

The effectiveness of the dimensions of marketing knowledge management in improving marketing innovation in the enterprise services

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فعالة أبعاد إدارة المعرفة في تحسين الابتكار في الخدمات الإلكترونية

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Summary: The goal of the study is to evaluate the effectiveness of knowledge management marketing dimensions in enhancing marketing innovation. It tries to demonstrate the impact of management of marketing knowledge adoption on the development of marketing innovation at the national telecom company Mobilis.

The study was conducted with two complementary methods. The first is documentary (descriptive) based on certain literary data to clarify the theoretical context. As for the second, it is survey (analytical) with an exploratory study through the use of the questionnaire. To do this, 100 forms were distributed to company employees. 85 forms were recovered, the statistical analysis was carried out using the statistical software package (SPSS. V19). The results obtained showed that the level of the company is average concerning the application of the dimensions of the management of marketing knowledge. On the other hand, there is a statistically significant effect of the application of the dimensions of knowledge management on the innovation of the Mobilis company (El-Oued), according to the dimensions retained in the study model.

The key words: marketing knowledge, marketing knowledge management, innovation, marketing innovation

Jel Classification Codes: M31 ; O31

ملخص: تهدف الدراسة لاختبار فعالية أبعاد إدارة المعرفة التسويقية في تحسين الابتكار التسويقي، ثم تبين أثر تبني إدارة المعرفة التسويقية على تعزيز الابتكار التسويقي للشركة الوطنية للاتصالات موبيليس، أجريت الدراسة بالاعتماد على أسلوبين متكاملين الأول وثائقي (وصفي) بالإطلاع على بعض الأدبيات لتوضيح الخلفية النظرية، أما الأسلوب الثاني مسحي (تحليلي) بدراسة استكشافية من خلال استخدام الاستبيان، إذ تم توزيع 100 استمارة على موظفي المؤسسة وتم استرجاع 85 قابلة للدراسة، باستخدام الحزمة الإحصائية (SPSS. V19) وأدوات إحصائية وصفية، ومن بين النتائج المتوصل إليها هو أن مستوى الشركة متوسط فيما يخص تطبيق أبعاد إدارة المعرفة التسويقية، وهناك أثر ذو دلالة إحصائية لتطبيق أبعاد إدارة المعرفة على الابتكار للشركة الوطنية للاتصالات موبيليس (الوادي) وهذا حسب الأبعاد المعتمدة في نموذج الدراسة.

الكلمات المفتاحية: المعرفة التسويقية، إدارة المعرفة التسويقية، الابتكار، الابتكار التسويقي

تصنيف JEL : M31 ؛ O31

I- The Introduction:

In light of the rapid changes in the field of information and communication technology, the characteristics of the superior modern enterprise have changed from the enterprise accredited to the traditional method of performing its work to the enterprise that relies on knowledge creation. So knowledge has occupied a vast and essential field in the economic field. As marketing knowledge management has become one of the most important pillars of the superiority and excellence of enterprise due to the challenges they face. Considering that marketing knowledge management represents a means to achieve better knowledge of the customer and competitor as well as its role in supporting the enterprise's business activity to respond to the demands and needs of its customers in its endeavor to improve marketing innovation in the end this is the motivation for many enterprises to pursue different strategies to compete and to maintain prestige, to win new customers as well as to keep the original customers.

In light of the above, the problematic to be studied can be formulated as follows:

What is the effectiveness of the dimensions of marketing knowledge management in improving the marketing innovation of the service enterprise?

1- Study hypotheses:

There is a high level of marketing innovation in the national telecommunications enterprise Mobilis.

There is application and good interest in managing the marketing knowledge and its dimensions in the national telecommunications enterprise Mobilis.

There is a significant influence between the effectiveness of adopting the dimensions of marketing knowledge management as an independent variable while improving marketing innovation in the national telecommunications enterprise Mobilis.

There is a variation in the effect of personal variables on the employees' view of the marketing innovation in the national telecommunications enterprise Mobilis.

There is an effect of marketing knowledge on the performance of marketing innovation in the national telecommunications enterprise at a significance level ($\alpha \geq 0.05$).

2- Previous studies related to the subject of the study:

The first study: Asmaa Dordour. (08 10, 2017). The effect of marketing knowledge on marketing performance - An applied study on the agencies of Société Générale (Constantine). This study aimed to determine the extent of marketing knowledge and whether it was a motive to lead the research agencies in improving the marketing performance. The sample of the study was Société Générale agencies (Constantine). The researcher relied on a questionnaire as a tool to collect data, as the study included four agencies. The study concluded that: The impact of marketing knowledge is more than on marketing performance as a result of agencies' interest in marketing knowledge and related marketing performance. It relates to the current study in her studies of marketing knowledge on the same dimensions using the descriptive approach, the questionnaire tool, and the difference in the place of the case study.

The second study: Muhammad Soleimani, marketing innovation and its impact on improving the performance of the enterprise - a case study: creamery of Hodna in Mesila. This study aimed to highlight the importance of marketing innovation in the field of products to improve marketing performance in particular and the overall performance of the corporation in general. The study sample creamery of Hodna. The researcher relied on a questionnaire as a tool to collect data, the study concluded that - that marketing innovation achieves a competitive advantage for the institution and of course in the field of marketing and with regard to being sustainable or temporary, this remains according to the degree of intensity of innovation. It relates to the current study in The descriptive approach, the questionnaire tool, and the difference in one of the variables (marketing knowledge management, performance) are used, and they are also backward in the place of study.

