
THE ROLE OF PERSONAL MARKETING IN ENHANCING CUSTOMER RELATIONSHIP MANAGEMENT IN ASIACELL COMMUNICATIONS COMPANY IN IRAQ

Sarah Mohmoud Ahmed

College of Islamic Sciences/ University of Tikrit

Sara.m.ahmed@tu.edu.iq

Abstract

This study aims to explore the role of personal marketing in improving customer relationship management at Asiacell Communications Company in Iraq and determine the reality of personal marketing and customer relationship management at Asiacell Telecommunications Company. The study sample of Asiacell Communications employees was located in Iraq, and a random sampling method was used to select the participants. The sample size was 160 people. To achieve the research objectives, the researcher used a descriptive survey method because it is a suitable method for the study, through this method, the researcher came up with the main findings: There is a positive relationship between personal marketing and customer relationship management through the survey. There is also a positive impact relationship between personal marketing and customer relationship management, the researcher recommends developing skills and knowledge through training and seminars, which can help keep up with industry developments. You will use social media and professional platforms.

Keywords: personal marketing, information technology, organizational commitment, knowledge score, communication skill.

Introduction

Individuals often need talents to present themselves in front of others, whether to find a job or a better position in a career. This is because individuals always look for the best and find ideas in themselves that qualify them for a higher and better position, rather than waiting for others' opinions about themselves and their performance at work, it is the individual's responsibility to effectively present themselves in front of work superiors or other institutions or even society itself. While many people find it difficult to present themselves actively, some are embarrassed to speak for themselves while still wanting their talents and abilities recognized (Brady, 2016, p. 52). In short, the main problem lies in personal marketing (self-marketing). Among them, self-marketing is one of the topics in modern marketing literature after personal marketing, which refers to how a person promotes himself in a specific medium to gain success and reputation, and this process is complex because it is related to.

One of the basic principles of personal marketing is to understand the customer and his needs thoroughly. This includes clarifying the customer's needs and expectations for the products

or services. Marketers must understand the factors influencing the customer's decision-making process and what motivates them to buy. These factors may include a thorough understanding of the product and its specifications, value for money, availability and quality of the product or service (Mohamed, 2018, p. 53), or any other aspect that directly influences a customer's desire to buy and their subsequent satisfaction or indirectly. By understanding these factors and customer needs, marketers can more effectively develop and implement strategies to attract new customers and retain existing customers in a sustainable and mutually beneficial way. This requires building strong and trusting relationships with customers, actively listening to their needs and feedback, and having patience and a deep understanding of their changing needs. Ultimately, marketers must analyze this information intelligently and use it strategically and attractively to provide each customer with a unique and satisfying personal experience. (Touihri, 2015, 64)

First: the research problem

In light of the above, the following problem was raised:

What role does personal marketing play in improving customer relationship management at Asiacell Communications in Iraq?

It can be divided into the following sub-questions:

- 1- What strategies does Asiacell Communications currently use in personal marketing?
- 2- How do personalized offers affect customer satisfaction and loyalty to Asiacell?
- 3- What role does direct communication with customers play in strengthening customer relationships?
- 4- What challenges does Asiacell face in implementing personal marketing strategies?

Second: The importance of research

The researchers showed the importance of the study by:

- 1- Emphasizing the concepts of personal marketing and customer relationship management.
- 2- Identify two fundamental dimensions in the life cycle of the surveyed companies, of which personal marketing and customer relationship management are the most important.
- 3- Emphasizing the role of personal marketing in customer relationship management.

Third: Research Objectives

Through the importance of the study and the previously addressed issues, some objectives were achieved:

- 1- To determine the reality of customer relationship management at Asiacell Telecom.
- 2- To understand the reality of personal marketing at Asiacell Telecom.
- 3- To emphasize the impact of personal marketing on improving customer relationship management.
- 4- To understand the most influential dimensions for improving customer relationship management at Asiacell Telecom.

