

REPERCUSSIONS OF THE FINANCIAL CRISIS ON MARKETING PERFORMANCE-AN APPLIED STUDY IN FURAT KARBALA COMPANY FOR THE MANUFACTURE OF THERMOS TONE

1 Maydia Hassan madhi ,

2 Zina Mohammed Sebti

3 Nidhal Abdullah Yaseen Almaliki

dr.nidhal.al.maliki@uowa.edu.iq

zina.sabti@atu.edu.iq

maiyyda.madhi.iba@atu.edu.iq

3 Warith University

1,2 Al-Furat Al-Awsat University - Institute technical Babylon

Abstract

The economy faced one of the most challenging crises in its modern history, which led it to bear the repercussions of the financial crisis, which turned into an economic crisis that had adverse effects on various countries of the world and economic sectors, and among these sectors is the marketing sector, The marketing sector is one of the necessary sectors in the marketing of financial services that are related to the development goals. Therefore, improving the quality of marketing services and striving to develop the specifications of the reality of customer satisfaction helps in enhancing the marketing sector. This study is divided into five parts, the first part deals with the research methodology and the second part deals with the impact of the financial crisis, the third section dealt with marketing and its historical development, and the fourth section dealt with the practical side of the research and was divided into two requirements. for the manufacture of the mudstone. The second requirement is the presentation and analysis of data and statistics. The fifth topic dealt with a set of conclusions and recommendations.

Keywords: reflections, financial crisis, marketing performance.

Introduction

The first topic: research methodology

First: the research problem

The challenges and the nature of the service of the financial crisis faced by the Furat Karbala Company for the manufacture of Atherstone made it necessary to keep pace with the challenges and the nature of the services provided by the Furat Karbala Company for the manufacture of Atherstone, and this company has had to know the challenges of the financial crisis, the most prominent challenge, so the research problem can be expressed in the framework of the following questions:

1- What is the relationship between the reflection of the financial crisis and the performance of the Furat Karbala company in the manufacture of mudstone?

2-Does the marketing service contribute to explaining the discrepancy in marketing performance?

3-The research problem lies in showing the repercussions of the financial crisis and the extent of its impact on the marketing sector and leads to knowing how the marketing sector contributes to supporting the Iraqi economy.

Second: the importance of research :

The marketing sector in Iraq still does not occupy a good position, so this issue has aroused the interests of decision makers for the Furat Karbala Company for the manufacture of the mudstone to benefit from the results of this research in drawing up the company's policy and strategy to improve its performance, as well as indicating the impact of the financial crisis on it.

Third: Research Hypothesis

There is a correlation between the financial crisis and the performance of the marketing service sector, and the repercussions of the financial crisis and the effects resulting from it have not yet reached their extent, as their repercussions still appear from time to time.

Fourth: Research Objectives: The research aims at the following :

1-Shedding light on the research problem that is the subject of the research and crystallizing it as a preliminary step towards helping decision makers to benefit from this research, which aims to activate marketing performance in light of the financial crises that surround us and affect the economy.

2-Identifying the level of performance of Furat Karbala Company for the manufacture of thermostone.

3-Identifying the relationship between the reflection of the financial crisis and the performance of the marketing service sector.

4-Presentation and analysis of the reality of the reflection of the financial crisis and its impact on marketing performance.

The second topic: the repercussions of the financial crisis

The first requirement: the concept of financial crises and their impact on Iraq

First: the concept of the financial crisis

Some intellectual contributions try to define what a financial crisis is, including that the crisis is: "a situation affecting the economy, causing, in turn, an economic crisis and then an economic downturn, usually accompanied by a slump in loans, liquidity, and cash crises, a decrease in purchasing, and a state of panic and caution in the financial markets." (My Enemy, 2008:3)

Second: What is the financial crisis

There are several questions about the crisis, which is that The crisis has a beginning represented by what is called recession or economic stagnation, where the situation worsens in the economic sectors to reach the stage of collapse, and then it is rightly called an economic crisis, and economic recession is a contraction in economic activities for several consecutive periods in which the rate of decline in the gross domestic product reaches.

Reasons for the current financial crisis :

-The emergence of cases of borrowing, which leads to a decrease in savings.

- Absence of effective and efficient financial control-

-The spread of financial corruption and economic fraud. (Khaled, 2001: 6).

