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Realizing Marketing Opportunities Within the Electronic Supply Chain an Analytical Study on the General Company for the Manufacture of Pharmaceuticals and Medical Supplies in Samarra

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Abstract: The study focused on capitalizing on marketing prospects within the electronic supply chain framework. The supply chain facilitates alignment between the company's operations and suppliers, ensuring seamless information, material, and service flow according to customer demands. The General Company for Pharmaceutical and Medical Supplies in Samarra served as the research field, with a final sample size of 46 individuals. The researcher employed statistical analysis of the data gathered from the surveyed company, using a five-point Likert scale questionnaire for data collection. The researcher drew several key conclusions, including the presence of substantial correlations and impacts between marketing opportunities and the electronic supply chain within the researched company.

Keywords: marketing opportunities, electronic supply chain.

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Introduction

Modern marketing theory underscores that a company's success is intrinsically tied to the alignment of its strategies with the ever-changing business environment. This adaptation can only occur when the marketing department possesses the capability to analyze the surrounding opportunities and risks. Therefore, the environment is a pivotal factor determining a company's success, as it undergoes continuous transformations in rules, principles, and methodologies, along with other environmental variables. Neglecting these factors often results in missed opportunities for growth and success (Al-Morsi et al., 2007: 151). As a result, companies of all sizes rely on their surroundings to identify and prepare for opportunities. They leverage their existing capabilities and resources to convert these opportunities into effective marketing strategies (Ben Nadhir, 2001: 41).

Electronic supply chain activities are viewed as a competitive advantage in the contemporary business landscape and have become the backbone of organizational infrastructure. The need for these activities has arisen from the ongoing advancements in information and communication technology, as well as the intensifying competition in the industrial sector. This research comprises four integral sections that collectively form a comprehensive framework. The first section delves into the research methodology, encompassing its problem statement, significance, objectives, and hypotheses. The second section explores the concepts, dimensions, and significance of both marketing opportunities and the electronic supply chain. The third section focuses on analyzing and interpreting the results, utilizing specific dimensions for each variable. Finally, the fourth section presents the research's conclusions and recommendations.

First Part
Research Methodology

First: Research Problem

Sustaining a company's presence in the market has become increasingly challenging without the adoption of distinct strategic approaches relative to their competitors. This includes embracing the electronic supply chain, which encompasses all aspects related to procurement, distribution, transportation, storage, and production. It revolves around the seamless flow of materials and information, achieved through the collaborative efforts of suppliers, producers, distributors, and customers. The research problem arises from the imperative faced by industrial firms to continually seek out modern operational systems. This pursuit is driven by the necessity to harness marketing opportunities effectively, manage them optimally, and secure a market share that not only generates profits but also ensures their long-term viability in the marketplace. Based on the above, the research problem revolves around the following questions:

1. What is the reality of using electronic supply chain activities in the researched company?
2. What are the dimensions of marketing opportunities and what is the percentage of achieving each of these dimensions in the researched company?
3. To what extent can the electronic supply chain contribute to the utilization of marketing opportunities?

Second: Research Importance

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The significance of this research is underscored by the following points:

1. The critical importance of capitalizing on opportunities in general and marketing opportunities in particular, given their pivotal role in a company's success and excellence.
2. Emphasizing the valuable role of electronic supply chain activities in bolstering and supporting the company's operations.
3. The research's contribution to guiding the company under investigation in achieving its goals within a competitive business landscape. The findings from this field research will offer valuable insights into the strengths and effective management strategies of the company.
4. Assessing the readiness of the company being studied to adopt electronic supply chain activities and implementing any necessary adjustments to ensure their efficient integration for the exploitation and management of marketing opportunities.

Third: Research Objectives

With a clear understanding of the research problem and its significance, the primary objectives of the research become evident:

1. To identify existing marketing opportunities and effectively harness them.
2. To identify and analyze the nature and scope of the connections and impacts between marketing opportunities and supply chains.
3. To assess the extent to which the electronic supply chain plays a role in managing marketing opportunities, ultimately leading to greater success for the company.
4. To enhance the company's performance and capabilities by leveraging an efficient electronic supply chain, thereby ensuring the optimal exploitation of marketing opportunities, and ultimately improving its competitive standing.

Fourth: Research Outline

The hypothetical research outline illustrates the logical connection between the two research variables and provides a clear depiction of the sub-dimensions of these variables and how they impact the company under investigation. It also considers the feasibility of measuring these variables, as depicted in Figure (1).

