

دور نظم المعلومات التسويقية في ادارة الازمات التسويقية

(دراسة لبعض الظواهر السلبية التسويقية في منظمات انتاجية
مختارة)

رسالة تقدم بها

بشار ذاكر صالح القوطجي

إلى

مجلس كلية الإدارة والاقتصاد بجامعة الموصل

وهي جزء من متطلبات نيل شهادة الماجستير في علوم إدارة الأعمال

بإشراف

الأستاذ المساعد

الدكتور ه نجلة يونس محمد آل مراد

Abstract

This research attempts to define the role of Marketing Information Systems in confronting the marketing crises in a number of industrial organizations within the city of Mosul benefiting from the Marketing Management Information systems utilized by the Marketing Management of these organizations in performing its work as planning, recommencing and decision making to confront certain market crises.

This study in this context sheds the light on Marketing Information Systems and its components and the rate of its availability in the studied organizations and its dependability in confronting the market crises which are presented by the variables (type of marketing crises, reasons of marketing crises, the management requirements of marketing crises, stages and reasons of marketing crises). Thus the researcher sought to include in the current study, both the dimensions including their variables within a universal framework in order to study the relationships and the interactions between them.

In order to implement the study and test the hypotheses, production organizations were selected especially the government sector ,organizations which are considered the most vulnerable to marketing crises. The study in general attempts to answer the following questions: -

- 1- Do the investigated organizations have a clear perspective of Marketing Information Systems and marketing crises?
- 2- Do the Marketing Information have a role in confronting the Marketing Crises in the investigated organizations?
- 3- Are there any variances among the components of Marketing Information Systems (original reports of marketing

achievements, researches in marketing, and support of marketing decisions) among the investigated organizations?

- 4- Are there any variances in type of (marketing crises , reasons of marketing crises , the management requirements of marketing crises , stages and reasons of marketing crises) in the investigated organizations

To achieve the answers, a hypotheses model was devised in which the effective relation between the dimensions of marketing information systems and marketing crises was elucidated .A group of hypotheses stemmed from the main hypotheses those which were investigated using a questionnaire form presented to the investigated organizations.

Stemming from the results supporting the hypotheses and goals of the study, the study was concluded by the following: -

- 1- A variance exists in availability of the components of the marketing information systems in the investigated organizations represented by (reports and internal book record, approximate intelligence systems, marketing research systems and marketing decision support system.
- 2- A variance exists in the marketing crises from the point of (type, reasons, requirements, stages and its managing stages).
- 3- A significance correlation exists between the marketing information systems and the variables of marketing crises altogether. This indicates that marketing information systems are related within its variables in confronting marketing crises the effect of information systems and it also indicates a clear effect of marketing information systems in confronting marketing crises in the selected organizations.

Based on the findings, the study as concluded with a number of recommendations in respect to the conclusions of this study besides recommendations for further studies in this subject.

***The Role of Marketing Information
Systems in Management Marketing Crises***

***(A Study some Negative Marketing Phenomenon in
Selective Producing Organizations)***

A Thesis Submitted

By

Bashar Thaker Saleh Al-Qutachi

To

The Council of College of Administration and Economics

In Partial Fulfillment of the Requirements

for the Master Degree

In Management

Supervised by

Supervised Assist Prof.

Dr. Najla Yuonis Mohammad Al Murad

2006 A.D

1427 A.H