The third study: Dr. Khairy Ali Osu, the role of marketing knowledge in achieving marketing innovation - an exploratory study in a number of tourism institutions in the city of Duhok - Al-Rafidain development magazine, volume 32, No. 97, Al-Mawasil University, College of Administration and Economics, Baghdad, Iraq, 2010. This study aimed to identify the role that market knowledge plays in achieving marketing innovation for the management of tourism institutions. In order to achieve the objectives of the study, the questionnaire was used as a tool to collect data, and was distributed to managers, assistants and heads of sample sections of tourism institutions in the city of Duhok, where the number reached (67) and many methods were used

including statistical frequency distribution, arithmetic average and standard deviation. this study reached several conclusions, yet most importantly are: the existence of a relation between positive significant market knowledge and innovation marketing, as well as the existence of a significant positive effect between them. The previous study differs from the current study in the goal of both, the difference in the sample of the study. The previous study was conducted on a sample of tourist institutions in the city of Duhok, but this study was conducted on the national communications enterprise Mobilis, i.e. the difference in the place of study, yet they were similar in the variables and both of them adopted the questionnaire to collect data.

II- The first chapter: Marketing knowledge management

1- The concept of knowledge management:

A- The concept of knowledge: Knowledge is defined as the availability of information and its use through study, experience, understanding, learning, observation and intuition, and using that in making right decisions and accomplishing the work of the organization (حامد فتحي محمدالجمال، 2016، صفحة 13).

It was also defined as the results of processing data that come out with information, as it becomes knowledge after being absorbed and understood, and the repeated application in practices leads to experience that leads to wisdom (فشييت حميد، 2014، صفحة 13).

B - The concept of knowledge management: - Activities that are based on documenting and possessing existing knowledge of individuals (a procedure sometimes known as (coding knowledge), as well as activities that aim to distribute knowledge at all levels of the organization.

Activities that facilitate human exchanges of uncoded knowledge (tacit knowledge) in order to find a possibility to share it (Anne claire, 2007/2008, p. 25).

2- Marketing Knowledge Management:

The concept of marketing knowledge management: It was defined as a business model that deals with all aspects of marketing knowledge within the context of the organization including the creation of knowledge, its classification, participation in it as well as how these activities promote education, creativity and innovation. (البكري ثامر، 2004).

The simple definition of marketing knowledge management is the availability, dissemination, application and updating of marketing knowledge about the external environment of the organization in terms of markets, competitors, customers, and the internal environment in terms of operations, product, promotion, and distribution, which leads to making the right decisions, creativity, development and acquisition of a large market share. In addition to increasing the organization's long-term competitive advantage. (رزيقة دحمون، محمد شنشونة، 2018، صفحة 385).

▪ The importance of marketing knowledge management: The importance of marketing knowledge management is as follows:

-Using the customer database, which is in fact the current development knowledge.

-Through marketing knowledge, the research and development center in the organization can develop new and distinct products that are able to satisfy the needs and desires of customers, which leads to achieving the goals of the organization. (رزيقة دحمون، محمد شنشونة، 2018، صفحة 386).

-The intensity of competition reduced the numbers of workers in the marketing organization with distinguished knowledge. This draws attention to methods of attracting these competencies or using them as an alternative force. (أبو غنيم، أزهار نعمة عبد الزهرة، 2007، صفحة 42).

▪ Dimensions of Marketing Knowledge Management: It requires the organization to adopt comprehensive marketing knowledge by taking into account the dimensions of this knowledge (النقشبدي، سنة النشر مجهولة، صفحة 101). Here is an explanation of the four most important dimensions that we will adopt in these studies:

-Customer knowledge: It is defined as (the collection of information, ideas, and opinions of customers on the organization's products). In general, customer knowledge helps to enhance the competitive advantage of organizations, by allowing them to explore opportunities arising from customer requests and needs as well as accommodating them as quickly as possible. In turn, it is reflected in the organizations' marketing performance. (النقشبدي، سنة النشر مجهولة، صفحة 105). It is necessary to distinguish between dimensions of customer knowledge management that play an important role in the interaction between the organization and customers: (فشييت حميد، 2014، صفحة 161), customer knowledge, knowledge for the customer, knowledge from customer, and finding knowledge partners.

-Competitor Knowledge: Information about competitors in the target market is necessary. As organizations, realize their strengths and weaknesses from analyzing marketing strategies for current and potential competitors. There are two types of competitors. The direct competitor who provides homogeneous products and matches the products of the organization in the market. The second is not direct competitor who works to provide products that affect the demand for the products of the organization and thus lose its market share. (أسماء دردور، 2017، صفحة 6)

-Process knowledge: This knowledge constitutes an important resource, as the organization transfers the knowledge to the customer or transfers it to him/her to help him/her in making decisions. Also transferring knowledge to workers from their different operations and transferring knowledge between the workers themselves. In addition to the workers transfer to the organization in the form of policies, procedures, rules, guides. (رعد عدنان رؤوف ، سالم حامد حمدي، 2010، صفحة 88)

-Product knowledge: (ثامر ياسر البكري وأحمد هاشم سليمان، 2006، صفحة 10) The product knowledge can be defined as (knowledge regarding the technical performance and specifications of the proposed and current goods and services. This includes knowing the characteristics and specifications of the products to avoid any false claims. In general any organization must have sufficient information about the products that produces.