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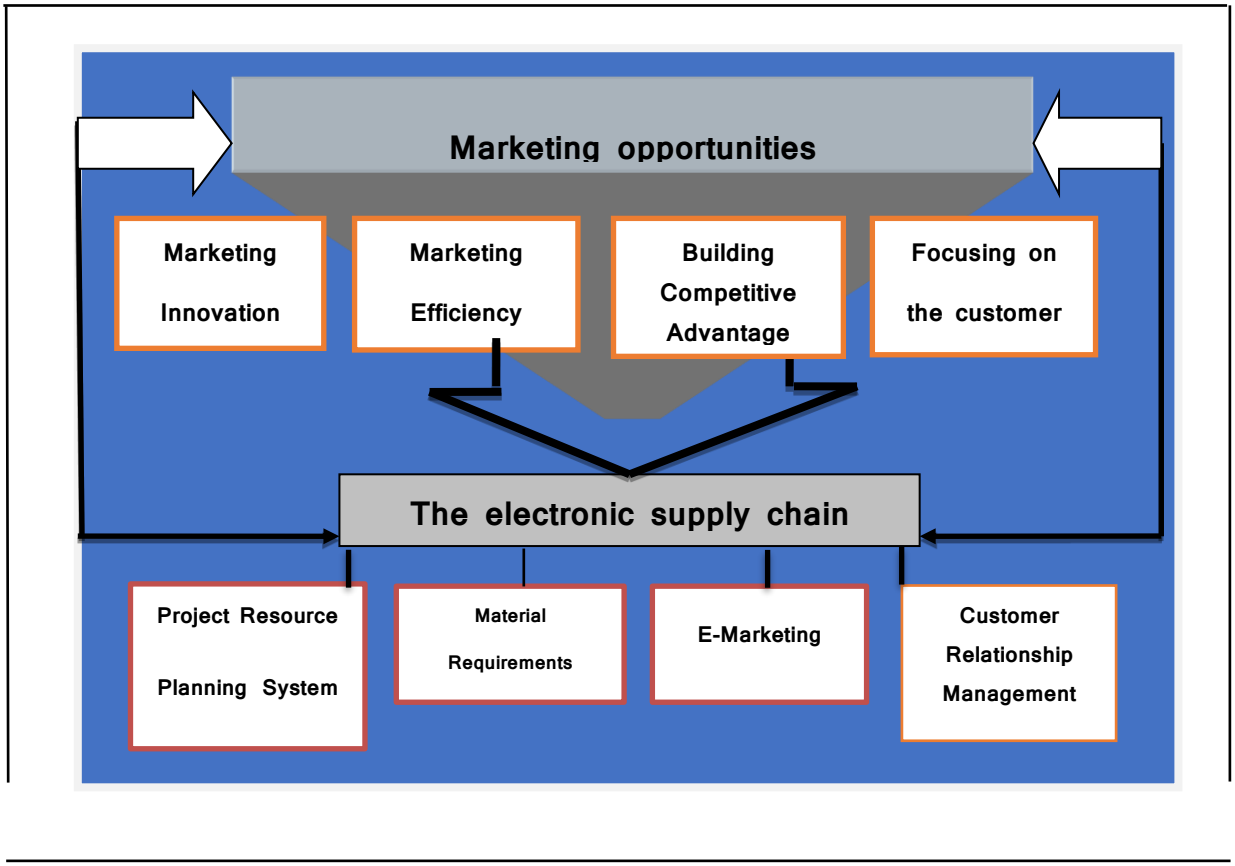
Figure (1): The hypothetical research outline



Fifth: Research Hypotheses

To address the research questions effectively, the study's hypotheses will be subjected to validation, and these hypotheses are categorized into the following sections:

A. Testing the first main hypothesis

The main hypothesis posits a significant correlation between marketing opportunities and electronic supply chain activities. This primary hypothesis gives rise to the following sub-hypotheses:

1. There is a significant correlation between marketing innovation and electronic supply chain activities.
2. There is a significant correlation between marketing efficiency and electronic supply chain activities.
3. There is a significant correlation between a customer service focus and electronic supply chain activities.
4. There is a significant correlation between building a competitive advantage and electronic supply chain activities.

These sub-hypotheses serve to delve deeper into the specific aspects of the main hypothesis, exploring how different dimensions of marketing opportunities relate to electronic supply chain activities.

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B. Testing the second main hypothesis:

The hypothesis states that there is a significant effect of marketing opportunities on electronic supply chain activities at a significance level of 5%.

Sixth: Research tools

Data collection methods: To fulfill the research objectives and assess its hypotheses, two distinct methods of data collection were employed by:

The first method: Regarding the theoretical aspect, which is elucidated through scholarly references like books, journals, university theses, and periodicals accessible in libraries, as well as the global network of communication, the Internet.

The second method: The primary instrument for gathering data and information in this research is the questionnaire form. To derive research results, the researcher employed the five-point Likert method, comprising five grades, each assigned a specific weight ranging from (1) to (5) as outlined below.

Grade	Totally Agree	Agree	Neutral	Disagree	Totally disagree
Weigh	**5**	**4**	**3**	**2**	1

The questionnaire comprised a total of (56) items, distributed among the two research variables. In its finalized version, following adjustments from its initial form, the questionnaire encompasses two aspects:

The first aspect: marketing opportunities.

The second aspect: the electronic supply chain activities, as in the structure of the questionnaire.

