

Effects of Knowledge Factors on Marketing Educational Services

at Al-Mustansiriyah University

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Abstract

The objective of this study is to evaluate the influence of cognitive factors on the performance of marketing education services at the University of Al-Mustansiriyah through the use of analytical and descriptive methods. The statistical sample for the study is composed of all the major cadres employed at the university, which comprises a total of 135 individuals in various departments. The Cochran formula estimates the statistical sample to be around 100 individuals who were selected at random. The data has been analyzed using specialized software for this purpose. The results of the study have revealed that marketing knowledge plays a major role in the actual performance of students at the university. Furthermore, it showed that invested knowledge, actual marketing knowledge, inside marketing skills, and outside marketing skills had a big impact on students' performance at the university.

Keywords: Marketing knowledge, perception of performance, Al-Mustansiriya University.

Literature review

In a study conducted in 2019 by Salesi et al., marketing knowledge management functions to enable competitive advantages were found to have a positive and substantial effect on innovation capacity, organizational performance, and overall competitive advantage. Furthermore, the ability to innovate had a significant and significant effect on organizational performance, thus having a positive and substantial impact on overall competitive advantage. In a study conducted by Rezaei et al., 2016, marketing knowledge management and global banking industry performance was also found to have a strong positive relationship

with organizational performance, with the components having the greatest influence on market performance, and the least influence on financial performance, with knowledge performance being the most important factor in achieving a high market share and position within the banking industry.

In a study conducted in 2013 by Khairkhah et al., Marketing Knowledge Management was found to have a significant impact on organizational performance. Furthermore, the results of the data analysis revealed that the most significant impact on the organization's overall performance, market performance and financial performance was attributed to external marketing capabilities, while the most significant impact on the company's performance of its clients was attributed to internal marketing assets and marketing capabilities. Similarly, in a study conducted in 2020 by Glenton (Glenton, 2020), it was found that increasing knowledge of social media marketing had a positive effect on customer attraction for the growth and development of the university of South Africa, as it was able to attract students and engage the community. In order to improve marketing strategies in universities, it is suggested to utilize the knowledge framework of marketing content based on social media technology. Several research papers have been conducted in this regard, such as Ambar (2020), Tria (2022), Zeba (2017), and Akroush (2015). The results of the study demonstrate that marketing knowledge in all of its dimensions has a positive effect on the performance of organizations, with internal marketing having the greatest effect on customer performance, and external marketing potential having the largest effect on financial performance. Furthermore, the assets marketed through investment, despite having a minimal effect on the financial and market performance of the organization, maintained a positive correlation with all dimensions of performance. In order for marketing knowledge assets and capabilities to be applied in a competitive manner and reflect the organization's performance, they must be studied on a regular basis, with ongoing investment in the development and acquisition of marketing assets. Generally, financial measures are used to evaluate the proportion of knowledge management in organizational

performance, however, other non-financial measures should be employed to provide a more accurate and comprehensive view of marketing knowledge's share of organizational performance. This study focuses on the origin and scope of marketing knowledge, and provides a new insight into marketing knowledge in Jordan, a developing country.

Introduction

Education is a vital economic sector whose services are utilized in all industries. In the short term, its function includes establishing close relationships with industry (Society), creating research services, providing technical and engineering support, and creating and enhancing human resources in terms of quality and quantity in the intermediate expenditure area. However, the utilization of educational services across economic sectors varies. In some sectors, education plays a more prominent role in the manufacturing process. As a result, the growth of these sectors necessitates the growth of education and associated infrastructure. On the other hand, the growth of education also results in the growth of various productive industries, whose products are consumed directly and indirectly by the education sector.

The services provided by the education sector are essential for the training of the human workforce and the accumulation of capital in various economic sectors. However, the function and significance of each sub-sector of education is linked to the production of these sectors, the utilization of educational institutions, and the revenue of the different factors of production. As regards the significance of education, the objective of this study was to determine the impact of marketing knowledge factors associated with educational services on the perceived performance of Al-Mustaniriya University.

An Educational marketing knowledge management concept is a novel approach to consolidating the marketing knowledge management concept in educational centers. To achieve this, it is essential to utilize all operational concepts, such as marketing knowledge management capabilities and marketing knowledge management assets.

Consequently, the significance of research lies in the accumulation of knowledge that includes the contribution of marketing knowledge management to the success of Al-Mustangsiriya University, as well as the modern conception of marketing knowledge management and its limited performance in European and American countries.

