



جامعة الموصل  
كلية الإدارة والاقتصاد

**دور عناصر المزيج التسويقي الأخضر  
في دعم متطلبات البيئة الخضراء  
دراسة إستطلاعية لآراء المديرين في الشركة العامة للسمنت الشمالية**

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## المستخلص

هدفت الدراسة إلى تسليط الضوء على أهمية تبني الشركة العامة للسمنت الشمالية وهي ميدان الدراسة الحالية لإستراتيجية المزيج التسويقي الأخضر بمتغيراته الست وبيان العلاقة التكاملية مع متطلبات البيئة الخضراء بمتغيراتها الست أيضاً، والتي تُسهم في إيجاد حلول حقيقية لمشكلة التدهور البيئي وافرزاته على المحيط البيئي الحيوي. منطلقة من مسؤولياتها في الميدان البيئي التي تفر فكرة الصداقة مع البيئة بما يدعم توجه الشركة المبحوثة نحو البيئة الخضراء.

ولتحقيق هدف الدراسة تمّ توزيع استمارة الاستبانة على عينة من مديري الأقسام والشعب، ومدراء الإدارة الصناعية والإدارة البيئية في الشركة المبحوثة وشملت (٧٩) فقرة في سبيل جمع البيانات الأولية للمتغيرات، ومن ثمّ تحليل تلك البيانات واختبارها بالاستعانة بحزمة (SPSS) الإحصائية ومن ثمّ إجراء التحليل واختبار الفرضيات الخاصة بالدراسة عبر توظيف معطيات المنهج الوصفي التحليلي، وتوصلت إلى عددٍ من النتائج أهمها:

١. رفض الفرضية الرئيسة الأولى التي تنص: لا تسعى الشركة المبحوثة إلى تبني استراتيجية مزيج تسويقي أخضر.

٢. رفض الفرضية الرئيسة الثانية التي تنص: لا تمثل البيئة الخضراء هدفا تسعى إليه الشركة المبحوثة.

٣. رفض الفرضية الرئيسة الثالثة التي تنص: ليس هناك علاقة تكاملية بين استراتيجية المزيج التسويقي الأخضر ومتطلبات البيئة الخضراء.

٤. رفض الفرضية الرئيسة الرابعة التي تنص: لا توجد علاقة أثر بين إستراتيجية المزيج التسويقي الأخضر ومتطلبات البيئة الخضراء.

٥. رفض الفرضية الرئيسة الخامسة التي تنص: لا تسهم إستراتيجية المزيج التسويقي الأخضر في دعم توجهات تبني المنظمة المبحوثة لمتطلبات البيئة الخضراء.

وبناءً على ذلك توصلت الدراسة إلى عدد من الإستنتاجات أهمها:

١. عُدّ مفهوم المزيج التسويقي الأخضر غايةً في الأهمية وبدلالة متغيراته توجهها بيئياً حديثاً يساهم في إغناء أدبيات إدارة الأعمال وإدارة التسويق وذلك لدوره الفاعل بناء منظمات ذات التوجه الأخضر وتجسيرا نحو التحوّل إلى البيئة الخضراء وفقاً لمتطلباتها التي عُدّت متغيرات مهمة لأجل التحوّل والتغيير.

## **Abstract**

The current study aimed to shed light on the importance of the general northern cement company, which is the field of the current study, to the strategy of green marketing mix with its six variables and the statement of integrative relationship with the requirements of green environment with its six variables, which participate in finding real solutions to the problem of the biosphere. In accordance with its responsibilities in the environmental field which states the view of friendship with the environment in a way supports the orientation of the studied company toward the green environment.