Third: The impact of the financial crisis on the Iraqi economy:

-A decline in the volume of investments, whether foreign or local.

- The decline in remittances of expatriates (Saad Allah, 2003: 4).

The second requirement: the results and procedural definitions of the financial crisis

First: the results of the financial crisis:

There are several consequences of the global financial crisis, the most important of which are:

1-Lack of liquidity in the global financial markets

2-Lack of demand for raw materials, including oil, which leads to lower prices.

3-Lead to lower real estate prices.

4-The bankruptcy of many companies involved in various related activities.

Second: How to benefit from financial crises.

There are effects of the global economic crisis, in addition to its clear impact on the financial markets. There are negative effects on the valuation of assets in banks, and the subsequent reduction in profits, including the impact on government investments abroad and at home, which limits the government's ability to spend. The crisis over developmental classifications affects our ability to borrow, and the cost of that lending if it is available (Tansaqji, 2008: 84) Perhaps the most important effect so far is the impact of the crisis on oil prices, which fell during the few months to levels not seen in previous years (Al-Najafi, 1988:10). It can be said that crises are a necessary evil to reorganize economies, as we can also offer A set of solutions as follows: (Al-Samarrai, 2002: 301).:

-Focusing on the real economy, which is accompanied by actual production and exchange.

-Concentrating loans and credit and directing them towards the real economic sector.

-Changing dealing in currencies from dollars to euros

-Developing a global plan based on concerted international efforts.

- Developing strict laws and rules governing exchange in the markets.

-Commitment to the rules of Islamic law, because Islam is a religion that regulates all aspects of human life in a sound, scientific, and humane manner.

-The dependence of Arab countries on investment and internal construction.

-Diversification of resources except for hydrocarbons (Al-Nujaifi, 1988: 46).

Third: the procedural definitions of the study variables:

Performance marketing:

Performance marketing is called marketing activities that include electronic marketing and advertising programs, and it is based on payment for performance, meaning that advertisers pay publishers only when collecting a certain return such as the number of site visits, the number of sales, or the percentage of attracting potential customers through their ads. This study consists of the following variants.

Knowledge of marketing services used by the company:

-It means the ability to collect, sort, analyze, and distribute marketing data to the decision-makers in the company. It is represented by the marketing information system and technology

and can achieve distinguished performance and in the image that the customer needs in the company in light of the surrounding variables.

-The effective price for the company's service: It is the amount of cash paid by the beneficiary (the service recipient) in exchange for obtaining the company's service.

-Appropriate methods of effective promotion of the company's services: It includes the extent to which the elements of the promotional mix are used (personal contact with the customer and the brand, publicity and public relations, online advertising, and it can be said that the financial crisis: (is the sudden drop in the prices of one or more types of assets, whether they are heads tangible money or tangible assets that represent ownership rights to financial assets)).

The third requirement: the financial crisis and its effects

We will look at the level of effects resulting from the financial crises as follows:

-The national level (Revlett, 2010: 77)

-Increased unemployment rate and job loss.

-Lack of investor confidence in the Iraqi economy.

-Decrease in the country's resources from taxes and customs in particular, which leads to a decrease in the overall level and leads to negative effects at the macro level (Sheikh Wadi, 2012: 60).

The third topic: marketing and its historical development

The first requirement: the nature and development of marketing

The concept of marketing is linguistically and idiomatically as in the linguistic definition of (Abd al-Salam, 1998: 45). The word marketing is a word derived from the Latin term which means the market, and also derived from the Latin word which means the trader. As for the idiomatic definition, it was defined by "Mazur" 1947: Marketing It is to create and deliver a better standard of living for the community. Stanton defined marketing as an integrated system of organization activities that specialize in planning, pricing, promoting, and distributing products that aim to satisfy the needs of current and potential consumers (Muhammad, 2008: 19). Adam Smith indicated in the book The Wealth of Nations that the primary goal of production processes is consumption, and from here producers must have the greatest interest in the consumer and promote production so that they can continue in the markets, and despite that, no one cared about the issue of the consumer except In the fifties. The concept of marketing has emerged, which believes that all activities of the organization must be focused and directed to the needs of the consumer and that achieving profit in the long term can only be achieved through satisfying the organization these needs (Ismail, 1999: 21),

Therefore, the historical development of the meaning of marketing has been divided into some stages, namely:

The first stage: interest in production

The meaning of production is considered from the recommendation of the old institution that went through the stages of industrial revolutions. The meaning of Marketing was defined at this stage as a human activity aimed at satisfying the need through reciprocal operations.