Knowing how to manage marketing knowledge can help meet students' needs, build their moral value, gather data, spread it around the company, and use it to make decisions, strategize, and plans ahead. By managing marketing knowledge we can boost organizational learning, creativity, structure, and tactics, and give Al-Mustansiriya University an edge over other universities. So, the main goal of this study is to figure out how knowledge-based factors in marketing education services affect students' perception of performance.

Theoretical Foundations

Marketing knowledge

Marketing is one of the key activities in globalisation, and without proper management, organizational assets will be lost unexpectedly. Market knowledge has become an essential component of modern business, and has become a key factor in competitive advantage. Marketing involves the management of the market to generate transactions that meet customer requirements and needs. The objectives of marketing are to maximise consumption, customer satisfaction, choice, and quality of life; marketing refers to the process of analyzing, planning, implementing and controlling programs that are intended to generate desired transactions in the target market with the aim of achieving organizational objectives. All of these definitions serve to remind all in some way of the significance of marketing knowledge in improving organizational performance.

Marketing knowledge capabilities

Capabilities are the outcomes of groups of resources coming together, combining different resources and helping an organization achieve great financial performance. According to the resource-based approach, capabilities are seen as a set of skills and

abilities that an organization uses to reach specific goals. From the resource-based point of view, capabilities are thought to be management skills and knowledge gathered to create assets. Since capabilities are built into organizational processes and procedures, they can give organizations a long-term competitive edge. Researchers have divided capabilities into different categories (Bosoa et al. 2019). Day (1994) classified capabilities into three categories based on the approach and focus of processes:

- 1- Inside-out capabilities
- 2- Outside-in capabilities
- 3- Spanning capabilities

The scope of internal capabilities extends from the external to the internal of a company and focuses on the internal operations. These capabilities are those that contribute to the successful integration of the company into the market. Examples of such internal capabilities are research and technology development , financial management , human resources , and marketing (BOSOA, 2019). On the other hand, external capabilities are those processes that relate to the external environment (i.e., customers), and are those that assist in the identification and participation in the market (e.g. customer management capabilities) as well as communication management capabilities (Bosoa, 2019).

It integrates the capabilities of the organization from one end to the other, both externally and internally, and is implemented through operations such as order fulfillment, pricing, procurement, service provisioning, new product creation, internal communication, and strategic planning (Bosoa et al. 2019).

Capabilities based on tasks:

- 1- Product development capabilities
- 2- Pricing capabilities
- 3- Channel management capabilities
- 4- Marketing communication capabilities
- 5- Sales capabilities

- 6- Marketing information capabilities
- 7- Marketing planning capabilities
- 8- Marketing implementation capabilities

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Competitive advantage is based on the idea that companies' goal is to make money and that their competitive edge is to buy, keep and use strategic assets to make money. Basically, they think it's the ability to make money compared to the amount of resources that determines its competitive edge. So, if it can turn a resource into money, that's what determines competitive edge and performance. Marketing capabilities can help to make money by improving and speeding up private cash flow, reducing your cash flow risk, and increasing your shareholder value. Marketing capabilities are measured by the ratio of marketing outputs (like sales, growth, and company credibility) to your marketing communications expenses (like distribution costs, printing costs, advertising costs and sales promotion). A study was conducted to investigate the correlation between marketing communications

productivity, R&D intensity, and competition on shareholder value. The findings revealed that a moderate degree of marketing communications productivity is associated with the highest shareholder value. Furthermore, the correlation between R&D productivity and shareholder value was moderated by the intensity of R&D and competition (Matthews et al., 2015).

Organizational processes are closely linked to marketing capabilities, since organizational capabilities facilitate the execution of activities within organizational processes. In general, organizational processes can be divided into external processes and internal processes. External operations refer to the understanding of the organization's external environment, including all its parts, which provides essential information on the position of competitors and the actions needed (Matthews, 2015). It is also about providing added-value products that meet the needs of competitors. Internal processes are heavily reliant on external processes in terms of purpose and direction. On the basis of this grouping and marketing capabilities, external processes can be considered business-oriented and internal processes in a comprehensive review. It falls within the scope of both Internal and External marketing capabilities. On the other hand, External marketing capabilities refer to the organization's capacity to fully observe, analyze, and understand the characteristics of the overall environment. Additionally, Internal marketing capabilities include Strategic Management, Functional Integration, Marketing and Operational Management (Matthews, 2015).