To achieve the aim of the study, a questionnaire was distributed to a sample of managers of departments and sections, and the managers of industrial and environmental administration in the studied company. The questionnaire include (79) statements in order to collect the primary data of the variables, then analyzing those data and testing them by using the pack of the statistical (SPSS), and then the analyzing and testing of the hypothesis of the study are conducted. The study concluded a number of results the most important of them are:

1. Rejection of the first main hypothesis which states: The studied company doesn't seek to adopt the green marketing mix.
2. Rejection of the second main hypothesis which states: The green environment doesn't represent a goal, the studied company seeks to reach.
3. Rejection of the third main hypothesis which states there is no integrative relationship between the strategy of the green marketing mix and the requirements of the green environment.
4. rejection of the fourth main hypothesis which states: That there is no effect relation between strategy of the green marketing mix and the requirements of the green environment.
5. Rejection of the fifth main hypothesis which states: That the strategy of green marketing mix doesn't participate in supporting instructions of the studied organization adopting of the requirements of green strategy.

According to the mentioned above the study concluded a number of conclusions the most important of them are:

1. The concept of green marketing mix is regarded a goal in regard of importance in light of its variables as a modern orientation participate in enhancing the business administration and marketing administration literature and that for its effective role in instructing organizations with green orientation and bridging toward the transformation to green environment according to its requirements which are regarded an important variables for the seek of transformation and change.

2. The current study included a theoretical analyses depending on realities in presenting those analyses and showing its effect on environment via showing the size of waste and pollution in order to show the justifiers of this study in order to give perceptions and insuring the operations of best investment to the resources and techniques which aims to establish the idea of respecting the marketing and productive activities depending on those analyses and showing ability of the company to adopt those environmental take offs to sustain and adopting them as a long term strategy.
3. The researcher find, through what is presented in the theoretical side, that there are a differences and contradiction in point of views in dealing with the variables in its two sides (the strategy of green marketing mix and requirements of transformation toward green environment) by the researchers in marketing administration, and this is due to the different analysis they set out from although these analysis touches the subject of the study once and its penetrating another time, and this participate in giving a clear picture to researchers when dealing with those variables and dimensions.
4. The adopting of the study variables in order to get use of them in marking that environmental orientation requires the top management of the studied company to take care of those variables and what they need in regard of constructing techniques, skills, knowledge, and initiatives tools to generate green marketing mode correlates and interacts with what is able to adopt those green orientations.
5. Possibility of participation of green marketing mix in making profits to the company including the interested parties according to their participation in achieving social, health benefits as a result of their participation in keeping environment of the monetary and significance reward which are represented by social, legal, economic, moral, human and technical responsibilities.
6. Presenting of green marketing concepts according to the requirements of green environment will increase the level of environmental awareness of the company and the level of environmental of the company and the invested parties.
7. The careness of the company in these environmental requirements and the ability to apply them will give the company a green competitive advantages, so the company must deal with and sustain them on long term in its plans and policies in a way that insure well environment reputation and a good green citizenship.
8. In this frame the researcher find that the strategy of green marketing mix and according to the green environment orientations and what accompanied them of marketing activities can achieve

distinguish ability to the company in recycling its products and make it more peace in production and use.

9. The clarity of relationship between the elements of green environment via clean techniques to produce a clean products and the same thing with the rest variables and this relation appear clear via the full understanding to the requirements of that green marketing mix and its mechanisms in what participate in the ability and the power to achieve the environmental requirements to reach the transformation to green environment..

Depending on the above mentioned conclusions the study presented a number of suggestions the most important of them are:

1. Drawing up the requirements of green marketing mix requirements as far as of physical, mankind, technical possibilities according to the environmental orientation.
2. Finding organizational climate to increase the environmental awareness which give the social, economic, legal, moral, and technical responsibilities the needed feeling to keep the environment free from pollution and collusion.
3. Testing the mutual moral influence between the green marketing mix and the requirements of green environment by the studied company.
4. Working to adopt and applying these two dimensions to reach the green environment depending on the basis and laws, legislations required to make change.
5. The studied company must invest and bring modern clean green techniques to produce the green products in a way enhance the environmental sustainable.

**Key Words:**

Strategy of Green Marketing Mix, Requirements of Green Environment, Strategy of Green Product, Green Policies, Green Operations, Social Responsibility, Technical Responsibility.

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**Role of Green Marketing Mix Elements  
in Supporting the Requirements of  
Green Environment**

**Exploratory Study for the Opinions of Managers  
in Northern General Company of Cement**

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