Fourth: Research hypothesis

In order to consider the previous studies and theoretical literature on the research topic, the hypotheses of this study can be stated as follows:

First hypothesis: The independent variable personal marketing in its dimensions (use of information technology, organizational commitment, knowledge level, communication skills) has a statistically significant positive effect on the dependent variable (customer relationship management) in its dimensions (use of information technology, organizational commitment, knowledge level, communication skills) at a significance level less than (0.05).
Second hypothesis: The independent variable personal marketing in its dimensions (use of information technology, organizational commitment, knowledge level, communication skills) has a statistically significant positive effect on the dependent variable (customer relationship management) at a significance level less than (0.05).

Fifth: Default Scheme of Research

The theoretical scheme aims to explain the logical relevance of the primary or dependent research variables. The diagram shows the relationship between the research variables, as shown in Figure (1).

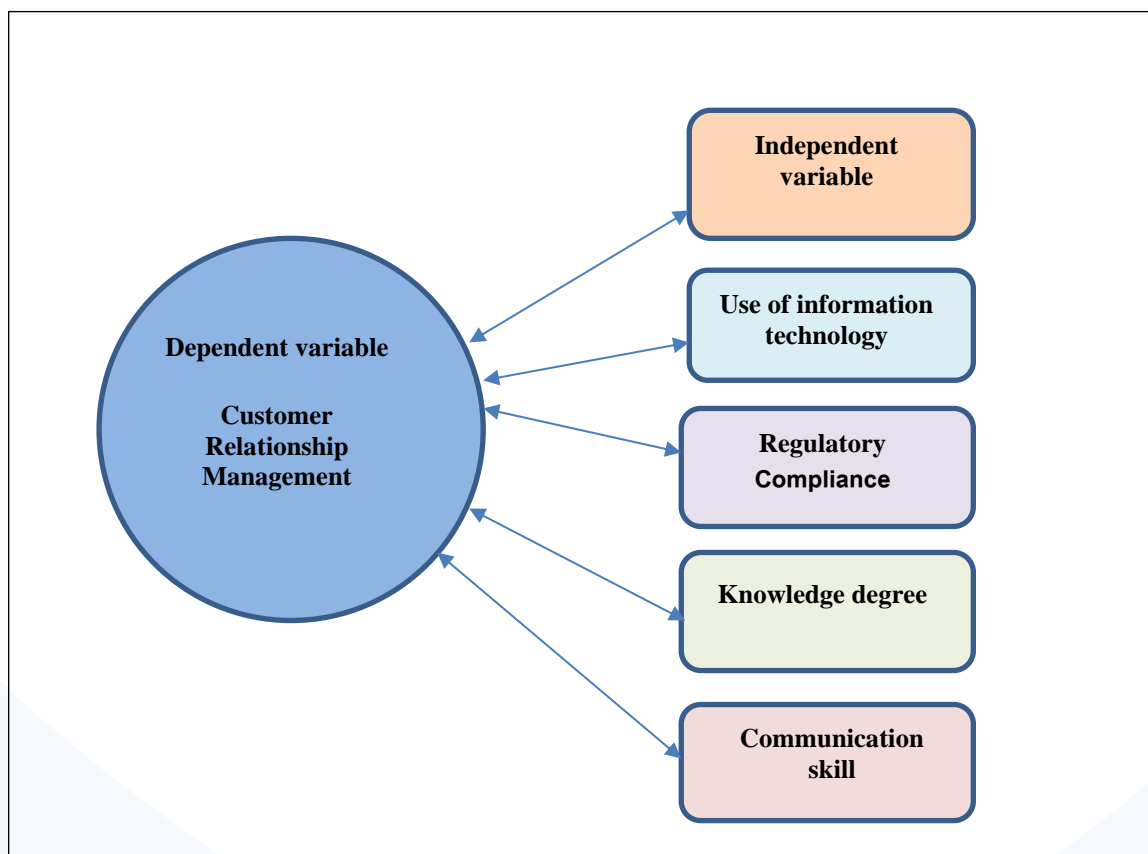


Figure 1 Default search schema

Sixth: Limits of Study

The limits of the research included the following:

Human Limits: This includes employees working at Asiacell Communications in Iraq.

Spatial boundaries: Asiacell Telecom included Iraq

Time limits: 2024-2025.

I. SEVENTH: STUDY POPULATION AND SAMPLE**Study Population:**

Asiacell Telecom employed a research population from Iraq.