According to the orientation of productive thought, the production and distribution of institutions was limited to those products that are described as practical. A high degree of efficiency, so efforts were focused on achieving production technology, then increasing production volume, controlling costs, and paying attention to consumer desire.

Such an idea is based on the thought of the classical schools and that supply creates demand, and this means that the organization must focus more on the production effort with the share (Ismail, 1999,19)

The second stage: interest in sales:

Producers can provide large quantities of services and commodities in the market, which contributes to the consumer choosing from the offered commodities, so competition emerges between offers.

Since any person deals to create the largest demand for goods and services offered for fear of directing consumers to other goods and services, this led to the emergence of the sales department remarkably in the organizational structures of organizations because they are units that specialize in marketing activities such as advertising and commercial research etc. Sales have also played a major role in achieving the goals of the organization. (Al-Masma, 2010: 10)

The third stage: interest in marketing:

Increasing competition in the markets, as the seller becomes forced to search for new means to ensure the sale of his products, as the need arises that the desire of the consumer and the target must be determined at the beginning, and then the goods are produced based on the desire of the consumer in the market, so the importance of shopping appeared as a basic necessity in the process of organizing the work of organizations. Considering that the organization is a marketing organization whose primary objective is to produce what is marketed as goods and services.

The fourth stage: paying attention to the social aspect

After shopping for this stage, the impact of the products that are marketed on the social system of the consumer segments is taken into account. Therefore, the social orientation is the need for care to provide a better life for all members of society while preserving the pure, unpolluted environment. This concept adopts the social aspect of marketing and then enables the application of the meaning of Marketing organizations, especially those that do not seek to make a profit.

The second requirement: is marketing functions

Marketing is an essential element, whether it reaches the point of failure or success for the company, in light of the openness of the market and the intensification of competition to strive to win the largest possible number of customers.

However, the importance of marketing does not depend on achieving the goals of the company, but it has several different effects on different fields as follows:

The significance of marketing: Since marketing is the way by which an organization can recoup its expenditures and generate a profit, an organization cannot carry out its operations without marketing (Obeidat, 2008: 153) . As a result, the success of marketing strategies entails an increase in sales, which then results in a profit for the company. Additionally, the success of marketing activities within the company must also reach continuity and prosperity, as their failure will result in a number of issues, such as a decline in sales, which in turn results in a decline in profits. Marketing also plays an important role in society if it enjoys luxury. Additionally, consumers attempt to satisfy a variety of demands. If the marketing function is unsuccessful in doing this, individuals will not be able to get the goods and services they need. (Abu Al-Ghaith, 2009, p. 29).

Marketing functions: We have seen that the main purpose of marketing is to reach the satisfaction of consumer needs. To satisfy these needs, marketing uses several administrative, mutual, and auxiliary functions. The simplest definition of marketing functions is that they are functions that relate to the flow of goods until they reach different markets.

A-Management function This group consists of the following administrative functions, which it calls the marketing management term. The management function, in turn, includes the following sub-functions.

Planning: It includes analyzing the current position of the organization in the market, defining its marketing objectives, and then developing the necessary marketing strategies and programs to reach the objectives.

Organization: It includes organizing the marketing activity in the organization and is subject to designing its organizational structure with its administrative divisions, defining responsibilities and authorities, and reconsidering these matters whenever the need arises in light of the highest possible degree of marketing.

Guidance: This job includes directing the workers in the marketing departments of the organization and increasing their knowledge of the nature of the business and where they do it.

Control is represented by follow-up, evaluation, and forecasting of marketing functions in business institutions to measure and know the level of implementation efficiency, identify gaps and work to avoid them, and develop the marketing process.

B- The exchange function includes several stages, including planning, designing, and developing the commodity. The commodities must contain some characteristics that are consistent with the needs and desires of consumers, and this requires continuous work on improving and developing them.

Due to the need to keep pace with the needs and demands of consumers, the marketing department has become responsible for planning, developing, and improving the commodity, as brokers and distributors view this function as vital to their success and continuity.

As well as profiling and grading: This activity means setting up certain specifications and standards that the traded units must agree with, and these specifications express the quality that consumers demand and desire. The profiling function appears especially in manufactured products. Measurement includes volume, weight, and purity.

