعمل المبحوث.

واعتماداً على الاستنتاجات التي توصلت إليها الدراسة، قدمت مقترحات مع هذه الاستنتاجات:

1 - ينبغي على المنظمة توزيع نتائج التحليل في شكل واسع داخل المنظمة والاقسام والفروع المنظمة للاستفادة المثلى منها

الكلمات المفتاحية: الذكاء التنافسي، الأداء التسويقي المستدام، معمل سمّنت حمام العليل

Abstract

The study aimed to test the nature of the correlation and impact between the two study variables competitive intelligence with its dimensions (planning, data collection, analysis, and dissemination). Competitive intelligence is an independent variable in enhancing sustainable marketing performance, which represents a dependent variable with three dimensions (sustainable economic performance, sustainable social performance, and sustainable environmental performance). The researcher selected the Hammam Al-Alil Cement Factory as the field of application. To achieve the objectives of the current study, the researcher adopted the descriptive and analytical approach. In line with the above, the study problem was formulated by posing a set of questions, including:

- 1 - Is there a correlation between the competitive intelligence variable and the sustainable marketing performance variable in the laboratory under?
- 2 - Is there a correlation between the dimensions of the competitive intelligence variable and the dimensions of the sustainable marketing performance variable in the laboratory under study?
- 3 - Is there an impact relationship between the competitive intelligence variable and the sustainable marketing performance variable in the laboratory under study?

To answer these questions, a hypothetical study plan was formulated to reflect the relationships and influences between the study's variables and dimensions. This resulted in a set of hypotheses that addressed the topic from all its aspects. These hypotheses were tested using statistical methods, using a questionnaire as the primary tool for data collection. A sample of (160) employees at the Hammam Al-Alil Cement Factory was selected, and the study reached a set of conclusions, including:

- 1 - There is a significant correlation between competitive intelligence and sustainable marketing performance at the aggregate level and at the level of sub-variables in the laboratory under study. This was confirmed by the.
- 2 - The study results revealed that competitive intelligence has a significant impact, with statistical significance, on sustainable marketing performance at the aggregate level and at the level of sub-dimensions in the laboratory under study. Based on the study's findings, the following recommendations were made:

- 1 - The organization should widely distribute the analysis results within the organization and its departments and branches to maximize their use.

Keywords: Competitive Intelligence, Sustainable Marketing Performance, Hammam Al-Alil Cement Plant

Competitive Intelligence and Its Role in Enhancing Sustainable Marketing
Performance / An analytical study of the opinions of a sample of workers in the
Hammam Al-Alil Cement Factory / Mosul city

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HIGHLIGHTS	GRAPHICAL ABSTRACT
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University of Mosul

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Master's Thesis

In Marketing Management

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