
THE ROLE OF SUSTAINABLE MARKETING IN IMPROVING EMPLOYEE PERFORMANCE IN TOURISM COMPANIES -AN ANALYTICAL STUDY OF THE OPINIONS OF A SAMPLE OF CUSTOMERS OF TOURISM COMPANIES IN THE HOLY CITY OF KARBALA

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Abstract

The current research is interested in studying the nature of the relationship between the two variables (sustainable marketing and employee performance) in tourism companies in the holy city of Karbala. The research hypotheses were built on the basis of the nature of the correlation and influence relationships between the independent variable and the dependent variable. The study tool, which is the questionnaire, was adopted to present a group From the questions asked to the research sample and obtaining adequate answers to achieve the research objectives, and in light of the research problem, the researchers were interested in interpreting the sample's answers statistically through the statistical program SPSS and arriving at results that serve tourism organizations and emphasizing the role of sustainable marketing in supporting the goals and requirements of employees and directly influencing their performance in Companies.

Keywords: sustainable marketing, ability and desire, societal engagement, tourism companies, employee performance.

Introduction

In the modern era, banks play the main role in financing and developing the economy in all. Many companies have faced a lot of criticism recently, due to their marketing practices and activities that are harmful to the environment, especially after the rise of environmental trends. This led to the necessity of thinking about creating a new marketing trend that adopts the interests of each individual consumer. And accordingly the new challenge before organizations is sustainable marketing, as organizations face difficult situations that require a comprehensive review of its marketing strategy. Which led it to prepare a comprehensive, clear-cut strategy that includes social responsibility, and environment in order to provide the necessary components to deal with the emerging situations in the new world order, Therefore, the organization determines its objectives and conducting environmental analysis to choose the field in which it is active and competing serve as a guide and guide for selecting and approving marketing principles. Sustainable, including the organization adopting a sustainable marketing strategy that will ensure its survival and continuity and give it an opportunity to enter into global markets and occupying strong positions compared to its competitors in order to adapt and keep pace with the new requirements of competition whose indicators have changed. to become compatible with the sustainable development approach, meaning that it has significance for society and the environment, which further consolidates the reality of improving performance from an economic standpoint social and environmental. adopting the philosophy of sustainability has helped many global and regional organizations achieve many advantages in markets, reaching the peak of excellence, and achieving competitive advantage with high degrees of competence, so organizations today must possess everything that is new and sustainable, and possessing that competitive advantage that will ensure the organization's position in the market in the long term⁽¹⁾.

Many researchers in the field of marketing believe that achieving long-term relationships with the customer is the first and most important goal. that marketing seeks to achieve, marketing activity as an active element in influencing customers or parties who the organization deals with them in terms of their behaviors, their decisions, and even their purchasing orientations. It represents the way out that ensures the organization has the potential to survive in an environment characterized by instability, on the one hand, and on the other hand, the observer of the emergence of marketing it is noted that it went through a number of stages of development, which began with the productive concept of marketing, and continued until it reached the social concept for marketing⁽²⁾ which constitutes the ethical charter that prompts the organization to take marketing decisions taking into account three main pillars: (customer satisfaction, organization profitability, and community well-being), out of its deep awareness that its survival its competitiveness and entrepreneurship will not be achieved unless it achieves the aforementioned tripartite relationship. And ensuring its sustainability. Based on this, a number of organizations sought to adopt modern approaches and practices that would enable them to achieve this relationship. Among them is sustainable marketing, which is an introduction to business and marketing practices, which meets three basic criteria: "met customer needs, achieved organizational goals, and a process of compatibility with environmental systems."⁽³⁾

2 . Theoretical framework

2.1. sustainable marketing

Sustainability is seen as an attractive concept in a variety of fields but marketing in particular has the opportunity to contribute significantly to the understanding of the concept, its advantages and its vitality as a focus of the future operations of the organization, Marketing has the opportunity to elevate its focus from customer relationship management and owner relationship management other interests as well as a broader range of market issues that include economic and environmental dimensions social⁽⁴⁾ .