Therefore, the following hypotheses are assumed:

1. The invested knowledge positively and significantly affects the perceived performance of students at Al-Mustansiriyah University in Baghdad.
2. The current marketing knowledge positively and significantly affects the perceived performance of students at Al-Mustansiriyah University in Baghdad.

3. Internal marketing capabilities positively and significantly affect the perceived performance of students at Al-Mustansiriyah University in Baghdad.
4. Foreign marketing capabilities positively and significantly affect the perceived performance of students at Al-Mustansiriyah University in Baghdad.

Organizational Performance

The complexity of today's competitive environment among organizations in different disciplines, combined with fundamental changes in customer needs and desires, and the growing demand for a wide range of products/services, highlights the need for ongoing research. In such critical situations, it is important for organizations to outperform one another in order to gain market share, increase revenue, liquidity, and profitability, as well as to use a range of methods to enhance performance in terms of attracting customers, improving market positioning, and managing system function. In service-oriented sectors and in the distribution system of product-oriented sectors, it is important to improve quality of services/products, improve employee productivity, develop IT infrastructure, and create space for creativity and innovation in order to ensure their long-term success and survival. After the strategic research: Organizational performance is assessed from three consecutive. The three main perspectives of organizational performance are financial performance, business performance, and effectiveness. Financial performance focuses on the current and past financial performance, and provides recommendations for future improvement. Business performance evaluates the performance of an organization using financial criteria. Customer performance focuses on customer loyalty and satisfaction, while market performance focuses on sales volume, growth and market share. Financial performance also focuses on profit, profit margin and return on investment. The concept of organizational effectiveness has been studied for at least half a century, and debate is still ongoing as to what it is. Generally, the performance of a company is influenced by a variety

of factors, such as the type of organization; managerial thinking; existential philosophy; circumstances of the organization; and numerous other factors.

Performance measurement is focused on the management and creation of value for customers. Organizations that are successful and outperform are those that prioritize customer satisfaction and engagement with their organization. It is therefore widely accepted that productivity, profitability, and market value are the primary components of performance. (Knut et al., 2010) It is also widely accepted that performance is presented in a cross-sectorial structure in both a financial and a non-financial dimension. In the financial dimension, performance is typically measured through indicators of profitability, such as: market position; market growth; sales growth; asset returns; stock returns; market share; and liquidity flow. The non-financial dimension is measured through indicators that focus on competitors and customers, as well as customer satisfaction and market efficiencies.

As customer and market performance have a direct impact on a company's bottom line, these three elements have been widely employed by marketing research teams to assess the overall performance of an organization and have demonstrated their robustness and robustness (Kaurav, 2014).

Explaining the conceptual model of research

The following figure illustrates the elements that contribute to the prediction of the organizational effect and the university's performance in achieving organizational objectives. In summary, the researcher hypothesizes that when marketing expertise and student relation management techniques are employed, they can inspire the university to improve its organizational performance. Given the effects that have been observed in other research relevant to the topic of the study, the researcher plans to assess the following model of factors of marketing expertise in terms of perceived performance at the University. It is important to note that the conceptual framework of the study is based on the research model developed by Akroush et al. (2015).