Purchasing: jobs to market opportunities to obtain goods in addition to raw materials for production.

C- Auxiliary functions, which include the following functions

-Obtaining marketing information: This depends on the success of the marketing process with great accuracy from the information you provide to it.

-Bearing marketing risks: For the organization to reduce these risks, the balance between what is present and what is required must be reduced, and there are risks of fire and floods, either transferring them to marketing companies or other marketing risks.

The third requirement: is marketing objectives

Just mentioning the marketing goals, the first thing that comes to mind is the goal of selling in the largest quantity to achieve the greatest possible profit, but this is not the only desired goal of marketing. Below we show the various goals that can be reached through marketing for the organization first and then the consumer second.

The objectives of the institution: The institution generally seeks to achieve profit, and in the medium and long term it can aspire to ensure its expansion and continuity in the market for the largest possible period.

a. Profit Some economists see profit maximization for any organization as there are restrictions that interfere with determining the size of profits, such as the behavior of competitors, the extent of competition, oversight, and the government that leads to the difficulty of the institution maximizing profit, alternatives (Muhammad, 2008: 164). Many believe that achieving the largest possible profit is the responsibility of the marketing department alone, and this matter is difficult to achieve because the profit is achieved by the organization through the concerted efforts of many factors.

b. Growth: The goal of growth has a direct impact on achieving the marketing goals, the most important of which is the increase in the volume of production and the service of the organization, which has a direct impact from defining marketing goals, the most important of which is increasing sales volume or increasing the organization's share in marketing or expanding the market, and among its most prominent motives are:

1- Increasing demand for products. Perhaps increasing revenues from sales is one of the important goals of the organization. Increasing demand for products pushes the organization to increase production to achieve greater revenues, by expanding its production base by increasing the number of departments and units, which is called the physical growth of the organization. This is done in the case of No production capacity.

2- Increasing the intensity of competition: It encourages an increase in demand for the product, which leads to the entry of other organizations into the production of that product.

3-Survival and continuity after achieving the goals that preceded it and maintaining stability and development. This goal is one of the main goals of marketing, and it can contribute to achieving this goal through the following:

- - The marketing department must constantly search for new marketing opportunities.

-The marketing department must set a goal for a good marketing information system that helps the organization achieve its goals.

4-Consumer goals: Marketing looks at all the necessary needs of the consumer because they change the goals he seeks to achieve and cannot be summarized. These goals can be limited to :

A- Appropriate commodities: They are the ones that achieve the real benefit for consumers and are consistent with their preferences and tastes after they have been designed with the specifications, shape, and quality that consumers desire.

B-The right place: It is the place that enables the consumer to obtain the goods he needs with the least effort and cost.

C- Appropriate price: It is the price that suits the purchasing power of the consumer and in a way achieves a reasonable profit for the producer that covers the costs of producing the commodity.

D- Appropriate time: It is the time when commodities are presented to consumers in the market so that they are available to them whenever they need them, regardless of production times. Here, another function will emerge for us, which is storage, which achieves benefit, by storing the commodity until the time that the demand focuses on it. Achieving the goal of marketing, is not an easy thing, because the organization is subject to an environment that consists of many areas.

Fourth topic: the practical aspect

Preface:

This subject comprises the study's practical component, which the researchers attempted to demonstrate in the context of real-world implications for the financial crisis' effects on marketing performance. The two prerequisites for this subject are as follows:

The first requirement: - Furat Karbala Company for the manufacture of thermostone. The presentation and interpretation of data and statistical findings is the second need..

The first requirement: Furat Karbala Company for the manufacture of thermostone

The company is considered one of the giants specializing in the production of heat-resistant refractory bricks, and its laboratory was designed by the Chinese company TEEYER. This product is approved by the Directorate General of Industrial Development, No. 89286 refractory bricks are manufactured using modern equipment under the supervision of qualified engineers, refractory bricks manufactured according to international quality standards. Includes all measurements. The person in charge of manufacturing lupine stones. The company he founded in 2015 has equipped several projects owned by Termos Ton belonging to the public and private sectors according to high technical specifications regarding density, durability, thermal and sound insulation, superiority over imported thermos. tone.

The company is prepared to work with everyone and offer the following services to those wishing to build a thermos at a highly subsidized price to encourage private sector projects and local industry.