It appears that the concept of sustainable marketing appeared in Western literature as recently as the late nineties it is a natural stage in the development of marketing⁽⁵⁾ .

also added that reinforces the need for a broader vision of the concept of marketing through management problems arising from the severe negative environmental, social and economic impacts that have arisen report global and market-driven events⁽⁶⁾ . pointed out in his concept of sustainable marketing the novelty of the subject, and stated that sustainable marketing is one of the modern topics, as it focuses on the optimal use of the resources you possess the organization aims to provide products of high value to customers, and other relevant parties, taking into consideration of long-term environmental and social issues.⁽⁷⁾

It has been shown that sustainable marketing is the process of planning, implementing and controlling marketing strategies from product development, pricing, promotion and distribution in behavior

it satisfies the following three criteria⁽⁸⁾

1. Customer needs met.
2. Organized goals accomplished.
3. A process of compatibility with environmental regulations .

Sustainable marketing is one of the environmentally informed marketing concepts sees as simple attempts to shift in environmental issues from a social challenge to a marketing challenge that could be easy to transform by applying tools and techniques marketing .⁽⁹⁾

sustainable marketing is one of the entrances to marketing that brings together organizational processes interior and organization of resources that create value and ideally stakeholders (owners, shareholders, employees, value chain partners), the natural and social environment rich in the activities of the organization, and this term is applied in the organization that operates within a particular system.

Sustainable marketing is one of the latest concepts that reflects the development in the field of thought development marketing, as it appears due to a group of factors, including:

- a - Organizations endeavor to fulfill what they desire if the demand leads to hearing effects that are harmful to society and the environment, It contradicts many customs and traditions.
- b - That the organizations did not apply the marketing concept as it should be, as it became clear that it leads in the process of wanting to satisfy the desires and needs of a certain group of consumers, the interests of the consumer are sacrificed and the desires of other groups, which results in a lack of consideration for the public interest.

c- The desire to achieve more profits may push organizations to exploit excessively and extravagantly

to existing sources of wealth, although such wealth should be used and rationally exploited, which

this wealth can be preserved and renewed.

d- Increasing consumers' awareness about the environment is another factor in organizations that pushes them to implement better practices sustainable or environmental.

e- The movement of consumers and the movement of environmental protection is one of the main factors for the emergence of the idea of marketing sustainable, the consumer movement contributes to protecting the consumer from illegal marketing practices responsible, while the environmental movement calls for preserving the environment to make it a safe place to live for us and for generations coming.

f- The limited nature of natural resources and their increasing costs.⁽¹⁰⁾

2.2. Employees Performance

When looking at the concept of work, employment and management, there is a connection between the organization and the employee inevitably, it can be said that the success of the organization and its ability to reach its goals are closely linked with the efficiency of its employees and the extent to which the human resources department in particular or the organization in general pays attention to the individual workers, their abilities, skills and capabilities in order to improve the level of organized performance in a manner it is fair to both parties⁽¹¹⁾. Scholars, administrators, and researchers have been interested in the quality of employees' performance of the close relationship that exists the employee in the organization and the extent of the employee's influence in his organization through his performance, behavior, skills and ability, the organization always seeks to improve its employees through training, qualification, evaluation and motivation and try to consider their material and moral needs⁽¹²⁾.

The concept of performance means the outputs and goals that the organization seeks to achieve through its employees, and therefore it is a concept that reflects both the goals that organizations seek to achieve through tasks and duties carried out by workers within those organizations⁽¹³⁾. The concept of performance is defined as a broad concept that includes many related terms with success and failure, which is why many writers and researchers in the field of human resources have chosen between this the term - employee performance - and other synonymous terms used in management theory literature, such as: productivity, efficiency, effectiveness, in addition to the term productive efficiency or performance efficiency⁽¹⁴⁾.