III- The second chapter: marketing innovation

1- The concept of innovation:

▪ the definition of innovation: There are several definitions that dealt with the topic of innovation by many researchers and writers, but some of them will be mentioned with a focus on the common characteristics of these definitions, in order to develop a specific definition that includes all the characteristics, and we mention among them:

-Man Water Peters.T defines the innovation as "dealing with a new thing, in other words something that has not been previously chosen" (محمد، 2011، صفحة 82)

-Verloop provided two complementary definitions of the innovation. The first being that "innovation is bringing in a good idea that is successfully applied in the market", and the second observes that "innovation is creating a successful business from a good idea" (قنديل، 2010، صفحة 122)

*In general, we can define innovation as "the organization adopts creative ideas to provide new services to the market, which makes it distinct from competitors and meets the desires and needs of customers".

▪ The importance of innovation The importance of innovation appears in the following points: The importance of innovation appears in the following points: (سليمان، 2007، صفحة 36)

-Increasing the quality of decisions made to address problems at the enterprise level;

-Improving product quality; - helps to create and enhance the enterprise's competitiveness;

▪ Types of innovation: Types of innovation differ from one researcher to another, and among the most important classifications. There are those who divide innovation into the following types: (مريم، 2013، صفحة 26)

-Product innovation: producing new or improved products.

-Process innovation: developing new manufacturing processes

-Organizational innovation: introducing a new project, a new system for new communications, and introducing new accounting procedures.

-Administrative innovation: applying new management systems such as TQM and re-engineering processes.

-Commercial or marketing innovation: introducing new policies and marketing methods that are different from competitors or differ from what exists.

2- Marketing innovation:

Through this approach, we will try to know what is meant by marketing innovation, and what are its most important requirements and stages.

▪ The concept of marketing innovation

Marketing innovation is a broad concept where innovation means in all aspects of marketing activity. Therefore, it is not limited to a specific field in marketing, such as innovation in the field of the product or in the field of advertising only, but also it includes all other marketing areas, as marketing innovation touches all activities related to directing the product from The manufacturer to the end user. It is defined as: "putting new or unconventional ideas into marketing practices."

This means that any marketing innovation stems from a new idea and does not stop at the point of generating or creating a new idea, but it goes beyond that to put this idea into practical application. Hence, it is known on as: "The successful exploitation of new ideas," and of course in the field of marketing. (سحر احمد كرجي العزاوي وآخرون، 2009، صفحة 126).

▪ Marketing innovation requirements

Adopting and implementing marketing innovation in the organization is not easy, as there are a number of requirements that must be met in the organization. These requirements can be divided into::(الطاهر، 2006، الصفحات 48-49):

-Organizational and Administrative Requirements: The organizational requirements relate to the prevailing management style of the organization and its organizational characteristics.

-Information requirements: The information requirements are the provision of information, feedback, and the marketing information subsystem.

-Requirements related to the management of individuals involved in marketing: Require the management of individuals involved in marketing in relation to innovation in the field of marketing.

-Requirements related to feasibility and evaluation of marketing innovations: Due to many cases, innovations require huge investments, sums and involve a high degree of risk in many situations. It is necessary to have feasibility studies for innovations before proceeding with them, and for the process of evaluation of marketing innovations to take place It uses a set of criteria.

-Miscellaneous requirements: There are a number of requirements for marketing innovation, which can be called various requirements.

▪ The stages of marketing innovation: The most important stages of marketing innovation are (سليمان، 2007، الصفحات 59-67)

-The stage of searching for ideas: Every innovation begins with an idea, therefore the first stage in the marketing innovation process is the search for new ideas. This stage aims to find the largest possible number of ideas without restrictions or conditions and from different sources.

Before referring to the sources of new ideas, we will try to define the meaning of the new idea and where the new idea can be seen as: "It is the matter that we want it new and in the form of material or non-material. It includes a benefit required or desired by consumers and the users in the markets." We can distinguish between three basic sources of new ideas, which are:

- Sources of random ideas (not planned): They are sources not planned in advance.

- Sources of structured ideas: These are the predefined and planned sources.

- Sources of innovative ideas: These are ideas related to an intellectual model for pushing ideas in an organized scientific way.

-Choosing and filtering of ideas: The previous stage produces a large number of ideas that were not subject to restrictions or limitations on them, so it is expected that all of these ideas will not be appropriate.