Study sample: The research sample consisted of employees of Asiacell Telecom in Iraq. The participants were selected using the random method. The sample size was 180 people, and 160 questionnaires suitable for analysis were obtained from the distributed questionnaires.

Eighth: Research Methodology

The researcher used the descriptive survey method because it suits the research.

Ninth: Data Collection Instrument

A comprehensive questionnaire was developed after thoroughly reviewing the relevant literature and previous studies. The questionnaire covers personal information, four main axes, and four dimensions. There are 26 items in total, which are distributed on the relevant axes and dimensions, as shown in Table (1).

table 1: Axes and phrases of the questionnaire

Axis	Number of ferries
The first dimension: personal marketing	
<i>Use of modern technology</i>	6
Regulatory Compliance	5
Knowledge degree	6
<i>Communication skill</i>	6
The second dimension: customer relations	
<i>Customer Relations</i>	7
Total	30

Tenth: Previous Studies

A study (Mahdadi et al., 2020) entitled: "**The Effect of Using Personal Marketing on the Performance of the Research Professor: A Case Study of the Faculty of Economics, Commercial and Management Sciences.**"

The study aimed to determine the extent of the impact of human resource marketing on the performance of research professors in the Faculty of Economics, Business Sciences, and Management Sciences of the University of Castilian-Merba and Ouargla, Algeria. A questionnaire was used as a tool to collect information and data. The allocation process was limited to the simple random sampling method, so the research sample reached 75 people, distributed among the university's various faculties. The data contained in the tables were analyzed using Excel and the Statistical Program (SPSS) version 25. This was based on a specific regression analysis of arithmetic means, standard deviation correlation coefficients, and multiple and straightforward values. Several results were obtained, the most important

of which is that the performance level of research professors is high, which is due to their interest in improving their knowledge and acquiring new knowledge, and that institutions are not interested in the subject of human resource marketing and providing appropriate training programs, which is beneficial to the university and improves and enhances the performance level of research professors; personal marketing has a significant impact on the performance of research professors, and the dimensions of information and communication technology use, strategic, innovative thinking, communication skills and knowledge level as independent variables are all the dimensions that have the most significant impact on the performance of research professors; there are no statistically significant differences in the responses of the respondents to personal marketing.

The first topic: the theoretical side

Introduction:

Before delving into a scientific topic, it is common practice to clarify the terms and expressions used and to define concepts and terms to avoid ambiguity and confusion. However, our literature review found that while many academic articles treat personal marketing with different definitions, there is no consensus on the exact standard for the concept. Therefore, defining and clarifying this concept and related terms is necessary.

Defining personal marketing and reaching a consensus on its interpretation has proven challenging. Terms such as self-marketing and personal branding are often used interchangeably. The term "self-marketing" (Brady, 2016, p. 25) is more popular than personal marketing because the latter is related to personal selling. The following sections introduce many definition concepts for individual trademarks and strive to clarify this to applicants.

1.1 Personal Marketing Concept

Personal marketing is a topic on which there is a great deal of disagreement among authors and social researchers. Different thinkers interpret the concept differently and are influenced by their unique perspectives and areas of expertise. In particular, one definition describes it as a set of activities that combine traditional elements with innovation to provide a unique product. This product includes knowledge, skills, experience, education, qualifications, skills, ideas, ideologies, attitudes and values. In addition, it covers the promotion, distribution, and pricing of these items by assessing the value contained in this package. This practice is carried out in whole or in part by the package owner or an external company by targeting a specific market and directly or indirectly reflects the interest in marketing to achieve personal goals. (Obaid, 2019, 63)

1.2 The importance of personal marketing

The nature of marketing highlights the importance of personalization as a two-way communication method. This allows marketers to gauge customer reactions to the ideas presented, clarify any ambiguities, and even adapt the presentation style to their situation while conveying a range of concepts and principles that embody their vision and support. Furthermore, the importance of personal marketing has increased due to the complexity of

modern life, which has created a variety of scenarios that require self-marketing skills to ensure the effective promotion of ideas and principles. The nature of marketing is that it is challenging to attract the attention of others by relying solely on one's work. (Sadoun, 2017, 33)

Despite its many challenges, personal marketing allows the marketer's personality to be effectively expressed to a broader audience, which highlights the importance of personal marketing in the following ways: (Moayyad, 2018, p. 72)

- 1- Use opportunities to increase others' knowledge of the marketer's identity and reduce their doubts.
- 2- Improve skills and insights and the ability to spread them to target customers.
- 3- Achieve the goal of emulating the marketer's personality and adopting his methods in his industry.
4. To achieve the marketer's strategic goals, you must focus on advertising, ensuring leadership, penetrating competitive markets, etc.
5. Develop the ability to adapt to various environmental factors and use modern tactics.