Furat Kerbala Lupine Tone Company is he one of the leading companies in the manufacture of lupine stones. The company's products have laboratory certificates, including the Central Metrology and Quality Control Agency's certificate for standard characteristics under the number (M.Q. 1441/2000).

The second requirement: is the presentation and analysis of data and statistics.

The three requirements for this requirement are to describe the sample questionnaire, present the findings from the first axis (the axis of general information), and present the findings from the second axis (the effects of the financial crisis on marketing performance).

First: Description of the sample questionnaire: In this requirement, the results of the questionnaire form for the study will be presented based on statistical means through the arithmetic mean and standard deviation. This form included the following axes:

First, a description of the survey form One instrument for gathering data and information is the questionnaire. This questionnaire was created using information from prior study, the findings of the researchers, as well as suggestions made by knowledgeable and skilled arbitrators. It has undergone modifications to take on its current form.

The questionnaire included the axis of the repercussions of the financial crisis on the marketing performance of services, and this consists of (10) ten phrases dealing with the reflection of the financial crisis and marketing performance in its various aspects.

Twenty-five out of the thirty samples of questionnaires that were distributed met the criteria for analysis and study, making up a significant portion, as indicated in Table (1)..

Table (1) The distributed questionnaires subject to analysis

Number of forms the sample	distributed forms		Retrieved forms subject to analysis	
	the number	the percentage	the number	the percentage
Furat Karbala Company for the manufacture of thermostone	30	100%	25	100%
the total	30	100%	25	100%
The table was prepared by the researchers based on the answers given in the questionnaires				

As for how the questionnaire was processed, that was done in accordance with the five-point Likert scale, as stated in Table (2) below.

Table (2) Five-point Likert scale

the scale	Strongly agree	Agreed	neutral	I do not agree	Strongly disagree
the weight	1	2	3	4	5

Tools and statistical techniques utilized in the analysis include:

1. Percentage: It was obtained by multiplying the part-to-whole ratio by 100 in order to extract it from the frequency tables.

2. Mathematical mean: It is represented by the symbol and is the average of a variable's values, which is the value obtained by summing those values over their number.

$$\bar{x} = \frac{\sum x_i}{n}$$

Since x = values, n = arithmetic mean, n = number of values

3. 3. The fictitious middle: a number determined by the researcher using a certain equation as the middle alternative = the third possible response (neutral)

4. 4. Standard Deviation: It displays the values' deviations from the arithmetic mean, and whenever its value is low, this indicates that the research's conclusions are homogeneous. The able researcher is the one who, in the following examples, achieves both the highest arithmetic mean and the lowest standard deviation values.

$$\cdot \sqrt{\frac{\sum (x_i - \bar{x})^2}{n}} = S$$

Second: Show results

The first axis: - the axis of general information:

This axis represents general inquiries to learn about the working staff (the research sample), their precise specializations, the number of years they have worked for the company, and the nature of their work in order to learn about the effects of the financial crisis on marketing performance. The questionnaire's sample of the research reveals the following.

Table (1) General information

N	General information	the details	duplicates	percentage	Total ratio
1	gender	Female	12	48%	100%
		Male	13	52%	
2	the age	21-30	12	48%	100%
		31-40	10	40%	
		41-50	2	8%	
		51-60	1	4%	
		61and more	0	0	
3	Academic Qualifications	Technical Diploma	13	52%	100%
		Bachelor's	2	8%	
		Master's degree or equivalent	7	28%	
		Ph.D. or equivalent	0	0	
		other remember	3	12%	
4	Scientific specialization	business management	11	44%	100%
		accounting	5	20%	
		Banking and Financial Sciences	3	12%	
		Other mentions (law, economics, middle school, middle school, elementary school)	6	24%	
5	Years of service	Less than 5 years	13	52%	100%
		From 5 to less than 10 years	2	8%	
		From 10 to less than 15 years	8	32%	
		More than 15 years	2	8%	
6	Career Title	Manager	2	4%	100%
		Associate director	6	24%	
		Audit	5	20%	
		employee	8	32%	
		Writer	2	4%	
		accountant	2	4%	

1. According to the questionnaire's results, the study sample was made up of (48%) females and (52%) males.

2-Age: According to the questionnaire's findings, the sample's replies within the age bracket of (41-50) made up the biggest percentage, amounting to (34.3%), followed by the bracket of (31-40), which came to (29.4%), and then the age bracket as a whole. Age groups (21-30) and (51-60) had the highest percentages (16.7%) followed by (61 and older), which had the lowest proportion (2.9%).