-Evaluating innovative ideas: The ideas here are evaluated according to criteria. The most important of them are the cost and benefit criterion. We must point out that "evaluation criteria differ according to the element of the marketing mix to which the idea relates and / or the different activities that take place in it and / or the characteristics of the clients." Among the most important methods used to evaluate new ideas is the weighted points method. The principle of this method aims to reach a set of points (degrees) for each of the ideas under evaluation that reflect an evaluation of them, so that they are relied upon in determining the ideas that are excluded. The ideas that are subject to more study. For using this method there are a number of steps that must be done: 1 - identify aspects or elements of evaluation; 2 - determining weights for the elements of evaluation; 3-Define the criteria (standards) that are used for each of these criteria; 4 - Determine the position of each idea according to each of these criteria; 5 - The weighting of each idea is weighted by the specific weight of each component; 6 - Collect the weighted points.

-Innovation test (idea): The idea(s) here that has (have) exceeded the previous stages. The process of testing the idea is tested by putting the idea into practice.

-Application of innovation: After the innovation succeeded in going through the previous stages as it is or after making adjustments to it. The enterprise decides to launch this innovation on a large scale. This stage is considered the most dangerous stage, so must be taken carefully in making such a decision.

-Evaluating the results of the application: The previous stages of innovation do not guarantee its success in the market, but they rather reduce the chances of its failure only due to several reasons related to customers, competitors and the changes in the marketing environment. Therefore, usually does not achieve the innovation returned to the desired degree despite his failure. So it is necessary to evaluate the results the test like any evaluation process that must have the actual results compared with the expected results. The extent of congruence between them and whether there are deviations or not, then try to find out the reasons for these deviations if any and determining the responsibility and taking appropriate corrective decisions.

▪ Marketing innovation areas: The most important areas of marketing innovation are summarized as follows: (الصغير، 2014، الصفحات 120-129)

-Product innovation: Kotler shows that a product is anything that can be presented to the market for the purpose of consumption, use, possession, or to satisfy a specific need or desire. This concept contains all the tangible and intangible elements. It also shows that the product is a unit characterized by a set of characteristics such as: size, price, physical appearance, color, taste and others.

-Innovation in the field of price: It is considered one of the important entry points for achieving marketing excellence between business enterprises and enabling them to find a competitive advantage for them. However, such innovation has not received the attention it deserves from writers, practitioners and researchers in marketing; compared to other areas of innovation in the marketing mix. Here, some examples can be included - the consumer sets the price of the product himself; - pricing based on the unit price; - package pricing; - peak pricing and off-peak pricing; - psychological pricing. Another researcher explains the areas of marketing innovation in the following elements: (زهوة، صفحة 20)

-Innovation in the field of distribution: Marketing literature indicates that the concept of the distribution channel includes the ways in which the good is used, during its flow from the producer to the consumer. That channel includes the delivery of the commodity at the right time to the right customer as well as in the appropriate quantity. Thus, the innovation in the distribution field is as follows: The level of items on the shelves to attract the attention of children, shops; - automated sales - home roaming - selling by phone - selling by mail - wholesale stores by mail.

-Promoting innovation: Kotler sees promotion as an activity that takes place in the context of marketing efforts and involves a persuasive communication process. Later he recognized the great difficulty involved in defining the concept of promotion. The price of the commodity, the level of quality, service, the distinctive mark, and the characteristics of the commodity are all promotional contents through which purchasing behavior can be enticed.

▪ Marketing knowledge management and marketing innovation: What distinguishes the time period in which organizations currently live is that the acquisition of the market has become mixed by many difficulties, as the role of the customer has grown more in comparison to the role of the product or the seller. It is not possible to impose products on him as was previously done. On the basis of this, organizations began to attach great importance to innovation in order to improve existing products and introduce new products to the market to meet the needs and desires of customers and remain in the market. The emergence of marketing knowledge management comes in line with this context to focus on organizations paying customers competitors, and great interest to gather the needed information to ensure the achievement of the value of the products offered to the market in order to achieve the desired marketing innovation. (اوسو، 2010، صفحة 3).

IV- The third axis: the applied study

1- Description and analysis of research variables:

-Study methodology: This study is considered one of the rare studies that deals with the case of the national telecommunication enterprise Mobilis (Algeria), which aims to evaluate the effectiveness of marketing knowledge management and its relationship to innovation.

-Study community: The study population consisted of the 358 directors and department heads working in the national mobile telecommunications enterprise (Mobilis), at the level of the national territory and 176.

-Study sample: To achieve the study goals, 100 questionnaires were distributed to the managers and heads of departments working in the general directorate of the national telecommunications enterprise (95) questionnaires were retrieved, and 10 questionnaires were

excluded, bringing the number of questionnaires valid for analysis (85) from the total number of distributed questionnaires.

-The limits of the study: The methodology of scientific research with a view to approaching objectivity and facilitating reaching logical conclusions requires the necessity of controlling within the framework of the analysis related to the nature of this theoretical study. To achieve this, we will try to accomplish this research within the following limits and dimensions:

-Theoretical dimension: Although the added value of the research is reflected in its applied part, a knowledge of relevant aspects of the field of knowledge management in the organization is very necessary.

-Applied dimension: This research is classified within the applied research that aims to study field facts through a field survey on a sample of the study community.

-Conceptual dimension: In the research we will be exposed to a set of concepts that cannot be dispensed with as they are the keys to understanding, management of marketing knowledge, and marketing innovation.

-The temporal dimension: the context of the analysis in this research in its temporal field, with the intertwined, accelerated and intertwined globalization shifts between them that emerged at the beginning of the twentieth century.