Help those who can effectively market themselves and save customers the trouble of finding someone who can convince them, respond to their inquiries, and meet their requirements. Many people are constantly looking for the truth in advertising and promotions and establishing all possible ways of communication.

1-3: Personal Marketing Objectives

Identify specific personal marketing goals that the marketer wants to achieve for themselves. These include the following: (Hadi, 2017, p. 35).

- 1- The efforts of a person to implement a personal branding strategy are similar to those of a product: finding the right platform to present himself, assessing the value his skills should receive, and identifying target groups to find employment opportunities, gain social recognition, or share their skills. Concepts and trends.
- 2- A person defines their boundaries, characteristics, skills, experiences, ideas, and beliefs to obtain employment, advance their career, or market their brand.
- 3- It comes from a person's awareness of the need to showcase their strengths while recognizing that those who improve their skills, qualities, experience, and virtues are successful.
- 4- Promote innovation and achieve competitive excellence. Personal marketing is a crucial element of personal excellence. It is an achievable goal for any capable person at work.
- 5- To establish your unique brand in the eyes of your target market, you need to stand out from other companies, unlike larger companies that may lack a unique brand identity.
- 6- Setting goals and target groups also helps to define activities, limits, and evaluation criteria.

1-4: Dimensions of Personal Marketing

Personal marketing can improve a person's personality and attractiveness to potential employers. This process depends on a variety of factors, including: (Brady, 2016, p. 33)

1- **Use of modern technology:** ICT encompasses modern technologies and tools designed to simplify certain activities and increase efficiency. This field includes all information processing and dissemination equipment, such as computers, software, storage and retrieval systems, and all wired and wireless electronic communication in written, audio, or video form. The main goal of this technology is to enable communication between individuals and groups across closed and open networks. (Touihri, 2015, 47)

2- **Regulatory Commitment:** An ongoing contractual relationship promotes mutual investment between the individual and the organization. An individual's behavior exceeds what the organization expects and wants and reflects their willingness to contribute to the organization. Factors such as willingness to do more, participation in volunteer activities, and additional responsibilities promote organizational success and continuity. Aleidon (1971) believed that an employee's loyalty to an organization is reflected in his or her commitment to achieving the organization's stated goals. (Obaid, 2019, 41)

3- **Knowledge degree:** Knowledge includes the total of things known, learned, or discovered. It includes information, facts, and skills acquired through education, experience, and theoretical and practical understanding. In addition, knowledge can be associated with various concepts, including experience and dreams. These factors determine the level of a person's knowledge. Marketers play a vital role in laying the foundation for their success, allowing them to maintain or advance their careers while showcasing their self-marketing skills and experience. (Saadoun, 2017, 53)

4- **Communication skill:** Communication is the comprehensive process of information, meaning, and ideas from one person to another to achieve a group's desired goals. This communication process is a social activity. Dr. Ayedh Al-Qarni defines it in his book (lest it be both), so he calls communication the behavior of the best way and means to convey information, meaning, feelings, and opinions to others and influence their thoughts and opinions. To persuade them through verbal or non-verbal means. Without communication, you cannot know what your customers want, meet their needs, and tell them you care about them.

Have basic practical communication skills, including: (Moayed, 2018, p. 42)

- Thinking skill
- Speaking skill
- Listening skill
- Non-verbal communication skill
- Persuasion skills.

1-5: Personal shopping methods

Personal branding can be achieved by implementing these strategies: (Hadi, 2017, p. 62)

1- To market themselves effectively, they must first break down the barriers between themselves and others.

2- Providing help and services to others is an essential aspect of marketing as it emphasizes the importance of helping those in need.

3- It conveys a positive attitude towards the service provider by showing how its support demonstrates its expertise and communicates the potential available to the customer.