Interest in performance management was not limited to the level of individual employees at different administrative levels, the performance of a single individual is a reflection of the performance of the department, unit, or unit the company to which the organization is affiliated, and that the performance of individual workers and the degree of their proficiency in it is an expression of the degree of effectiveness of the company in which they work, as the individual's interest in the level of his performance and proficiency in it is reflected personally. Therefore, this is represented in the following:

- Performance has become an important measure of an individual's ability to perform his current work, as well as any work that may be assigned to him in the future.

- Every individual must pay attention to the performance of his work, given that this is linked to the wages and incentives he receives. what is the equivalent in return for this performance?

- From the individual's point of view, performance is determined by one of his basic needs, which is his need for stability work and prove yourself⁽¹⁵⁾.

The performance of employees is affected by many factors that may have a positive or negative impact on the employees. these factors may consist of external or internal factors, including the individual himself and others these factors⁽¹⁶⁾ :

- Work environment: The work environment or (organizational climate) is the field that includes methods

The methods, tools, elements, and interacting relationships between individuals within the organization's environment, and these play the environment plays an effective role in developing and raising the efficiency of employees' performance. The positive organizational climate will increase from this efficiency, the negative organizational climate will affect and reduce the ability of individuals to raise their efficiency.

- Organizational culture: Organizational culture is based on a strong system of sharing values and standards

Organizational norms and the presence of an employee-oriented organizational culture will make employees perform more efficiency⁽¹⁷⁾.

- Leadership style: The presence of a democratic leadership system and style and influential leadership with clear charisma based on friendship, respect and friendliness will make thousands of employees more satisfied with their work, which will lead to increased employee satisfaction he condemned them at work⁽¹⁸⁾.

- Motivation, wages and rewards systems: Having an incentives and rewards system will make the worker more motivated towards work, and this has been confirmed by many administrative studies and theories. (Pawirosumarto et al., 2017) .

- Vocational training: Vocational training plays a major role in increasing the skills and efficiency of workers to achieve the organization's goals; As there is an increase in training, especially based on the main skills at work technical training will make the worker skilled in his work, thus achieving coordination performance⁽¹⁹⁾.

- Involving employees: Involving employees in making various decisions, expanding their powers and empowering them.it will work to raise their wages, and whenever workers point out that they are a decision-making machine, this will make them poorer they feel excluded, and therefore their performance at work will decrease⁽²⁰⁾.

- Discipline: Having rules, procedures and policies at work will make employees more knowledgeable their duties and rights, and therefore they will increase their debts so as not to expose them to various penalties it is always expected that work discipline is a feature of the organization's human resources because this makes the organization work well and achieve its goals efficiently and effectively⁽¹⁸⁾.

3. The importance and problem of the research

The problem represents the cornerstone upon which the research methodology is built in a logical, sequential manner with successive events leading to analyzing the collected information to ultimately form realistic conclusions related to the organization under research and possible recommendations it constitutes a logical solution that helps the organization overcome its problem. The problem was represented by the following questions

A - Getting to know the concept of sustainable marketing and identifying the obstacles facing this sector in applying the concept Sustainable marketing enables tourism institutions to plan to overcome these obstacles and achieve maximum results benefiting from adopting the concept of sustainable marketing.

B - What is the reality of sustainable marketing in the organization under study ?

C - What are the most important factors for the success of sustainable marketing ?

D - Does sustainable marketing contribute to supporting and developing employee performance ?

The importance of studying the topic is based on the importance of studying and analyzing situations

sustainable marketing and the rationale for its application in light of the increase in unethical business practices the emergence of materialism, ignoring consumer interest, and demonstrating the advantages of applying sustainable marketing in creating a kind of balance between corporate interests and consumer interests, while emphasizing the important role consumer protection associations.

4 - Materials and Methods

Figure (1) below shows the hypothesis diagram of the research, which refers to the total of the two hypotheses that explain the relationship and effect between the research variables.