Table (1) the structure of the questionnaire

Scale sources	**The main variables**	**sub minors**	**The number of paragraphs**	**Paragraph numbers**
(Kim, & Mauborgne, 1997: 90) (Al-Adlouni, 2002: 200), (Al-Darghami, 2002: 3), (Boudhoush, 2008: 18), (Al-Hulul, 2008: 146), (Sultan, 2009: 24)	*The first*: marketing opportunities	Marketing Innovation	**8**	**1-8**
		Marketing Efficiency	**10**	**9 - 18**
		Building Competitive Advantage	**10**	**19 -28**

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		Focusing on the customer	**8**	**29 - 36**
Min,2015:443) ( )Kumar&Suresh,2008:121 ( )Strauss,et al,2013:23 ( )Battle&Maklan,2015:4(	*The second*: the electronic supply chain activities	Project Resource Planning System	**5**	**37 - 41**
		Material Requirements Planning System	**5**	**42 - 46**
		E-Marketing	**5**	**47 - 51**
		Customer Relationship Management	**5**	**52 – 56**

Second Section
Theoretical Framework

First: Marketing opportunities

1. The concept of marketing opportunities

Marketing opportunities can be defined as situations, events, or segments within the market, whether present or future, that a company can strategically invest in to achieve its marketing objectives. The effectiveness of a marketing strategy plays a crucial role in capitalizing on these opportunities, which are often measured by financial returns or acquired market share (David, Nigal, 2006: 23).

Another perspective characterizes marketing opportunities as specific conditions in the market that serve as focal points for all marketing efforts. These conditions are contingent on favorable environmental circumstances and are associated with a reasonable likelihood of success (Mualla, 2008: 64).

Moreover, (Suleiman, 2010: 35) emphasizes that marketing opportunities arise from cultural and environmental shifts in the global business context, the proliferation of companies, and other factors intensifying competition. These dynamics necessitate a proactive pursuit of market opportunities.

In summary, marketing opportunities encompass the diverse circumstances, situations, and events that may arise in the business environment, presenting attractive prospects for a company to pursue its goals, acquire market share, and surpass competitors.

2. The importance of marketing opportunities

The significance of opportunities lies in their direct impact on shaping the destiny of business enterprises. Seizing these opportunities stands as the primary avenue for influencing the dynamics of competition within the business environment. Opportunities do not emerge spontaneously in the

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business arena; rather, they manifest in response to changes in market conditions or advancements in technology. This can include the emergence of new markets, the production of high-quality products, or the potential for developing and applying new technologies (Nasser Al-Din, 2011: 26).

(Morris and others, 2002: 6) highlight that marketing opportunities serve as a fundamental source for a company's sustainability, profitability, success, and growth in the market, contributing to its superiority over competitors. Additionally, (Talib et al., 2009: 94) assert that opportunities tend to increase when the impact of competitive forces on the company diminishes. Moreover, possessing knowledge about the market and its needs serves as a valuable guide for elevating the company's performance levels and enhancing its adaptability to market conditions.

3. Sources of marketing opportunities

(Al-Darghami, 2002:3) identified the sources of marketing opportunities as follows:

a. *Innovation*: This involves introducing novel elements in the form of goods or services, or uncovering innovative methods for distributing products and services. The aim is to discover more effective ways to promote or price products.

b. *Improving Efficiency*: Enhancing the efficiency of marketing endeavors is both an opportunity and a challenge. Finding ways to achieve better results with the same effort or at lower costs is a perpetual possibility. This potential can be realized when those overseeing marketing activities actively explore and discover such efficiencies.

c. *Creating Competitive Differences*: Competitive distinctions can manifest in various ways, all with the goal of establishing a unique perception among consumers. Distinctions may arise from differences in product quality, packaging, distribution methods, or the promotional mix supporting the product.

d. *Focusing on Serving a Market* Segment: Opportunities arise by selecting a specific segment of the market and concentrating efforts on meeting its desires and needs. The organization becomes a dedicated resource in catering to the unique requirements of this chosen segment.

4. Dimensions of marketing opportunities

Many researchers including (Kim, & Mauborgne, 1997: 90) (Al-Adlouni, 2002: 200), (Al-Darghami, 2002: 3), (Boudhoush, 2008: 18), (Al-Hulul, 2008: 146), (Sultan, 2009: 24) agree on a set of the following dimensions:

a. **Marketing Innovation:** This is the systematic process of generating, developing, and implementing ideas across all marketing practices within a company (Manal, 2017: 69). The goal of marketing innovation is to surpass competitors by creatively identifying and promptly meeting customer desires and needs, aligning them seamlessly with the company's capabilities and resources.

b. **Marketing Efficiency:** It involves optimizing the components of the marketing mix to achieve a satisfactory level of marketing outputs with minimal inputs (Nouri and Al-Dulaimi, 2018: 143). As such, marketing efficiency serves as a crucial measure for determining a company's success. This determination is made through comparisons among companies based on the ratio of outputs to the inputs required to attain the desired outcomes (Sheth et al., 2002: 72).

c. **Building Competitive Advantage:** Competitive advantage stands as a fundamental element for a company's success in creating value for customers within the contemporary business landscape.