4- Doing business in the future.

5- Proactively communicate with others to offer the service provider's services and experience thoughtfully and intelligently.

6- Make sure to expand your network of contacts, as this will create more opportunities and enhance your service provider's reputation as a quality brand.

7- Providers must believe in themselves to inspire others to believe in their abilities. Focusing on external offers is essential as it is critical to the service provider's marketing process.

1-6: The concept of customer relationship management

Business organizations currently face many challenges in economies across different countries, which often indicate low customer trust. Therefore, they are actively looking for innovative strategies to strengthen customer relationships, aiming to improve the growth curve of these connections and ultimately increase profits. Studies have shown that acquiring new customers costs companies five times more than retaining existing ones (Khair Allah, 2016, p. 29). Therefore, it makes sense for businesses to explore new ways to strengthen customer relationships. The emergence of CRM principles has paved new ways to improve communication, defined as "activities carried out by organizations focused on developing and maintaining customer relationships." This definition covers various operational aspects of sales, marketing, and customer retention, supported by a technological customer intelligence base supporting long-term fundamentals (Hammad, 2019, p. 42). In this context, many organizations have developed and implemented strategies for managing customer relationships, aiming to understand customers better and improve communication through collaborative interactions and continuous data exchange. This information flow occurs in two different directions. The first direction reflects the customer's knowledge of the products and services they want to buy. The second direction includes knowing that the organization can help customers make purchasing decisions. (Al-Sharaya, 2010, 64)

1-7: Characteristics of CRM

Among the characteristics of CRM are the following: (Bouزيد, 2015, p. 30)

1- Interaction: represents a new method of exchange in terms of automated media, an exchange not limited by distance.

2- Connectivity: refers to the ability of technology to connect to a network, facilitating interaction with devices running on the same system and communication protocols.

3- Ability to be in multiple locations simultaneously: The technology's use is not limited by space or time.

4- Instantaneity refers to technology's ability to process and analyze information at an unprecedented speed.

5- Interdependence: Modern technology facilitates the formation of relationships between groups of individuals or organizations with common interests.

6- Mobility An example is using mobile technology to help customers move around and use different services.

7- Convergence. Modern technology is a means to connect customers more closely; multimedia is also seen as a way to interact and connect customers to organizations.

1-8: The importance of customer relationships

The importance of CRM stems from its role in the following aspects: (Boufama, 2015, p. 61).

1- Improving a company's competitiveness involves acting as a strong competitor, offering products and services that meet customer preferences and needs, and promoting thoughtful communication with customers.

2- 2CRM aims to assess a customer's value in the event of an ongoing relationship with an organization and the potential loss of dissatisfied customers due to the organization's transactional approach, which hinders its chances of success.

3- Success lies in helping researchers and designers to innovate and create products that meet customer needs by understanding the needs for innovation and design and developing new ideas based on these needs. Unlike traditional dynamics that prevent customers from influencing the activities of researchers, CRM allows organizations to make essential decisions anytime, anywhere.

4- CRM monitors all employees within the organization to ensure that customer-related data is processed consistently. This allows for practically identifying errors and discrepancies and collecting feedback from each customer.

5- All branches of the organization receive distribution, allowing for a more proactive approach to improving customer loyalty. Strengthening the implementation of CRM in the company's operations has significantly increased customer loyalty.

6- Selling modern low-cost software requires various compatibility adjustments when implementing the system.

7- Improving customer and process satisfaction involves more than just the technical cost of the system.

The second topic: the practical side

Introduction:

This study aimed to gain insight into the role of personal marketing in improving customer relationship management from the perspective of Asiaccell employees in Iraq. The feedback from the research participants collected through the research instrument formed the basis for the findings of this study.

2: Research Community

The employees of Asiaccell Telecommunications Company in Iraq represent the study population.

- **Research Sample**

The study was limited to a stratified random sample of 160 employees. Table 2 shows the characteristics of the sample examined.