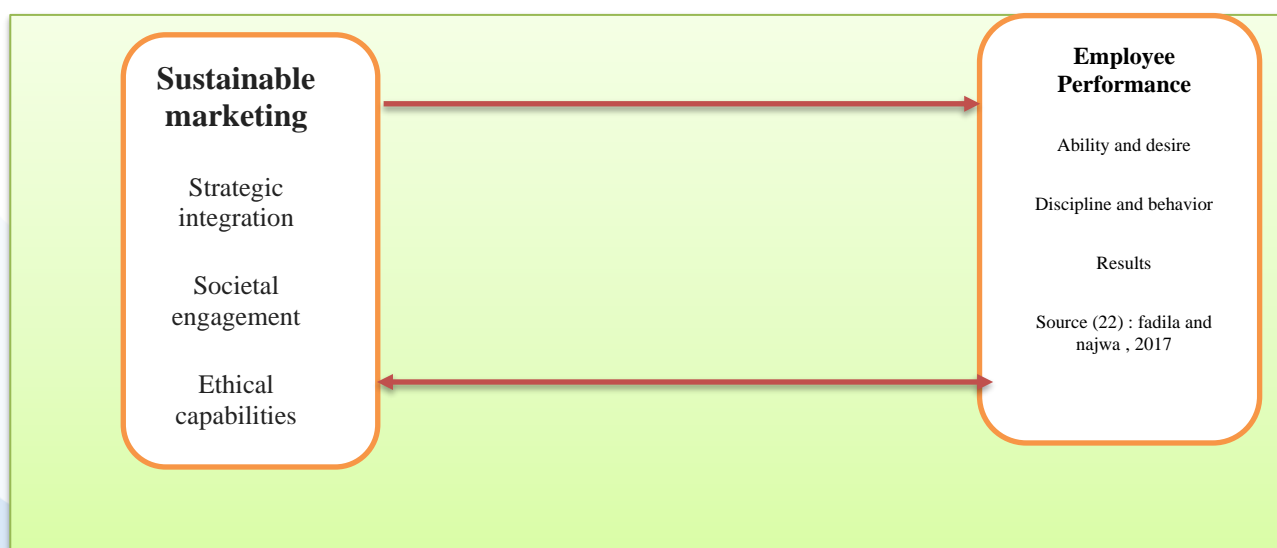


Figure (1) Hypothesis Diagram of the Research

Source(21) :
Andria, 2020

H1–There is statistically significant correlation at $\alpha = 0.05$ between sustainable marketing and employee performance .

H2- There is statistically significant effect at $\alpha = 0.05$ to sustainable marketing in employee performance .

5- Results

A – Study Population and Sample

The research tried by studying the nature of the relationships between the variables to identify the extent of the correlation and effect between the research variables, and the research targeted a sample consisting of (27) customers of tourism companies in the holy city of Karbala , as the questionnaire was distributed to the sample members in order to know the level of their opinions and ideas about the variables the research, and the answers were collected from the sample and analyzed statistically through the statistical program SPSS.

B- Reliability and Validity of the Survey Instrument

The research tool includes (30 items) that depends on two variables, which are sustainable marketing as an independent variable and includes three dimensions which are (Strategic integration , societal engagement , Ethical capabilities) and employee performance as a dependent variable and includes three dimensions which are (ability and desire , Discipline and behavior , results) .

Table (1) Descriptive statistics and Reliability for sustainable marketing's dimensions

	Strategic integration	societal engagement	Ethical capabilities	
Mean	1.82	2.06	2.00	
Std. Deviation	.516	.717	.777	
				: .821 Reliability

The values in Table (1) above indicate that social engagement obtained the highest mean value of (2.06) and Std. Deviation with a value of (.717), which indicates the importance of this dimension and its high value among respondents in the institution. And came Ethical capabilities with value mean and std. Deviation (2.00) , (.777) . Followed by the dimension Strategic integration with value mean and std. Deviation was equal to (1.82) and (. 516), respectively. As for measuring the extent of realism and credibility of the dimensions of sustainable marketing , the Alpha Cronbach index was used, which came with a value of (.821), which is an acceptable percentage as an indicator of the credibility of the questionnaire.