-The dimension of placement: It requires linking the application of marketing knowledge management and its positive repercussions on the marketing innovation of the national telecommunications enterprise (Mobilis) in Algeria.

-Study Tool: The questionnaire was used as a main tool in collecting primary data. The questionnaire included 3 parts as follows:

The first: General information and demographic characteristics through 6 phrases.

The second part: Marketing knowledge management, measured by 15 phrases.

Part Three: Marketing innovation is a 10 paragraphs.

5 point Likert Scale was used as well as it was taken into account grading in the user scale as follows:

Applied excellently	Well applied	Neutral	Applied a little bit	Not applied at all
5	4	3	2	1

Based on the above, the mathematical circles reached by a study will be dealt with as follows:

(3.68 and above = high), (2.34-3.67 = average), (-2.33and below = low) according to the following formula:

High value - the minimum value of the answer alternatives divided by the number of levels
 i.e $1.33 = \frac{4}{3} = \left(\frac{1-5}{3}\right)$ and this value is the length of the category

2- Validity and reliability of the study tool:

This study relied on multiple sources (books, published researches, doctoral theses, ...) in order to prepare the questionnaire.

In order to ensure the consistency of the study tool, the Cronbach's Alpha test was used (table 01). The results of the measurement indicated an increase in the alpha coefficient of the questionnaire as a whole (0.9002). Thus, the study tool generally has a high stability factor that allows it to achieve the study goals and the possibility of the results that result from it.

Data processing and analysis: To process data for the purpose of testing the study model and its hypothesis. Various statistical instrument methods have been used through the use of the 19SPSS program, the SATATISTIC program, descriptive statistical tools. In addition to the methods have been used: iterative distribution, percentages, arithmetic mean, standard deviations, multiple linear analysis and multiple regression.

Analysis of the characteristics of the study sample individuals: It appears from table No. (02) below that the percentage of males is estimated at about 60% of the total employees of the enterprise of Mobilis, which is somewhat close to the percentage of females estimated at 40%. This indicates that Algerian women are given the opportunity to reach the highest levels of management and decision-making by giving equal opportunities to both sexes. It is noted from the same table that the youth group represents the largest percentage estimated at about 70.85% that falls in the age group from 20 to less than 40 years. This reflects a strategy of the enterprise in attracting, training

and retaining the youth category. While the age group from 40 to more than 50 years did not exceed (29.41%), thus the majority of the study sample are from the youth category.

Table No. (02) also shows that about (93.12%) of the sample members are university degree holders. The majority of them hold engineer degrees with (39.82%). This indicates that the national telecommunication enterprise focuses on attracting university degree holders to ensure the minimum level of the knowledge necessary to carry out the tasks. The percentage of those who have experience in the enterprise less than 10 years is about (62.76%). This expresses a knowledge and professional balance of the enterprise. It must be exploited through sharing knowledge among the various young energies of the enterprise.

3- Results and discussion:

A- Results of the study:

▪ Description of the study variables: - First: Marketing knowledge management: The results of the analysis shown in table No. (03) showed that the relative importance of customer knowledge in the national telecommunications enterprise of Mobilis in Algeria. Mobilis was the case of the study. It was medium with an average mean (3.656) or a standard deviation (0.843) compared with the highest value for the scale and amounting to (5) paragraph (3) came first with an arithmetic average (4.323) and a standard deviation (0.767) with high relative importance, while paragraph (10) came with the last rank with an arithmetic mean (3.068) and a standard deviation (1.044). This explains the knowledge of clients of an average level from the point of view of the study sample individuals. The table also shows low dispersion in a sample of individuals responses to this study reflects the convergence of the views of the study sample about the knowledge of customer management.

▪ Describing the variable of marketing innovation: The analysis results shown in table (3) below, the rise of innovation's level in the national telecommunication company under study, with arithmetic average(3,95) and standard deviation(1,04), where the arithmetic averages ranged for individuals answers of study sample about paragraphs which related with innovation compared to other telecom companies between (63.4-2,21) the table also show the low dispersion in the responses of the study sample individual that reflects a convergence of view on the level of marketing innovation.

Secondly - Analysis of Research Variables 1. Analyzing the correlation relationship: To achieve the research requirements and test the hypotheses, we present the nature of the relationship between the dimensions of marketing knowledge and marketing innovation as well as their impact on the enterprise that we did the research on by relying on a set of statistical methods. It is clear from table 04, through the overall index, that there is a positive correlation relationship between marketing knowledge and marketing innovation, as the value of the correlation coefficient reached (749.0) It indicates the existence of a correlation between the marketing knowledge adopted by the communication enterprise, the research and marketing innovation sample.

4- Hypotheses testing:

Main hypothesis (H0.1): There is no statistically significant effect of marketing knowledge on the national telecommunication enterprise Mobilis innovation at a significance level ($0.05\alpha \leq$). Multiple regression analysis was used to find out the effect of marketing knowledge management dimensions on marketing innovation, as shown in the table No. (04).