ISSN 2576-5973 (online), Published by "Global Research Network LLC"
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The concept is intricately tied to a company's ability to leverage its resources and capabilities in a manner that ensures distinctiveness and exclusivity, thereby enhancing its likelihood of outperforming competitors (Boudhoush, 2008: 11). As emphasized by (Abdul Razzaq,2014: 53), competitive advantage signifies a company's capacity to excel in a particular aspect compared to competitors, granting it a competitive edge in the market and delivering greater value to customers. This involves the company's ability to produce and present products in a way that sets them apart from what competitors offer.

d. **Focusing on the customer:** (Al-Mahyawi, 2006: 150) explained that the process of focusing on the customer brings the company a number of benefits, the most important of which are:

- **Improving Company Returns:** Directing attention towards the customer results in acquiring highly satisfied customers, fostering strong loyalty. This loyalty, in turn, enhances the company's competitive position in the market, ultimately improving its overall returns.
- **Meeting Customer Needs:** Understanding the extent of customer satisfaction with the company's products serves as valuable feedback, enabling the company to enhance the quality of product performance. This customer-centric approach contributes to continual refinement.
- **Company-Wide Focus on Continuous Improvement:** Prioritizing customer care aligns the efforts of all company employees towards achieving the goals of various stakeholders. This integrated approach ensures that the pursuit of continuous improvement becomes a collective endeavor.
- **Achieving Sustainable Advantage:** A focus on the customer, demonstrating the company's commitment to meeting their needs and desires, fosters a profound sense of devotion and loyalty. This, in turn, establishes a sustainable advantage for the company, as customers perceive a genuine and caring relationship.

Second: Managing the electronic supply chain

1. The concept of electronic supply chain management

The Electronic Supply Chain (E-SCM) is defined as the optimal integration of technology and business processes, facilitating the efficient and organized distribution of products, services, and information from suppliers to customers. This comprehensive management approach encompasses all methods, systems, and relationships aimed at continually enhancing the organization's processes, including product and service design, sales forecasting, purchasing, inventory management, manufacturing, demand management, supplies, and distribution (Chun, Lee, 2002: 5).

Electronic Supply Chain Management (E-SCD) is characterized as a supply chain specifically crafted to integrate and coordinate suppliers, manufacturers, supply channels, and customers through information technology (IT). This integration aims to facilitate effective communication, enabling the exchange and integration of information to achieve coordination between supplier activities and customer needs (Kim, 2002: 1). Additionally, it is described as the process by which the Internet influences the integration of business processes among the company, final customers, and key suppliers who contribute products and information that add value to customers and other stakeholders (Al-Taweel and Al-Abadi, 2013: 40).

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(Francisco, 2014: 267) perceives the electronic supply chain as the impact of the Internet on integrating major business processes from end-users to the initial supplier responsible for preparing goods and information that contribute value to customers and other stakeholders.

In essence, the electronic supply chain comprises a set of web-based systems and software designed to unify logistical functions and coordinate the activities of supply chain partners. The overarching goal is to provide the highest value to the customer in the form of goods and services.

2. The importance of the electronic supply chain

The significance of electronic supply chain activities can be encapsulated through the following points:

a. *Enhancing Communication Speed and Information Flow*: Electronic supply chain activities contribute to the accelerated communication and seamless flow of information across the supply chain. This ensures that chain partners and relevant individuals can access necessary information precisely when needed, enabling them to make strategic decisions promptly (Lancaster & Yen, 2006: 168).

b. *Optimizing Basic Operations*: Companies benefit from electronic monitoring of production processes and delivery operations, leading to improved basic operations. This includes the reduction of inventory conversion costs, minimizing instances of stockouts, and facilitating large-scale product provision (Akyuz, 2008:7).

c. *Enhancing Customer-Supplier Communication:* Electronic supply chain activities contribute to faster communication between customers and suppliers. This improvement in service levels not only reduces logistical costs but also enhances overall company efficiency, thereby sustaining competitive advantages (West, 2013: 86).

d. *Facilitating Flow of Goods, Services, and Information:* The electronic supply chain streamlines the flow of goods, services, communications, and information within and outside the company. This fosters cooperation among diverse supply chain partners and enables an immediate response to changes in global markets through the utilization of information systems and e-commerce systems (Francisco, 2014: 258).

3. Justifications for the shift towards an electronic supply chain

Many researchers have indicated that there are a number of justifications that push organizations to pursue electronic supply chain management (Donovan 2001: 3-4) (www.rndonovan.com) (Van Hoek, 2001: 21-28) (Rutner et al. 2003: 83-86):

- *Swift Integration of Suppliers and Customers*: There is a swift trend towards the integration of suppliers and customers, as they mutually depend on each other through collaborative efforts. This collaboration involves the sharing of information, completing requests, processing, and facilitating the seamless flow of materials, products, and information in alignment with customer demands.
- *Establishing Integrated and Reciprocal Relationships*: The aim is to establish integrated and reciprocal relationships between the company and distinguished customers. This involves fostering a collaborative environment where both parties contribute to and benefit from the shared processes within the supply chain.

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• *Efficient Product Delivery:* The focus is on delivering products of acceptable quality to customers in the shortest possible time, at the lowest cost, while maintaining inventory levels throughout the supply chain at their minimum. This ensures efficiency in the production and distribution processes.