Table (2) Characteristics of the research sample

figure	Variable	Category	Number of sample members	Percentage %
2	gender	male	85	53
		Female	75	47
		Total	160	100
3	lifetime	Less than 30 years	70	44
		31 – 40 years	55	34
		41 -50 years	20	13
		Over 50 years old	15	9
		Total	160	100
4	Qualification	Bachelor	68	43
		Higher Diploma	37	23
		Master	43	27
		Doctor	22	8
		Total	160	100

• Stability of the study instrument

The stability of the search tool was checked by calculating Cronbach's α coefficient, where Table (3) shows the stability coefficient values for each axis and the number of respective elements. Notably, all values are above (0.7), indicating that the search tool has reliable characteristics, has been adequately developed, prepared, and evaluated, and has successfully achieved its objectives.

Table (3): Honesty coefficient for resolution dimensions

Axis	Dimension	Number of ferries	Believe the axis
Personal Marketing	Use of information technology	6	0.821
	Regulatory Compliance	5	0.874
	Knowledge degree	6	0.792
	Communication skill	6	0.853
Customer Relationship Management		7	0.866
Rate		22	0.882

Source: Prepared by the researcher based on the SPSS program.

2.2 Study Results and Discussion

• Personal Marketing Hub

Table (4) shows the individual marketing axes' average arithmetic mean and standard deviation.

	Dimensions	Arithmetic mean	Standard deviation	Rank
1	Use of information technology	3.354	0.639	4
2	Regulatory Compliance	3.742	0.462	2
3	Knowledge degree	3.531	0.723	3
4	Communication skill	4.01	0.581	1
Rate		3.659	0.601	

Source: Prepared by the researcher based on the SPSS program

Table (4) shows the arithmetic mean of the "Personal Marketing" axis, reaching (3.659) with a standard deviation of (0.601). The dimension (communication skills) has a higher arithmetic mean of (4.01) and a standard deviation of (0.581); the dimension (organizational commitment) ranks second with an arithmetic mean of (3.742) and a standard deviation of (0.462), and the third is the dimension (knowledge level) with an arithmetic mean of (3.531) and a standard deviation of (0.723). In contrast, the dimension (use of information technology) ranks fourth and last. The arithmetic mean is (3.354), and the standard deviation is (0.639).

• Customer Relationship Management Hub

Table (5) shows the CRM dimensions' arithmetic means and average standard deviations.

	Dimensions	Arithmetic mean	Standard deviation	Rank
1	Customer Relationship Management	3.548	0.864	1

Source: Prepared by the researcher based on the statistical program SPSS

2-3: Hypothesis testing

1- First hypothesis: There is a statistically significant correlation between the independent variable "Human Resource Marketing" and the dependent variable (Customer Relationship Management) at a significance level of less than (0.05) between its dimensions (Use of Information Technology, Organizational Commitment, Knowledge Level, Communication Skills). The Pearson correlation coefficient used by the researcher is shown in Table (6):

Table (6) Correlation coefficients between the dimensions of the study variables

Dependent variable	Independent variables			
	Use of information technology	Regulatory Compliance	Knowledge degree	Communication skill
Customer Relationship Management	0.536**	0.846**	0.781**	0.833**
Sig	0.000	0.001	0.003	0.000

Source: Prepared by the researcher based on the statistical program SPSS

*D at a significant level (0.01)

**D at a moral level (0.05)

In Table (6), the correlation coefficient between the IT use dimension and CRM reaches (0.536**), which is positively correlated at a significant level below (0.05). That is to say, customer relationship management increases with information technology. In organizational commitment and customer relationship management dimensions, the correlation coefficient (0.846**) shows a positive correlation, the positive correlation is high, and the significant level is below (0.05). That is to say, customer relationship management increases with organizational commitment. He also showed that the correlation coefficient between

knowledge level and customer relationship management is high (0.781**) and positively correlated at a significant level below (0.05). Customer relationship management improves with the improvement of knowledge level. In communication and customer relationship management dimensions, the correlation coefficient is (0.833**), which shows that the correlation is positively correlated, and the significant level of positive correlation is below (0.05). Therefore, the researcher concluded that the first hypothesis was accepted.

2- **The second hypothesis:** The independent variable, personal marketing, has a statistically significant positive effect on the dependent variable (customer relationship management) in its dimensions (use of information technology, organizational commitment, knowledge level, communication skills) at a significant level of less than (0.05).

Table (7) shows the regression coefficients of the study variable dimensions.