Results show that the effect of the four dimensions of marketing knowledge management combined has been able to explain 1. 7% 4 of the change in marketing innovation, where the value of the interpretation factor (0.471), and the value of (Sig = 0.000) and (F = 33.786). That is to say, 1. 7% 4 of the changes that occurred in the marketing innovation of enterprise of Mobilis is due to the management of marketing knowledge. The rest ratio is due to other variables that did not include within our study model, yet this ratio is relatively small due to one of the dimensions of the marketing knowledge, which is the customer's knowledge of his relationship is weak. Hence its impact on innovation is modest. We will deal with it in table (05). This can be explained as follows: the enterprise does not have the time to know the problems of customers then the work to develop appropriate solutions for them. As well as its relationship with the customer is not characterized by strategy (strategic partner). It means that there is no long-term relationship between workers in the enterprise and customers. It needs to manage customer relationships that come from through the use of communication and dialogue methods to convert the available data about the customer into information. After that, it will be to work. It will be available to employees in order to prepare

reports on customers, to diagnose the high-value customer, and take care of him. The seeking to embody this knowledge in marketing strategy and to provide the product according to his condition, attributes, preferences and desires. Hence creating a greater loyalty to the customer and satisfaction. It provides a rich source of knowledge. It identifies the customers who achieve financial and knowledge value for the enterprise (improving its performance).

Accordingly, it rejects the null hypothesis and accepts the alternative hypothesis which states that: "There is an effect of marketing knowledge on the national strategic communications company performance at a level of significance ($0.05\alpha \leq$)".

The results of table No. (06) show that the customer's knowledge had the greatest effect among the three dimensions of the marketing knowledge in performance, where (Sig = 0,000) and ($\beta = 0.404$) followed by in the impact the competitors' knowledge (Sig = 0.001) and ($\beta = 0.397$). Then it came to the knowledge of the product where (Sig = 0.003) and ($\beta = 0.392$). Finally, it came practical knowledge (Sig = 0.043) and ($\beta = 0.210$).

The results of table No. (05) show that there is a positive relationship of significance between customer knowledge and innovation. The value of β reached (0.404), and since the calculated value of t is equal to (4.453) at the level of significance (00.00). This indicates a direct impact with statistically significant knowledge to know the customer on innovation. The results also showed a positive and statistically significant relationship between competitors' knowledge and innovation. As the value of β reached (0.397), and since the calculated value of t is equal to (3.067) at the level of significance (0.001). This indicates a direct impact with statistical significance knowledge of the customer and innovation, while the results show a weak relationship with significance between the scientific knowledge and innovation process. The value of β reached (0.210), and since the calculated value of t is equal to (2.047) at the level of significance (0.033). This indicates a direct effect of statistically significant knowledge of the process on innovation. As it showed a positive relationship with significance between product knowledge and innovation. The value of β reached (0.392), and since the calculated value of t is equal to (4.567) at the level of significance (0.003), this indicates that there is a direct effect of statistically significant knowledge of the customer on innovation.

The first hypothesis H0.1.1: There is no statistically significant effect of customer knowledge on achieving higher levels of innovation at the national telecommunication enterprise at the significance level ($\alpha \leq 0.05$). The results of table No. (10) show a positive relationship with significance between customer knowledge and innovation, as the value of β reached (0.404), and since the calculated value of t is equal to (4.453) at the level of significance (00.00). This indicates a direct, statistically significant effect of customer knowledge on innovation. Accordingly, it rejects the null hypothesis and accepts the alternative hypothesis which states that: "There is an effect of the customer's knowledge on the marketing innovation of the national telecommunication enterprise at my level of significance ($\alpha \leq 0.05$)"

-The second hypothesis H0.1.2: There is no statistically significant effect of knowing the competitors in achieving higher levels of marketing innovation with Wataniya Telecom at the significance level ($\alpha \leq 0.05$). The results of Table (10) also showed a positive and statistically significant relationship between customer knowledge and innovation, as the value of β reached (0.397), and since the calculated value of t is equal to (3.067) at the level of significance (0.003). This indicates a direct, statistically significant effect of customer knowledge and innovation. Accordingly, it rejects the null hypothesis and accepts the alternative hypothesis, which states that: "There is an impact of competing knowledge on the marketing innovation in the national telecommunications enterprise at my level of significance ($\alpha \leq 0.05$).

-The third hypothesis H0.1.3: There is no statistically significant effect of knowledge of the process in achieving higher levels of innovation for national telecommunication enterprise at the significance level ($\alpha \leq 0.05$). While the results show a significant relationship between process knowledge and innovation, but it is weak, as the value of β reached (0.210), and since the calculated value of t is equal to (2.047) at the level of significance (0.033). This indicates a direct impact with statistically significant of knowledge on the innovation. Accordingly, it rejects the null hypothesis and accepts the alternative hypothesis which states that: "There is an effect of practical knowledge on the marketing innovation in the national telecommunications enterprise at my level of significance ($\alpha \leq 0.05$).

- Fourth hypothesis H0.1.4: There is no statistically significant effect of product knowledge in achieving higher levels of marketing innovation at Wataniya Telecom at the significance level ($0.05\alpha \leq$). The results of Table (10) show that there is a positive relationship with significant significance between the knowledge produced on performance, as the value of β reached (0.492) and that the calculated value of t is equal to (4.567) at the level of significance (00.00). This indicates a direct, statistically significant effect of product knowledge on marketing innovation. Accordingly, it rejects the null hypothesis and accepts the alternative hypothesis which states that: "There is an effect of product knowledge on the marketing innovation of the national telecommunications enterprise at my level of significance ($\alpha \leq 0.05$).