3. Academic

background: According to the questionnaire results, those with diplomas made up the highest share (52%), followed by those with master's degrees (28%), and then those with a paragraph (others to remember), which made up (12%). holders of bachelor's degrees came next, with a percentage of(8%)

4-Scientific specialization: According to the survey's findings, the business administration major made up the largest percentage (44%), followed by a paragraph mentioning (law, economics, preparatory, intermediate, and elementary) and its percentage (24%), which includes a range of specializations like the following: It was stated after the accounting specialization, which accounted for 20% of the total. The proportion for the major in finance and banking sciences was the lowest at (12%). resolution.

5-Amount of years of service: The questionnaire's results revealed that (52%) of the research sample have less than 5 years of experience, (32%) of the research sample have between 10 and 15 years, and (2% of the research sample) have 15 years or more.

6-Type of work: According to the survey's findings, the respondents who held the position of "employee" made up the greatest percentage (32%), followed by those who held the position of "captain" (24%), and those who held the position of "auditor" (20%). The lowest percentage of respondents was 4%, and the jobs remained as manager and clerk, respectively.

The second axis outcomes, as well as the effects of the financial crisis on marketing performance, must be shown. This is the third condition.

Part of the research sample's replies have been studied in this axis as follows. The answers from the research sample will be analyzed in accordance with each statement and in each axis of the questionnaire.

N	the details	Strongly agree	Agreed	Neutral	I do not agree	Strongly disagree	Arithmetic mean	standard deviation	the total number
1	The impact of the financial crisis on the marketing sector in foreign countries is more than in Arab countries	2	16	4	0	3	10	5,560	25
		8%	64%	16%	0	12%			100 %
2	The employees of Furat Karbala Company for the manufacture of thermostone / Furat Karbala Company for the manufacture of thermostone have the necessary skills to deal with modern technologies	10	13	1	1	0	8.166	5.148	25
		40%	52%	4%	4%	0			
3	The financial crisis has had an impact on the poor performance of the marketing sector	8	15	8%	0	0	0	13	100%
		32%	60%	3	1	1	0		25
4	Monetary and financial reform and deepening investor awareness of the scientific foundations for investment is very necessary because it leads to an increase in serving the economy	13	8	3	1	0	9,6	4,899	25
		52%	32%	12%	4%				100%
5	Sales information contributes to the preparation of a special program that wins the potential customers of the company	7	11	5	1	1	8,333	8,733	25
		28%	44%	20%	4%	4%			100%
6	The company is interested in the opinion of marketing experts within the company	13	9	2	0	1	8,166	5,700	25
		52%	36%	8%	0%	4%			100%
7	Decreased financing capacity as a result of the impact of the financial crisis on it	5	18	1	0	1	8,166	7,516	25
		20%	72%	4%	0%	4%			100%
8	The company's keenness to inform customers about its marketing activities	10	12	2	1	0	8,166	5,560	25
		40%	48%	8%	4%	0			100%
9	Work to create a performance unit in the company's organizational structure and be responsible for clarifying, explaining, and preparing maps, lectures, and courses, and choosing appropriate programs and techniques to implement the marketing service performance of the company's employees	12	6	4	1	2	8,333	4,358	25
		48%	24%	16%	4%	8%			100%
10	The impact of the financial crisis on the performance of the marketing sector, which leads to a lack of demand	9	8	5	3	0	8,166	3,674	25
		36%	32%	20%	12%	0%			100%

The first phrase: (The impact of the financial crisis on the marketing sector in foreign countries is more than in Arab countries)

By reviewing the previous findings, it was discovered that (64%) of the sample's answers were within the paragraph (agree), with the arithmetic mean coming in at (10), which is higher than the standard mean calculated using the five-point Likert scale, which came in at (3) with a deviation. A normative value of (5.5603) implies the necessity for sophisticated and contemporary procedures that are based on capabilities and foundations that can withstand exchange rate swings.

The second statement: (The employees of Furat Karbala Company for the manufacture of thermostone have the necessary skills to deal with modern technologies).