• *Demand for High-Quality, Timely Information:* There is a growing need for high-quality, close, and updated information that is readily available when needed. This requirement underscores the importance of having accurate and timely data to inform decision-making processes and ensure the smooth functioning of the supply chain.

4. Requirements necessary to ensure the operation of the electronic supply chain

(Akyuz, 2008:26) and (Francisco, 2014:294) pointed out the following requirements:

• Senior Management Support: It is imperative for the company's senior management to extend sufficient support for the adoption of this supply chain. This involves allocating ample capital for the acquisition of devices and equipment, as well as investing in the development of the capabilities and skills of the workforce.

• Emphasis on Collaborative Planning: Prioritize collaborative planning due to its significant impact on facilitating information exchange among all employees within the company, irrespective of their administrative and functional levels. This collaborative approach enhances overall coordination and efficiency.

• Transition to Modern Systems: Replace traditional systems with modern counterparts capable of seamlessly integrating all logistical functions. The goal is to achieve effective communication between supply chain partners, fostering a more interconnected and responsive operational environment.

• Establishing Trust and Inclusion: Foster an atmosphere of trust among all supply chain partners, making them integral parts of the company's operations. This collaborative and inclusive approach enhances cohesion and mutual understanding among stakeholders.

• Efficient Procurement Department: Establish an efficient procurement department comprising skilled workers capable of managing relationships with numerous suppliers. These individuals should possess the capabilities to negotiate agreements and contracts at the lowest possible cost and in the fastest possible time, ensuring optimal procurement processes.

5. The electronic supply chain dimensions

(Min, 2015: 443), (Kumar & Suresh, 2008: 121), (Strauss et al, 2013: 23), and (Buttle & Maklan, 2015: 4) indicate that the dimensions of the electronic supply chain are as follows:

1. Project Resource Planning System:

- This system, operating at the company level, integrates and links all data and information related to planning and monitoring operational activities. It forms a comprehensive database facilitating accurate and easy task accomplishment for individuals (Slack et al, 2013: 415).

- Described as a suite of advanced programs, it aids companies in coordinating and integrating various business operations, encompassing operations management, marketing, manufacturing,

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logistics, purchasing, and accounting. It relies on a common database and administrative reporting tools (Min, 2015: 443).

2. Material Requirements Planning System:

- A computer-based inventory management system designed to assist production managers in determining accurate production scheduling requirements, including elements dependent on demand such as raw materials and other secondary parts (Chandraju et al, 2012: 1).
- Defined as a computer system used to monitor and maintain inventory levels, determining quantities and timing for purchasing materials to meet major production scheduling requirements (Bartakke & Dulange, 2015: 2007).

3. E-Marketing:

- Encompasses technologies and software supporting online activities, enabling companies to conduct marketing tasks such as advertisements and electronic payments in automated ways. This reduces associated costs and enhances the global dissemination of the company's brand, leading to expansion, increased market share, and improved competitive position.
- Described as a modern philosophy for implementing innovative businesses related to marketing goods and exchanging ideas and information with customers via the Internet (Min, 2015: 169).

4. Customer Relationship Management:

- Recognizing the multitude of options available to customers, companies are increasingly focusing on managing and organizing their relationships with customers.
- Defined as a business practice aimed at improving, providing, and building social ties to meet customer requirements. It involves establishing long-term collaborative relationships with customers (Al-Jubouri, 2008, p. 38; Min, 2015: 67).

Third Section

Practical framework for research

First: Description of the study sample

1. Study sample:

The study sample comprised employees from the General Company for Pharmaceuticals and Medical Supplies Manufacturing in Samarra. A total of 50 questionnaire forms were distributed among the employees at the General Company for Pharmaceuticals Manufacturing. Subsequently, 46 valid questionnaires were collected for the purpose of analysis and to derive the necessary results.

2. Sample collection method:

The researcher employed a simple random sampling method to distribute questionnaire forms among employees, operating under the assumption of population homogeneity. Consequently, a simple random sample was drawn, and the selected sample size for the study consisted of 46 employees, representing the entire study population.

ISSN 2576-5973 (online), Published by "Global Research Network LLC"
under Volume: 6 Issue: 12 in Dec-2023 https://www.globalresearchnetwork.us/index.php/AJEBM

3. Statistical indicators:

In the statistical analysis, the researcher utilized data and information gathered through the research employing a five-point Likert scale. The key statistical indicators selected to align with the research hypotheses and questions include:

- *Frequencies and Percentages:* Employed to discern the number and percentage of respondents within the research sample.
- *Weighted Arithmetic Mean:* Utilized to determine the degree of agreement within the investigated sample concerning the posed questions.
- *Standard Deviation:* Applied to gauge the extent of dispersion in the answers of the studied sample, providing insights into the variability of agreement levels.
- *Pearson Correlation Coefficient:* Employed to measure the extent of relationships between research variables, specifying whether the relationship is direct (positive) or inverse (negative).
- *F-Test*: Utilized to identify the presence of an effect from independent variables in the research on the dependent variable.
- *Regression Equation*: Employed to ascertain the extent of the effect of independent variables on the dependent variable.
- *Cronbach's Alpha Coefficient*: Used to assess the internal consistency of the questionnaire's paragraphs, indicating the reliability of the questionnaire as a measurement tool..