In order to renew any of the dimensions of marketing knowledge that has the greatest impact on marketing innovation. The gradient was applied in table 06

The results of table No. (7) indicate that the first model, after knowing the customer, explains 42.3% of the variance in innovation where (Sig = 0,000, F = 73.36 and R2 = 0.423). While the second model refers to the knowledge of the competitor, the product, and the process combined explaining 45.5% of the change in performance (Sig = 0.000, F = 48.77 and R2 = 0.455). Accordingly, the second model proves that the customer's knowledge increases only by 0.032% to explain the change from the first model that contains only the customer's knowledge. Accordingly, the gradient regression proves that knowledge of the customer has the greatest impact on innovation.

V- Conclusion:

Through this study, we tried to identify the effectiveness of the dimensions of marketing knowledge management (customer knowledge management, competitor knowledge management, process knowledge management, service knowledge management) and its impact on improving marketing innovation in the national telecommunications enterprise.

▪ The study reached the following results:

- The results indicated that the national telecommunication enterprise of Algeria (Moblis) has an average level of application of the dimensions of marketing knowledge management, which is an acceptable degree, as the total arithmetic average reached (3.656) which is medium and acceptable value.

- The study concluded that the national telecommunication enterprise of Algeria enjoys a high level of marketing innovation compared to its competitors, with an average arithmetic value of (4,100).

- The results of the statistical analysis showed that there is a statistically significant effect of marketing knowledge on the innovation of the national telecommunication enterprise of Algeria through: leadership in the sector, dealing with competitors, success in marketing new services, growth in profits, growth in sales, ownership of competitive advantage compared to competitors, process productivity rate (activity), and worker productivity rate.

- The results of this study showed that there is a statistically significant effect of the four dimensions of marketing knowledge management (customer knowledge, competitor knowledge, product knowledge, process knowledge) in innovation, where the most significant impact was significant for customer knowledge, as the company has sufficient data and information about current and future customers This is through the use of information systems and modern technology to serve customers, allowing them to free their customers from passive reception of the services provided and strengthening them as knowledge partners.

- The results of the research are interpreted in light of the following determinants: The use of the study tool, which is the questionnaire on the study members, the sample of the study at a specific time, which means that the study will be attributed to its history and the time of its conduct only. This study was conducted on the national telecommunications enterprise of Algeria (Mobilis). It means that must have caution of generalizing the results to other enterprise or to other countries.

▪ Suggested recommendations

Based on the results and limitations of the study, the proposed recommendations were reached, as follows:

- The national telecommunications enterprise of Algeria (Mobilis) should pay attention to marketing knowledge management, and this by working to collect, classify, organize, preserve and distribute knowledge to various levels of administration to take different decisions.

- The directors of national telecommunications enterprise of Algeria must be aware of the power of the dimensions of analytical marketing knowledge and the strategic importance of increasing marketing innovation, supporting the development of new services compared to competitors. This is done through interaction with customers and a constant quest to know their desires and needs as well as work to satisfy them. Thus it depends on what the enterprise owns of employees who have the skills, experience and capabilities to win new clients and maintain existing ones. This is reflected in the enterprise's care to attract talented employees in the field of providing communication services.

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Appendices :

Table (01): Stability coefficient for the internal consistency of the independent variable and dependent variable

The variable name		Cronbach's alpha
The variable name (Marketing Knowledge Management)	Customer knowledge	0.834
	Product knowledge	0.929
	Practical knowledge	0.926
	Knowing the competitor	0.826
Dependent variable	Marketing innovation	0.986
Overall rate		0.9002

Source: Prepared by researchers based on SPSS.V19 program output

Table(02): Distribution of sample items according to personal and organizational characteristics (sample size 85)

Variable	Categories	Number	percentage	Variable	Categories	Number	Precentage
Gender	Male	53	60	Age	29-20	29	34.11
	Female	32	40		39-30	31	36.74
	Total	85	%100		49-40	17	20
The center of the enterprise (administr	Sales and marketing	24	25.88	Years of experience	More than 50	8	9.41
	Human Resources and	12	16.47		total	85	%100
	Finance	10	9.41		Less than 5	30	23.94
	Information Technology	39	48.23		10-6	31	38.82
Qualificati on	Total	85	%100	15-11	5	5.88	
	Diploma or otherwise	5	5.88	More than 15	0	00.00	
	Bachelor's degree	30	35.29	Total	85	%100	
	Engineer	33	38.82				
	M.A	13	15.26				

PhD	4	4.70
TOTAL	85	%100

Source: Prepared by researchers based on SPSS.V19 program output

Table (04): Results of Multiple Linear Analysis of Marketing Knowledge and Innovation Management Components

Variable	(R)	(R2)	F	Sig*
Marketing knowledge management	0.686	0.471	33.786	0.000

Source: Prepared by researchers based on program outputs (SPSS.V19).

* The effect is statistically significant at (0.05 $\alpha \leq$) level.