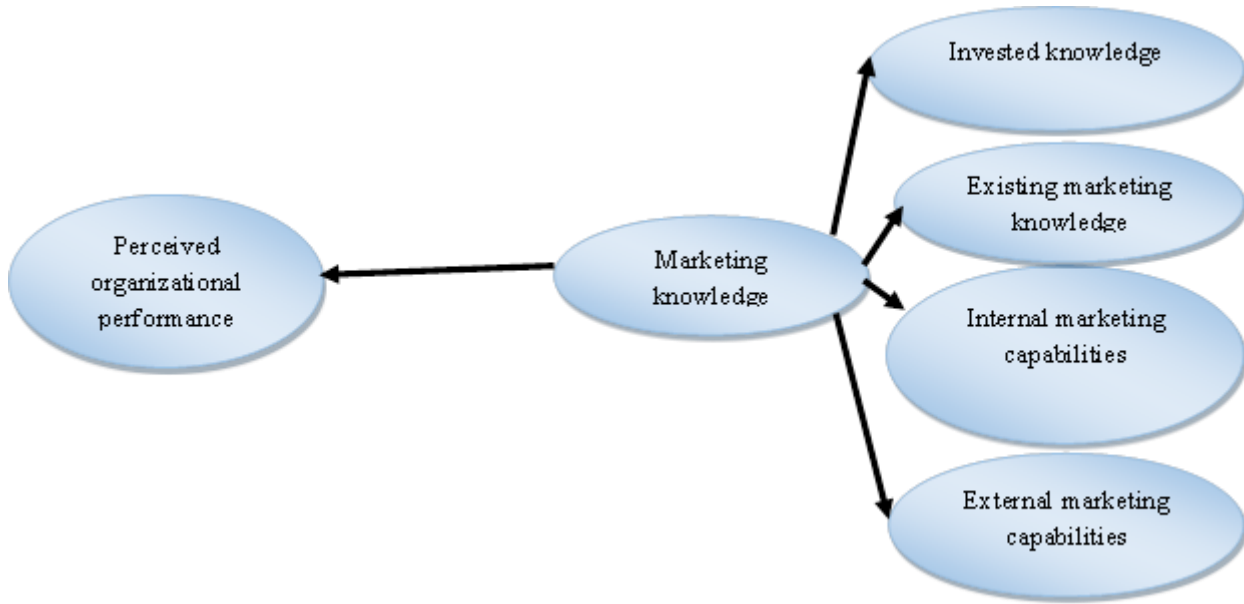


Figure 1. Conceptual model of research taken from the research model of Akroush and Al-Mohammad (2015) and Lyon et al. (2010)

Research type and method

The purpose of the current study is applied research as it allows the results to be used to improve the human resources of target community. Descriptive and analytical survey methods were employed for data collection. As the purpose of the study is to determine the impact of marketing knowledge variables on perceived performance at the University, the statistical sample is composed of all the major working cadres at the University, totaling 135 individuals in the various departments. To select the statistical sample, the Cochran formula was used for the number of University Presidents and Vice-Presidents, with a sample size of 100 individuals. To measure marketing knowledge, a questionnaire was used by the author (Akroush et al., 2015) and a questionnaire (Sanford, 2009) was used. Inferential statistics were used to analyze the relationship and correlation between the variables, and the Structural Equations modeling method and the Smart PLS program was used to study the effect of variables on each other in accordance with the research hypotheses.

Reliability of constructs

The reliability indicators used in structural equation modeling methods are Cronbach's alpha reliability indices, as well as composite reliability indices. Table

1 displays the values for each research construct studied in the structural equation model.

Table 1. Composite reliability index of research constructs

Research constructs	Composite Reliability	Result
Marketing knowledge	0,962	Appropriate
Perceived performance	0,910	Appropriate

As indicated in the above table, all search constructs satisfy the minimum criteria for Cronbach's Alpha (0.6) and Composite Reliability (0.7) and exceed them significantly. Consequently, the search reliability is supported.

Convergent validity

Chen (1998) proposed an Average variance extracted index as a suitable criterion for assessing the convergence of research constructs. This index has a minimum acceptable value of 0.5. An examination of the research constructs revealed that the score of this index was significantly higher than the threshold value, thus demonstrating that the research constructs are generally acceptable for convergent validity. The results of this study can be found in the accompanying table.

Table 2. Convergent validity of research constructs

Research constructs	AVE	Result
Marketing knowledge	0,52	Appropriate
Perceived performance	0,718	Appropriate

Structural part of research hypotheses

The data analysis algorithm used in PLS is based on the measurement model's fit, and the structural model's fit is addressed in the research. Structural models are distinct from the measurement model in that they do not relate to the variables observed. Instead, it focus on the underlying variables and their relationships. Structural models investigate the relationships between structural variables, for which they use a smoothing function. The number in the statistical relationships represents the t value, which is, in fact, the primary criterion for determining whether

or not a hypothesis is true or false. The t-statistics must therefore exceed 1.96, and the model's main assumptions are presented in Figure 2.