Notes:

- The moral value (sig.) was adopted in testing the research hypotheses instead of tabular values due to the accuracy of the results calculated from the moral value (sig.).
- The arithmetic mean is considered to be (high level) if its value is higher than (4), and (medium level) if its value ranges from (3) to (4), and the average level is considered low if its value is less than (3) or below.
- The variable or item is considered to have high dispersion if the standard deviation value is greater than (0.8), but if the standard deviation value is less than (0.8), the variable is considered to have low dispersion.

It is worth noting here that all of these indicators were calculated using the Statistical Package for the Social Sciences (SPSSV20) program.

Second: Demographic variables of the research: It shows a description of the demographic variables of the individuals in the research sample.

Table No. (3) Frequencies and percentages of demographic variables

Categories		**Repetition**	**Percentage**
Age			
Valid	**Form20-29**	**15**	**32.6**
	From 30-39	**8**	**17.4**
	From 40-49	**10**	**21.7**
	From 50- 59	**10**	**21.7**

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	From 60 and more	**3**	**6.5**
	Total	**46**	**100.0**
Sex			
Valid	**Male**	**26**	**56.5**
	Female	**20**	**43.5**
	The total	**46**	**100.0**
Academic achievement			
Valid	**Preparatory**	**0**	**0**
	Diploma	**9**	**19.6**
	Bachelors	**22**	**47.8**
	Higher Diploma	**11**	**23.9**
	Master	**2**	**4.3**
	Ph.D.	**2**	**4.3**
	The total	**46**	**100.0**
Marital status			
Valid	**Single**	**8**	**17.4**
	Married	**30**	**65.2**
	Widowed	**7**	**15.2**
	Absolute	**1**	**2.2**
	The Total	**46**	**100.0**
Years of services			
Valid	**5years and less**	**14**	**30.4**
	Form 6 years to 10	**4**	**8.7**
	Form 11 years to 15	**4**	**8.7**
	From 16 to 20 years	**7**	**15.2**
	From 21 to 25 years	**7**	**15.2**
	More than 26 years	**10**	**21.7**
	Total The	**46**	**100.0**

Table (3) illustrates that the research sample includes individuals from both genders. The frequency of males is the highest, comprising (26) individuals, accounting for (56.5%) of the total sample of (46) individuals. In contrast, the number of females is (20) individuals, representing (43.5%) of the total sample.

In terms of age distribution, the largest age group falls within the range of (20 to 29 years), with (15) individuals indicating affiliation, constituting (32.6%) of the total sample. Concerning years of service, the category with the highest frequency is (5) years or less, with (14) individuals, making up (30.4%) of the total sample.

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Examining marital status, the married category has the highest frequency, with (30) individuals, comprising (65.2%) of the total sample. Regarding academic achievements, the most frequent category is the bachelor's degree, with (22) individuals, representing (47.8%) of the total sample.

In summary, the majority of respondents in the questionnaire are males aged between (20 to 29 years), with an average service duration of less than (5) years, and holding a bachelor's degree within the researched company.

Third: Testing the reliability of the questionnaire and the normal distribution of the data

1. Internal consistency test (after distribution: quantitative test)

The Cronbach's alpha test was used to evaluate the internal consistency of the questionnaire items and their representation of the variables being studied. As shown in Table (4), all reliability coefficients for the axes are over 70% and below the total value of the variables, which is greater than 85%. The study scale demonstrates a notable level of reliability, demonstrating a strong and consistent stability over various time periods. The strong internal consistency indicates that the questionnaire items accurately assess the intended concepts, hence improving the dependability of the study's results.

Table No. (4) The stability value of the study variables.

N.	Study variables	Cronbach's alpha coefficient	The number of paragraphs
Independent variable	Marketing Innovation	0.825	8
	Marketing Efficiency	0.727	10
	Building Competitive Advantage	0.782	10
	Focusing on the customer	0.877	8
	marketing opportunities	0.829	36
Dependent Variable	Project Resource Planning System	0.779	5
	Material Requirements Planning System	0.872	5
	E-Marketing	0.861	5
	Customer Relationship Management	0.727	5
	electronic supply chain activities	0.762	20
	all paragraphs	0.893	46

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2. Verify the normal distribution of data test:

The Kolmogorov-Smirnov measure was used to verify the accuracy of the data and confirm its absence of misleading associations. This measure was also employed to verify the conformity of the data to a normal distribution. The statistical study has verified that the data for all variables demonstrate a normal distribution through hypothesis testing. A data set is said to follow a normal distribution if the p-value of the Kolmogorov-Smirnov test is higher than 0.05, and conversely. This affirmation strengthens the ability of the independent variable to clarify the dependent variable. Consult Table 5 for additional information.