Table(05): Shows the multiple regression coefficients and the moral level of the components of customer knowledge management

Marketing knowledge components	β	Standard error	T-value	Sig*
Customer knowledge	0.404	0.089	4.543	0.000
Knowledge of competitors	0.397	0.091	3.067	0.001
Practical knowledge	0.210	0.102	2.047	0.033
Knowing the product	0.392	0.092	4.567	0.003

Source: Prepared by researchers based on program outputs (SPSS.V19).

* The effect is statistically significant at level ($\alpha \leq 0.05$).

Table(06): Results of the gradient analysis of the components of marketing knowledge and marketing innovation

Variable	(R)	(R2)	F	Sig*	The sample
Knowing the customer	0.546	0.423	73.36	0.000	1
Knowledge of competitor, product and process	0.581	0.455	48.77	0.000	2

Source: Prepared by researchers based on program outputs (SPSS.V19).

Table (07): Mathematical Averages, Standard Deviations, and Level of Importance for Marketing Knowledge Management

Number of the	Marketing knowledge	Arithmetic average.	Standard deviation	The level of importance
The first dimension				
1	Our enterprise provides our customers with all means of communication	3.616	0.474	High
2	Our enterprise maintains regular contact with its customers	3.717	1.004	Average
3	Our enterprise continuously collects information of customers	4.233	0.767	High
4	Our enterprise obtains information about customers from various jobs that interact with customers	3.855	0.909	Average
5	Our enterprise updates the information that was collected about customers in a right time	3.331	0.858	Average
6	Our enterprise cares to transfer knowledge to the customer to help him make decisions	3.824	0.691	High
7	Our enterprise strives to obtain useful knowledge in its work	3.145	0.420	High
8	Our enterprise cares to distribute and share workers' knowledge among them	3.82	1.091	High

The effectiveness of the dimensions of marketing knowledge management in improving marketing innovation in the enterprise services (PP. 332-346)

9	Our enterprise cares to transfer knowledge from workers (a vague concept) in the form of policies, procedures, rules and	3.578	1.044	Average
10	Our enterprise considers that its products are better than competitors' products	3.086	0.911	Average
11	Our enterprise has full knowledge of its competitors	4.101	1.010	Average
12	Our enterprise is affected by its competitors and their products	3.855	0.421	Average
13	Our enterprise adjusts its products according to the desires, requirements and needs of its customers	3.313	1.003	Average
14	Our enterprise works to create customer satisfaction by constantly dealing with our products compared to its	3.232	0.998	Average
15	Our enterprise is developing plans that clearly indicate the means to achieve its goals	3.592	1.040	Average
16	Our enterprise has knowledge of the advantages of its service and is not available in the services of competitors.	3.99	0.909	Average
17	Our enterprise seeks to develop its current services to reach the highest desire of its customer	3.584	1.003	Average
18	Our enterprise seeks to introduce new innovative services	3.529	0.421	Average
19	Our enterprise has a detailed description of the service that the customer prefers or tends to	3.562	0.909	Average
Arithmetic average and general standard deviation for marketing knowledge management		3.656	0.843	Average

Source: Prepared by researchers based on program outputs (SPSS.V19).

Table (08): Frequency distribution, percentages, arithmetic average, and standard deviation of marketing innovation variables.

Number of the Statement	Marketing knowledge	Arithmetic average.	Standard deviation	The level of
Product innovation				
01	The enterprise has a research and development department(s) that does/do the same job	4,63	0,73	High
02	Product innovation is a consistent approach to enterprise policy.	4,51	0,61	Average
03	The enterprise's products are distinguished by continuous renewal and development.	4,48	0,78	High
04	The enterprise responds to the needs of its customers when it changes its products.	4,06	1,04	Very high
05	The enterprise is making improvements to its old products in a new way.	3,55	1,15	High
Pricing innovation				
06	The enterprise relies on price competition by advertising that its products are lower and better than others	3,52	1,05	High
07	To achieve market excellence, the corporation adopts a method of reducing the prices of some of its products.	3,91	0,92	Average
08	The enterprise creates price methods for its products according to the expectations and capabilities of its	3,39	1,36	High

The effectiveness of the dimensions of marketing knowledge management in improving marketing innovation in the enterprise services (PP. 332-346)

09	The enterprise sets new and suitable prices for some occasions.	3,97	1,01	Average
Promotion in innovation				
10	The enterprise bears a large expense in order to update its promotion methods.	3,70	0,85	Average
11	The enterprise renews and develops its promotional methods for its products before it is	4,13	1,03	High
12	The enterprise provides services free of charge again to the customer in order to stimulate	4,09	0,97	High
13	The enterprise develops and renews its own promotional offers that are different from those	3,98	0,86	Average
Distribution innovation				
14	The enterprise adopts modern and fast ways and methods to distribute its products	2,91	1,36	Low
15	The enterprise takes the views and suggestions of its customers in order to increase its	4,19	0,78	Average
16	The enterprise relies on the ideas of its employees in order to find new distribution	3,34	1,09	High
Arithmetic average and general standard deviation of marketing innovation		3,95	1,04	Average

Source: Prepared by researchers based on program outputs (SPSS.V19).

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