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Information technology capabilities and Their Role in Enhancing sustainable Interactive Marketing - An analytical study in Asiaccell Company

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ABSTRACT

The study was conducted to find out the role of IT capabilities in enhancing sustainable interactive marketing as well as its practical side. The study reached the impact of information technology capabilities, which are infrastructure capabilities, human resources capabilities, and finally information technology management capabilities, and their reflection on sustainable interactive marketing in its dimensions of sustainable trust, sustainable commitment, sustainable interaction, and sustainable service quality. Sustainable interactive marketing is one of the methods that enable organizations to better meet the needs and desires of their customers. The study community (130) of Asiaccell Communications Company employees in Nineveh Governorate and a sample of 110 electronic questionnaires were identified to be analyzed using the SPSS program. The study reached a number of conclusions, the most important of which is matching the study model with the hypothetical model. The results of the correlation analysis showed a direct and significant correlation between information technology capabilities and sustainable interactive marketing at the overall level in the company under study, which confirms that the increase in the levels of information technology capabilities provided by the company will be met with a noticeable improvement in the levels of enhancing sustainable interactive marketing in the company. The results of the analysis of the impact relationships showed a direct and significant correlation of information technology capabilities in sustainable interactive marketing at the overall level in the company under study, which confirms that the increase in the levels of availability of the dimensions of capabilities Information technology in the company under study will be met with fruitful marketing success for the company in the labor market.



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1.Introduction

The technological developments and changes witnessed in the field of communications have forced communications companies to adapt to these changes and work to keep pace with these rapid and continuous changes in order to try to benefit and overcome competitors by obtaining the largest market share. Accordingly, companies have resorted to possessing information technology capabilities through advanced infrastructure and owning the latest devices through which they can overcome competitors, and owning distinguished human resources that help the company provide the best services to customers. All of this happens through the efforts of management that works to link the parts of the company.

Today, sustainable interactive marketing is an important approach that helps companies build distinguished relationships with their customers, and maintain those relationships by building sustainable and continuous trust with them through providing distinguished services and always being keen to create a mental status among customers about the services provided and sustainable commitment to them by fulfilling the promises made to customers and sustainable interaction with them and meeting their needs and desires, in addition to providing quality in the sustainable services provided. All of these dimensions have become an important basis for achieving superiority over competitors.

In addition, the introduction of modern and advanced equipment for information technology capabilities has had a significant impact on all companies' activities and functions, which requires companies to continuously keep pace with these developments by preparing advanced technological devices and equipment and using them effectively to move from the traditional methods and means used in providing services to modern patterns and methods.

The current study seeks to examine the relationship between IT capabilities and interactive marketing through their respective dimensions, and to demonstrate how IT capabilities can enhance interactive marketing. The study posits that IT capabilities have a profound impact on organizational activities, functions, and decision-making. Consequently, these capabilities are crucial when interactive marketing is needed within a company.

2. Methodology

2.1 Research of study

The corporate environment is increasingly shaped by rapid changes and transformations across all areas, requiring organizations to continuously adapt to both internal and external factors. As a result, companies must focus on obtaining marketing information and providing it in a timely manner to improve their

performance and ensure their survival. Sustainable Interactive marketing emerges as a more effective method, relying on building customer trust and fostering effective communication. It achieves this by enhancing the quality of services offered and adopting innovative methods that influence customer behavior toward the company.

The researcher defines the problem of this study with the following central question:

Does IT capability play a role in enhancing interactive marketing in the context of Asiacell

Telecommunications Company? Based on this, the study's research questions can be outlined as follows:

Is there a significant correlation between IT capabilities and Sustainable interactive marketing, considering their respective dimensions at both macro and micro levels within the company under study?

Is there a significant impact of IT capabilities on Sustainable interactive marketing, considering their respective dimensions at both macro and micro levels within the company under study?

2.2 Importance of study

The importance of this study arises from the significance of the variables it explores. It investigates IT capabilities, represented by dimensions such as infrastructure, human resources, and IT management, as well as the dimensions of interactive marketing, including Sustainable trust, Sustainable commitment, Sustainable interaction, and Sustainable service quality. The importance of the study can be highlighted in the following aspects:

- Theoretical aspect

This aspect is achieved by the study providing a theoretical framework for both IT capabilities and interactive marketing, offering valuable insights into these concepts. The study serves as an intellectual contribution that can be used as a guide for future applications in the field.