Table No. (5) test the normal distribution of the study variables

Variables	**Kolmogorov–Smirnov**	**P-value < 0.05**	**Significance**
Marketing Innovation	.098	.200	**Not Significant**
Marketing Efficiency	.052	.059	**Not Significant**
Building Competitive Advantage	.113	.180	**Not Significant**
Focusing on the customer	.095	.200	**Not Significant**
marketing opportunities	**.068**	**.200**	**Not Significant**
Project Resource Planning System	.100	.200	**Not Significant**
Material Requirements Planning System	.111	.200	**Not Significant**
E-Marketing	.048	.074	**Not Significant**
Customer Relationship Management	.067	.062	**Not Significant**
electronic supply chain activities	**.085**	**.200**	**Not Significant**

Fourth: Description and diagnosis of the research variables

This section encompasses a detailed description and diagnosis of the primary study variables, namely marketing opportunities as an independent dimension and electronic supply chain activities as an approved dimension within the General Company for the Pharmaceutical Industry. To achieve this, pertinent statistical analyses were employed, providing insights into the characteristics and relationships between these key variables.

1. Arithmetic means and standard deviations of sample responses related to marketing opportunities:

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Table No. (6) below describes the study variables related to marketing opportunities

Dimensions	Number view	Less value	Top value	Arithmetic mean	Standard deviation	Coefficient of difference
Marketing Innovation	46	2.50	5.00	3.8560	.68717	17.8208
Marketing Efficiency	46	2.50	5.00	3.9478	.48385	12.25619
Building Competitive Advantage	46	2.90	5.00	3.9761	.47008	11.82264
Focusing on the customer	46	3.13	5.00	4.0598	.50809	12.51515
marketing opportunities	**46**	**3.02**	**4.90**	**3.9599**	**.44627**	**11.26973**

The results from Table No. (6) reveal that marketing opportunities attained a general arithmetic mean of (3.9599) and a standard deviation of (0.44627). This suggests homogeneity in the sample's responses regarding the arithmetic mean value, with a coefficient of variation of (11.26973).

At the dimensional level, the dimension of building a competitive advantage exhibits the highest homogeneity. It achieved an average of (3.9761), signifying a high arithmetic mean level, a standard deviation of (0.47008), and a low level of dispersion. The prevailing trend for this dimension is (agreed), with a coefficient of variation of (11.82264). On the overall scale, marketing opportunities are perceived as (agreed), with a medium level of arithmetic mean and low dispersion.

2. Arithmetic means and standard deviations of sample responses for electronic supply chain activities:

Table No. (7) Below describes the study variables related to electronic supply chain activities

Dimensions	Number view	Less value	Top value	Arithmetic mean	Standard deviation	Coefficient of difference
Project Resource Planning System	46	2.20	5.00	3.8130	.64691	16.96591
Material Requirements Planning System	46	2.17	5.00	3.7210	.70278	18.88686
E-Marketing	46	2.80	5.00	4.0087	.59622	14.87315

ISSN 2576-5973 (online), Published by "Global Research Network LLC"
under Volume: 6 Issue: 12 in Dec-2023 https://www.globalresearchnetwork.us/index.php/AJEBM

Customer Relationship Management	46	2.60	5.00	3.9435	.61487	15.59199
electronic supply chain **activities**	**46**	**2.69**	**5.00**	**3.8716**	**.49460**	**12.77508**

Table No. (7) reveals that the electronic supply chain activities achieved a mean score of (3.8716) with a standard deviation of (0.49460). This suggests a uniformity in the responses from the sample regarding the mean value, with a coefficient of variation of (12.77508). In terms of specific dimensions, electronic marketing emerged as the most prominent, securing the highest mean score of (4.0087), signifying a high level of consensus. It exhibited a standard deviation of (0.59622), indicating minimal dispersion and a coefficient of variation at (14.87315). The overarching theme of this paragraph is agreement, with the general trend in electronic equipment activities aligning with high mean levels and low dispersion.

Testing the study hypotheses

The following are the hypotheses for the study, which are divided into:

First: Testing the first main hypothesis

The hypothesis states that there is a significant correlation between marketing opportunities and electronic supply chain activities, and the following sub-hypotheses emerge from it:

1. There is a significant correlation between marketing innovation and electronic supply chain activities.
2. There is a significant correlation between marketing efficiency and electronic supply chain activities.
3. There is a significant correlation between the focus on customer service and electronic supply chain activities.
4. There is a significant correlation between building competitive advantage and electronic supply chain activities.

Table No. (8) Represents the correlation relationship

		Marketing Innovation	Marketing Efficiency	Building Competitive Advantage	Focusing on the customer	marketing opportunities
electronic supply chain activities	**Pearson Correlation**	**.470****	**.493****	**.496****	**.573****	**.609****
	Sig. (2-tailed)	**.001**	**.001**	**.000**	**.000**	**.000**
	N	**46**	**46**	**46**	**46**	**46**
**. Correlation is significant at the 0.01 level (2-tailed).						

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under Volume: 6 Issue: 12 in Dec-2023 https://www.globalresearchnetwork.us/index.php/AJEBM

Table No. (8) reveals a noteworthy correlation between marketing opportunities and electronic supply chain activities, as evidenced by a significant Pearson correlation coefficient of (0.609). This significance is underscored by a p-value (sig.) of (0.000), which is less than (0.01) with a confidence level of 99%. Consequently, the primary hypothesis is confirmed, indicating a substantial association between marketing opportunities and electronic supply chain activities.