Table (2) Exploratory Factor Analysis for sustainable marketing's dimensions

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.280	76.015	76.015	2.280	76.015	76.015
2	.533	17.762	93.777			
3	.187	6.223	100.000			
Extraction Method: Principal Component Analysis.						

The results contained in Table (2) refer to the exploratory factor analysis of the sustainable marketing's dimensions, which aims to explain the amount of variance and reduce the dimensions to a specific value, as the three dimensions of the sustainable marketing were reduced to a single component with a value of (2.280), which explains the variance in the variable. We also note from the above table that the first component has obtained the highest percentage of (2.280) and a variance value of (76.015) , then the second , and third component comes with a value of less than one, which means that they cannot be considered as strong components in terms of influence.

Table (3) Component Matrix for sustainable marketing's dimensions

Dimensions	Component 1
Societal engagement	.933
Strategic integration	.884
Ethical capabilities	.793

Table (3) shows the percentage of the contributions of each of the three dimensions to the formation of the sustainable marketing variable , as Societal engagement got the highest value of the variable formation with a value of (.933) , then came Strategic integration in second level with values (.884) . finally , came in third levels Ethical capabilities with values (.793) .

Table (4) Descriptive statistics and Reliability for employee performance's dimensions

Ability and desire		Discipline and behavior	Results	
Mean	2.04	2.20	2.16	
Std. Deviation	.628	.823	.721	
				: .829 Reliability

The values in Table (4) above indicate that Discipline and behavior obtained the highest mean value of (2.20) and Std. Deviation with a value of (.823), which indicates the importance of this dimension and its high value among respondents in the institution. And came Results with value mean and std. Deviation (2.16) , (.721) . Followed by the dimension Ability and desire with value mean and std. Deviation was equal to (2.04) and (.628), respectively. As for measuring the extent of realism and credibility of the dimensions of employee performance , the Alpha Cronbach index was used, which came with a value of (.829), which is an acceptable percentage as an indicator of the credibility of the questionnaire.

Table (5) Exploratory Factor Analysis for employee performance's dimensions

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.249	74.965	74.965	2.249	74.965	74.965
2	.489	16.306	91.272			
3	.262	8.728	100.000			
Extraction Method: Principal Component Analysis.						

The results contained in Table (5) refer to the exploratory factor analysis of the employee performance's dimensions , which aims to explain the amount of variance and reduce the dimensions to a specific value, as the three dimensions of the employee performance were reduced to a single component with a value of (2.249), which explains the variance in the variable. We also note from the above table that the first component has obtained the highest percentage of (2.249) and a variance value of (74.965) , then the second , and third component comes with a value of less than one, which means that they cannot be considered as strong components in terms of influence.

Table (6) Component Matrix for employee performance's dimensions

Dimensions	Component 1
Discipline and behavior	.913
Ability and desire	.853
Results	.829

Table (6) shows the percentage of the contributions of each of the three dimensions to the formation of the employee performance variable , as Discipline and behavior got the highest value of the variable formation with a value of (.913) , then came Ability and desire in second level with values (.853) . finally , came in third levels Results with values (.829) .

C- Hypothesis testing

H1– There is statistically significant correlation at $\alpha = 0.05$ between sustainable marketing and employee performance .

Table (7) correlation between sustainable marketing and employee performance .

		sustainable marketing	employee performance
sustainable marketing	Pearson Correlation	1	.786**
	Sig. (2-tailed)		.000
	N	27	27
employee performance	Pearson Correlation	.786**	1
	Sig. (2-tailed)	.000	
	N	27	27

** . Correlation is significant at the 0.01 level (2-tailed).

It is evident from the results in Table (7) above that there is a positive significant correlation between sustainable marketing and employee performance , which was valued at (.786), in addition to that was the value of the sig. (.000) less than 0.05, which means the relationship between the two variables sustainable marketing and employee performance is statistically significant at $\alpha = 0.05$, and therefore the first hypothesis is accepted.