The majority of the sample's answers, which made up (52%) of the sample's replies, were inside the paragraph (agreed), according to the prior results. The arithmetic mean was (8.168), which, on a five-point Likert scale with a standard deviation of (3), was higher than the standard mean. His worth is 5.148 .

The third phrase: (The financial crisis has an impact on the poor performance of the marketing sector)

By looking at the prior findings, it was discovered that (60%) of the sample's replies fell within the paragraph's (agree) confines. The five-point Likert scale's conventional average, which equaled (3) with a deviation, was surpassed by the arithmetic mean, which came in at (13), which was higher. (3.4641) as the reference value .

The fourth statement: (The monetary and financial reform and the deepening of the investor's awareness of the scientific foundations of investment is very necessary because it leads to an increase in the service of the economy)

By looking at the previous findings, it was discovered that the majority of the sample's responses fell within the paragraph (strongly agree) and made up (52%) of the sample's responses. The arithmetic mean value was (9.6), which was higher than the standard average according to the Likert scale's five points, which was set at (3). with a (4.899) standard deviation

The majority of the sample's responses fell within the paragraph (agree), making up (44%) of the sample's responses. The arithmetic mean was (8.3333), exceeding the standard mean on the five-point Likert scale with a value of (3) and a standard deviation of (8.) The fifth phrase: (sales information contributes to the preparation of a special program that earns the potential customer of the company).

The sixth phrase: (The company is interested in the opinion of the marketing experts present within the company).

Following the preceding findings, it was discovered that (52%) of the sample's responses fell inside the paragraph marked "strongly agree." The arithmetic mean was equal to (8.1667), which, on a five-point Likert scale, was considered to be higher than the median (3). 5.7009 as the standard deviation

The seventh phrase: (decreased financing capacity as a result of the impact of the financial crisis on it)

The majority of the sample's answers, which made up (72%) of the sample's replies, were inside the paragraph (agreed), according to the prior results. The arithmetic mean was (8.1667), which was higher than the standard mean calculated using a five-point Likert scale, which was (3) with a standard deviation of (7.5166).

The eighth phrase: (the company's keenness to inform customers about its marketing activities)

The majority of the sample's answers, which made up (48%) of the sample's replies, were inside the paragraph (agreed), according to the prior results. The standard mean on the five-point Likert scale, which equaled (3) with a variance, was eclipsed by the arithmetic mean, which was (8.166), which was higher. a typical rating of (5.560)

The ninth phrase: (Working to create a performance unit in the organizational structure of the company and be responsible for clarifying, explaining, and preparing maps, lectures, and

courses, and choosing appropriate programs and techniques to implement the marketing service performance of the company's employees)

Following the preceding findings, it was discovered that (48%) of the sample's responses fell within the paragraph marked "strongly agree." 4.3589% was the standard deviation.

The tenth phrase: (The impact of the financial crisis on the performance of the marketing sector, which leads to a lack of demand)

The majority of the sample's responses, which made up (36%) of the sample's answers, were determined to be inside the paragraph (strongly agree), according to the prior findings. The arithmetic mean was (8.1667), which, on a five-point Likert scale, was considered to be higher than the median (3). 3.6742 as the standard deviation

The fifth topic: conclusions and recommendations

Conclusions:

- 1- The financial crisis is a very serious disturbance in some economic budgets and therefore will lead to the collapse of other activities and sectors.
- 2- The financial crisis has a role in the poor performance of the marketing sector
- 3- The impact of the financial crisis on the marketing sector in foreign and Arab countries.
- 4- The financial crisis has a role in the lack of demand for the performance of the marketing sector.

Recommendations :

- 1- It is necessary to avoid and limit the financial crisis to achieve real development.
- 2- Calling for building a new financial system that contributes to the Arab countries with a holistic multipolar economic system.
- 3- The need to call for the establishment of a new world order that contributes to an economic system.
- 4- The need to find a model for predicting the financial crisis to find a topic to achieve economic stability.
- 5- Review the importance of the marketing sector in Iraq, it has become clear that this sector can be considered the most important economic sector driving economic development.
- 6- Improving the quality of services provided to the customer
- 7- The need to reduce taxes on the marketing sector during the crisis period
- 8- Holding seminars, courses, or workshops for the company's employees as well as its performance variables to increase their awareness about the marketing sector process because of its effective role in raising the efficiency of the company's performance.

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