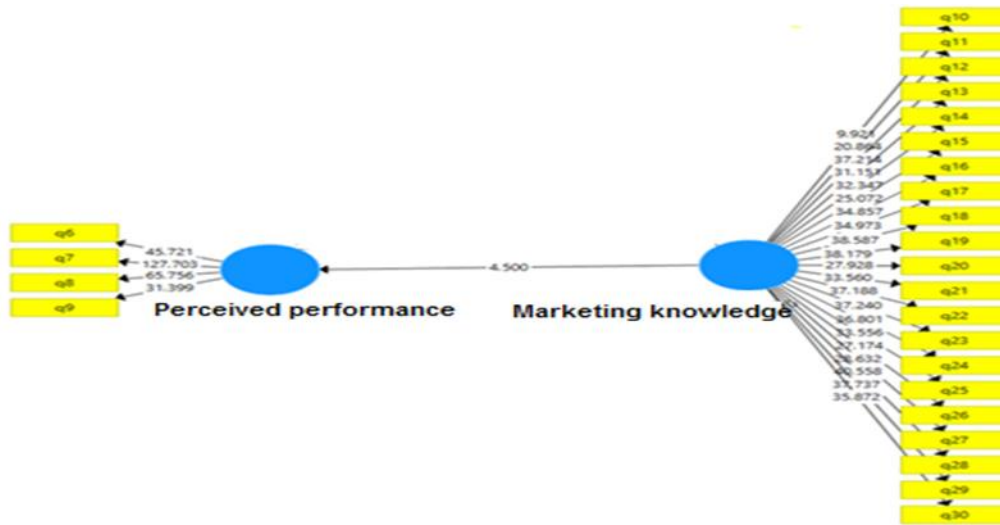


Figure 2. Construct model output in SmartPLS software.

Reliability of constructs

Cronbach’s alpha reliability indices (Alpha) and composite reliability indices (Composite) are two indicators used in structural equation modeling methods to assess the reliability of constructs studied in a research model. The values of these indicators are presented in Table 3 for each research construct.

Table 3. Combined reliability index of research constructs

Research constructs	Composite Reliability	Result
Existing marketing knowledge	0.910	Appropriate
Invested knowledge	0.891	Appropriate
Perceived performance	0.904	Appropriate
External marketing capabilities	0.857	Appropriate
Internal marketing capabilities	0.918	Appropriate

Structural part of research secondary hypotheses

The data analysis algorithm of PLS is used for the research, and after the measurement model fit is examined, the fit is considered for the structural model. Structural models do not relate to observed variables, but rather study the underlying

variables and their relationships. Structural models investigate the relationships between structural variables, for which smoothing functions are used. The number in the statistical relationships represents the t, which is in fact the primary criterion for the confirmation or rejection of hypotheses. The t-statistics must therefore exceed 1.96, and the model description is illustrated in Figure 3. The main assumptions of t-statistics are as follows:

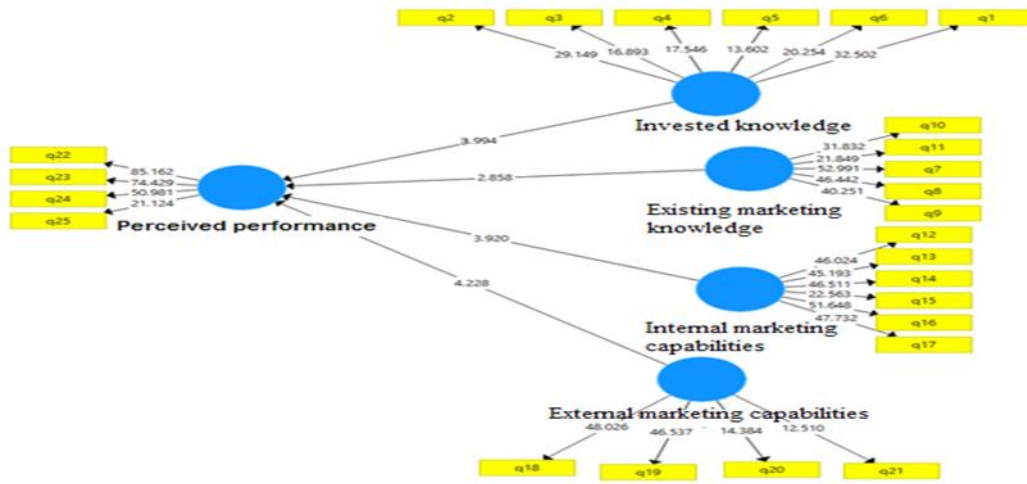


Figure 3. Construct model output in SmartPLS software

Discussion and conclusion related to research hypotheses

Invested knowledge has a positive and significant influence on the student's perceived performance at Al-Mustaniriyah University. Consequently, the first primary hypothesis of the study is accepted. According to the resource-based approach of the firm, firms' competitive edge is largely attributed to differences in asset types and organizational capacities. This is in line with the propositions of Spender and Wieg in 1994 and 1997 respectively, which state that successful firms understand that performance is dependent on the competitiveness of knowledge assets and the successful utilization of these assets in operations.