H2- There is statistically significant effect at $\alpha = 0.05$ to sustainable marketing in employee performance .

Table (8) ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.704	1	6.704	40.342	.000 ^b
	Residual	4.155	25	.166		
	Total	10.859	26			
a. Dependent Variable: employee performance						
b. Predictors: (Constant), sustainable marketing						

It is clear from the results presented in Table (8) that there is a statistically significant impact of sustainable marketing in employee performance, as the value of sig. was (.000) which less than (0.05) and this indicates the accept of the second hypothesis, which refers to there is statistically significant effect at $\alpha = 0.05$ to sustainable marketing in employee performance .

Table (9) Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.786 ^a	.617	.602	.408	.617	40.342	1	25	.000
a. Predictors: (Constant), sustainable marketing									
b. Dependent Variable: employee performance									

Finally, the results presented in Table (9) indicate the total correlation value of the model by considering that sustainable marketing as independent variables have a correlation with the dependent variable employee performance, as the correlation value was positive by (.786) and at a significant level of .000) Which is less than (0.05), which supports the correlation between the research variables, in addition, the value of R. Square indicates the amount of variance that occurs in the value of the independent variable will affect the interpretation of the variance in the dependent variable with a value of (.617).

6. Discussion

The research has found, through the results of statistical analysis, the existence of correlations and influence between the research variables. In addition, the results indicated a disparity in importance between the dimensions of sustainable marketing among the research sample, where (social engagement) received the highest arithmetic average, which means great interest among the respondents. With this dimension and its importance to tourism companies, this dimension obtained a value of (2.06) among the other dimensions. As for the matrix of components, it indicates the contribution of each of the dimensions in shaping sustainable marketing. Therefore, the societal engagement dimension received the largest amount of contribution in shaping sustainable marketing, amounting to (.933). As for the research hypotheses, the first hypothesis was accepted, which indicates the existence of Correlations between the two variables the correlation relationship was positive (.786) between the two variables. The second hypothesis dealt with the influence relationship between the two variables, and there was an influence relationship through identifying the sig value. Which appeared less than (0.05), and this means accepting the second hypothesis. Which means that sustainable marketing practices can affect the employee performance of tourism companies.

7. Recommendations

In this part, the researchers seeks to present a set of recommendations that can be of interest to the tourism companies, the research sample in order to achieve the best results in terms of improving performance and achieving positive relations in the field of work:

1. Paying great attention to training and development programs by holding training courses or conferences to develop employees' performance and increase their knowledge of the concept sustainable marketing.
2. Paying attention to developing the departments concerned with communicating with customers in order to listen to their complaints and benefit from suggestions to determine changes in the market and in customer tastes to achieve success.
3. Encouraging employees to innovate by creating open discussion forums to present ideas, adopt appropriate ones, and allocate rewards for every new idea.
4. Focus on using advanced computers and their applications to develop the company's work and improve the services provided to customers.
5. Paying attention to customers' opinions and their multiple needs and including them on the agenda because it represents the company's keeping pace with changes in the market and the seriousness of its pursuit of competitive advantage.

6. The company adopts new ideas and works to implement them in order to outperform competitors and achieve a competitive advantage to achieve its advantage long-term market leadership.
7. Increasing distribution outlets to reach broader market segments and gain the largest possible number of customers.
8. Taking advantage of modern technology to schedule customer requests and respond to them quickly and effectively.
- 9 - Innovating new services at a lower cost and with distinguished quality that compete with the various services of other companies.
- 10 - The need to find appropriate solutions to the issue of shortcomings in the delivery of services through restructuring distribution outlets, in addition to ensuring preparation on time.

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