Furthermore, examining the correlation relationships with specific dimensions, all relationships prove significant, as indicated by a p-value (.sig) of (0.000), falling below the (0.01) threshold at a 99% confidence level. This signifies the fulfillment of all four sub-hypotheses.

Second: Testing the second main hypothesis:

The hypothesis posits a significant influence of marketing opportunities on electronic supply chain activities at a 5% significance level.

Table No. (9) Variance analysis of the impact of market on electronic supply chain activities

Model		Sum of Squares	df	Mean Square	F	Sig.	R Square
1	**Regression**	4.077	1	4.077	25.877	.000[b]	0.370
	Residual	6.932	44	.158			
	Total	11.008	45				
a. Dependent Variable: electronic supply chain activities							
b. Predictors: (Constant), marketing opportunities							

Examining Table (9), the F test yields a robust and statistically significant result with a value of (25.877). The corresponding significance value is (0.000), less than the 5% threshold, underscoring the strength and significance of the test. The coefficient of determination (R2) stands at (0.370), indicating that marketing opportunities explain approximately 44.1% of the variability in electronic supply chain activities.

Table No. (10) It represents the impact marketing opportunities on electronic supply chain activities

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.201	.528		2.273	.028

ISSN 2576-5973 (online), Published by "Global Research Network LLC"
under Volume: 6 Issue: 12 in Dec-2023 https://www.globalresearchnetwork.us/index.php/AJEBM

	Marketing opportunities	.674	.133	.609	5.087	.000
a. Dependent Variable: electronic supply chain activities						

Additionally, Table (10) underscores a significant positive effect on the financial axis, as evidenced by a Sig. value of (0.000), less than (0.05). The effect value (B = 0.674) suggests that a one-unit increase in the variable (marketing opportunities) corresponds to a 67.4% increase in electronic supply chain activities. Consequently, based on these findings, it can be concluded that there is a substantial impact of marketing opportunities on electronic supply chain activities at a 5% significance level.

The linear regression equation will be:

Electronic supply chain activities = 1.201 + 0.674* (marketing opportunities)

Fourth section
Conclusions and recommendations

First: Conclusions

1. Marketing opportunities serve as a crucial catalyst for the company's growth and prosperity, representing the primary avenue for surpassing competitors.
2. The company's in-depth understanding of its market and the broader environment empowers it to identify available marketing opportunities and devise strategies to leverage them in alignment with its objectives.
3. The electronic supply chain stands out as a fundamental tool, playing a pivotal role in fortifying the company's ability to capitalize on marketing opportunities. This is particularly evident when the focus is on customer-centric approaches, ensuring timely delivery of goods with the desired quality and heightened flexibility.
4. Implementing the electronic supply chain yields multiple benefits, including cost reduction, increased productivity, enhanced delivery capabilities, and diminished waiting times in processing and production. It also contributes to minimizing errors in forecasting and production plans.
5. The adoption of electronic supply chain activities necessitates substantial administrative and technical efforts, emphasizing the importance of collaboration among supply chain partners. This collaboration is crucial for effectively managing the flow of materials and information, starting from their arrival at the company to their final delivery to the customer.
6. A significant correlation between marketing opportunities and electronic supply chain activities is evident, with the Pearson correlation coefficient reaching (0.609). The statistical significance, as indicated by the p-value ((sig.) of 0.000), falling below the 0.01 threshold with 99% confidence, validates the fulfillment of the first main hypothesis asserting a substantial correlation between marketing opportunities and electronic supply chain activities.
7. Tables (9) and (10) underscore the substantial impact of marketing opportunities on electronic supply chain activities at a significant 5% level. This confirmation indicates the realization of the

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under Volume: 6 Issue: 12 in Dec-2023 https://www.globalresearchnetwork.us/index.php/AJEBM

second main hypothesis, affirming the notable influence of marketing opportunities on electronic supply chain activities.

Second: Recommendations

1. Emphasizing the adoption of contemporary trends in electronic supply chain management is crucial due to their positive impact on company performance. This includes accelerating operations, enhancing information flow, and ultimately bolstering the company's competitive standing in the market.
2. Senior management plays a pivotal role in providing essential support for the company's internal and external communication infrastructure. Allocating financial resources for the acquisition of modern devices, equipment, and necessary technologies is vital for effective implementation of the electronic supply chain.
3. Recognizing the significance of information technology is imperative. This involves replacing traditional systems with modern counterparts capable of integrating all logistical functions and facilitating seamless communication among electronic supply chain partners.
4. Elevating the company's focus on the electronic supply chain as a strategic initiative is essential for adapting to environmental changes, addressing challenges, and capitalizing on emerging opportunities.
5. Conducting a comprehensive study and analysis of the correlation and impact between marketing opportunities and the electronic supply chain is essential. This effort aims to enhance the company's ability to exploit marketing opportunities and strengthen its competitive position.
6. Establishing an efficient department staffed with highly capable individuals is key. This team should handle interactions with multiple suppliers, negotiate agreements, and finalize contracts swiftly and at the most cost-effective rates.

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