According to Klaygomp et al., (2001), "Firms' competitive advantage is enhanced by the difference in the organizational knowledge invested." When knowledge-based assets and capabilities are utilized in the organization's activities, a competitive advantage is created, resulting in improved performance. Consequently, this study concludes that the knowledge invested has a positive and substantial effect

on the perception of performance of students at Al-Mustansiriyah University in Baghdad.

Existing marketing knowledge can have a positive and substantial effect on the students' perception of the university's performance. Market performance is one of the three dimensions of organizational performance; customer performance is another, and financial performance is another. Prior research has also highlighted the significance of measuring all elements of performance that are relevant to the organization's existence and success. In a particular field of marketing, the utilization of existing marketing knowledge is expected to have a positive effect on the organization's overall performance through a positive effect on market, customer and financial performance. Existing assets and capabilities enable an organization to be more successful in its target markets. Additionally, investing in the organization's reputation and business reputation can have a beneficial effect on its competitiveness in the market, thus having a positive effect on its overall market performance. Furthermore, internal marketing assets such as the company's reputation and credibility may lead to the selection of the appropriate customer, resulting in an increase in sales volume and a corresponding increase in market share.

Internal marketing capabilities have a positive and significant impact on the outstanding performance of students at Al-Mustansiriya University, Baghdad. As far as customer performance is concerned, many inbound marketing assets are aimed at cultivating satisfied and devoted customers. Examples of such internal assets include market share and product quality, as well as customer relationships. Furthermore, the excellent ability of the staff to file and manage customer complaints can further improve customer satisfaction. Once the aforementioned marketing assets are in place, ongoing and successful investments in the development of new products, channels, customer relationships, promotions, leveling, employee training, and development should lead to an increase in customer satisfaction and loyalty.

External marketing capabilities play a big role in the success of Al-Mustanisiriya University students in Baghdad. For example, they can analyze the environment

organization's foreign trade and use it to predict market needs ahead of competitors. They can also match the company's strengths with external market opportunities and use it to identify strategic activities that give the company a competitive edge. All of these things should help the organization stand out from the competition, so it has a positive effect on market performance. Plus, being able to create and manage integrated marketing campaigns better than competitors should put the organization in a stronger position. So, we can say that foreign marketing capabilities really do have a big impact on the students' performance.

Practical research suggestions

Considering that all aspects of the university-industry relationship, except for academic areas and projects (since most of the academic areas and projects are just theoretical and don't lead to innovation or entrepreneurship), have been a predictor for university entrepreneurship and have had a positive impact on it. Al-Mustaniriyah University in Bagdad can listen to society's needs and lay the groundwork for working with the labour market and offering job opportunities by taking a big step toward creating entrepreneurs in the university. Entrepreneurs are good at spotting opportunities, coming up with ideas, and applying them to the changing economy and society. Taking a step towards improving and consolidating success in the university can be a great way to create a platform for development and prosperity in Iraq.

Rather than relying solely on theoretical topics discussed by professors, it is essential to adopt practical and applied methods in order to gain a foothold at Al-Mustansiryah University. To this end, it is recommended that the university study its current organizational, entrepreneurial, oversight and control environment in order to enhance the quality of its entrepreneurial activities, cultivate a culture of entrepreneurialism to foster the spirit of exploration and innovation, and focus on entrepreneurship education as it encourages creativity, innovation, and self-employed activity. The university should foster decentralized structures and a

participatory atmosphere in order to generate more and more innovative ideas and find new approaches to problem-solving. To achieve success, the university must recognize the inevitability of failure and accept it as part of the process of innovation. Managers should prioritize teamwork with shared objectives, embrace innovation, new ideas, and recognize opportunities.

In the fact, certain elements of the university-industry relationship anticipate the commercialization of knowledge and can play a beneficial role in this process, it appears that by having organizations with a dynamic and adaptable structure, and considering programs to ensure a better alignment between university disciplines and projects with the requirements of industry, we can achieve the desired outcome in the future. This will pave the way for the university to develop new products with industry-specific knowledge and market them to the community to provide environmentally-friendly services and generate revenue from commercial activities while remaining independent from the government budget. Universities' over-reliance on the government will prevent them from acting freely in the commercialization of their research accomplishments.

The organization's rigid rules that inhibit the development and growth of the external capabilities of the organization should be reconsidered. Control and supervision should be as effective as possible to ensure the effectiveness and efficiency of activities, rather than negatively impacting the researchers' morale. Remember that trust is a key factor in the success of organizations, as trust ensures ongoing collaboration to meet the objectives of the organization. Establishing and sustaining such a relationship can have a significant impact on social, cultural, and economic development.

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