Independent variables	Dependent variable (CRM)					
	Beta	F	T	R2	THE VIEWS	Sig
Use of information technology	0.853	78.186	9.286	0.628	0.627	0.000
Regulatory Compliance	0.726	87.057	9.706	0.720	0.719	0.000
Knowledge degree	0.812	32.919	5.854	0.781	0.780	0.000
Communication skill	0.841	88.911	7.890	0.801	0.800	0.000

Source: Prepared by the researcher based on the statistical program SPSS

The values in Table (7) show the following summary of the influencing factor model:

1- According to the use of information technology and customer relationship management, the value of the coefficient of determination (R2) is (0.628), indicating that the significance of the dimension of the use of information technology is (62.7%), and the remaining value is (37.3%). This is due to several factors that must be included in the research model. For the variance coefficient analysis of this dimension, the calculated F value (78.186) shows a significance level (0.000) lower than the significance level (0.05), which confirms the presence of a significant effect of this dimension on the “Use of Information Technology” in the customer relationship management variable. This result is confirmed by the calculated T value (9.286) with a significance level lower than (0.05).

2- According to organizational commitment and customer relationship management, the value of the coefficient of determination (R2) (0.720) indicates the explanatory power of the regulatory commitment dimension is higher than the remaining value (62%) (38%), which is based on several factors not considered in the research model. For the variance coefficient analysis of this dimension, the calculated F value (87.057) shows a significance level (0.000) lower than the significance level (0.05), which confirms the presence of a significant effect of the organizational commitment dimension in the customer relationship management variable. This result is confirmed by the calculated T value (9.706) with a significance level less than (0.05).

3- According to the knowledge level and customer relationship management level, the value of the coefficient of determination (R^2) is (0.781), indicating that the explanatory power of the knowledge level dimension is (78.1%), and the residual value is (22.9%) for several factors not considered in the research model. For the variance coefficient analysis of this dimension, the calculated F value (32.919) gives a significance level (0.000), which is lower than the significance level (0.05), which confirms that the knowledge level dimension has a significant effect on a variable customer relationship management. This result is confirmed by the calculated T value (5.854) with a significance level lower than (0.05).

4- According to communication skills and customer relationship management, the value of the coefficient of determination (R^2) is (0.801), indicating that the knowledge level dimension has a significance level (80.1%) and the residual value is (19.9%). This is due to several factors that must be considered in the research model. For the ANOVA coefficient of this dimension, the calculated F-value (88.911) shows a significance level (0.000) that is lower than the significance level (0.05), which confirms that the communication skills dimension is significant in the customer relationship management variable. This result is confirmed by the calculated T-value (7.890), which has a significance level lower than (0.05).

With these results, the researcher inferred the acceptance of the second hypothesis.

Conclusions

1. Technology has improved communication for individuals and groups, making face-to-face marketing easier. Through digital means, people can effectively spread their information and skills, increasing their chances of reaching potential employers.
2. Personal commitment reflects an individual's willingness to contribute to an organization's success. When a person demonstrates a willingness to go above and beyond expectations, higher levels of engagement can lead to more opportunities for promotion and career development.
3. —Knowledge plays a crucial role in determining a person's ability to improve. This involves continuous learning and acquiring new skills, which increases a person's value in the labor market.
4. Communication skills are essential for effectively interacting with others in work and marketing environments. The primary communication skills include: critical thinking, clear expression, active listening, nonverbal communication, and persuasion.
5. Strengthening these factors can improve a person's public image and expand his professional network.
6. People with good personal marketing skills tend to attract more attention from employers and increase their chances of getting a good job.
7. There is a positive correlation between personal marketing and customer relationship management.
8. There is a positive impact relationship between personal marketing and customer relationship management.

Recommendations

The researchers offer some key recommendations to increase the effectiveness of personal marketing and its role in improving customer relationship management and increasing an individual's attractiveness to employers:

- 1- Training and workshops are recommended to develop skills and knowledge and help keep up with industry developments.
- 2- Use social media and professional platforms.
- 3- Improve verbal and written communication skills, including effective listening and nonverbal communication, to facilitate the development of strong professional relationships.
- 4- Regularly evaluate the results of your personal marketing strategy and adjust it based on what produces the best results.

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