- Practical aspect

The importance of the study in the practical aspect lies in the following:

1. Determining the role of IT capabilities in shaping Sustainable interactive marketing within the studied company.
2. Identifying which dimensions of interactive marketing are most significant for the organization under study.

2.3 study objectives

In light of the research problem and questions, this study aims to achieve several objectives related to understanding the role of IT capabilities in enhancing Sustainable interactive marketing. The specific objectives are:

1. To identify the key theoretical foundations and previous research findings on the study variables, and to explore their potential in addressing the challenges faced by companies under study.
2. To analyze the nature of the relationships and impact between IT capabilities and Sustainable interactive marketing.
3. To draw conclusions related to the study variables—IT capabilities and Sustainable interactive marketing—and to propose recommendations that can improve business practices in general and within the studied company in particular.

practices in general and within the studied company in particular.

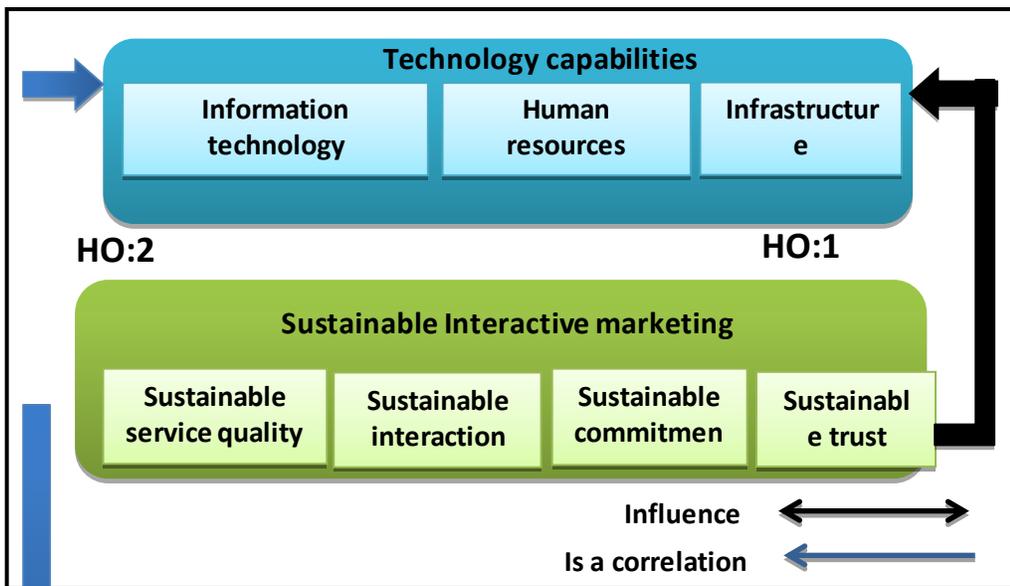


Fig. 1. Figure (1) shows the hypothetical scheme of the study.

2.4 Study hypotheses

In anticipation of answering the main research question and its sub-questions, and in order to achieve the primary objectives of the study, the hypotheses were formulated based on the proposed conceptual framework. These hypotheses represent an initial assumption that the researcher adheres to temporarily. The main and sub-hypotheses are stated in the null form, given the lack of prior research confirming a relationship between the variables being studied (as per the researcher's knowledge). The hypotheses are as follows:

3. First Main Hypothesis:

H₀:1 – There is no significant correlation between IT capabilities and Sustainable interactive marketing

at the 0.05 level of statistical significance, from the perspective of employees in the company under study.

4. Second Main Hypothesis:

H₀:2 – There is no statistically significant effect of IT capabilities on Sustainable interactive marketing, at a statistical significance level of ($\alpha \geq 0.05$), from the perspective of employees in the company under study.

1.1 Previous studies

Study of Saleh, Alia Niazi (2024):

“Strategic Orientation Patterns and Their Impact on Banking Risk Management: The Mediating Role of Information Technology Capabilities - A Survey Study of the Opinions of Administrative Leaders in the Central Bank of Iraq.”

Objectives of the Study:

The study aims to build a theoretical and conceptual framework that contributes to understanding the relationship between strategic orientation patterns and banking risk management, and to explore the role of IT capabilities in enhancing strategic performance within the banking sector.

Study sample:

(241) valid responses from administrative leaders in the Central Bank of Iraq, covering branches in Basra, Nineveh, and Erbil.

Study findings:

A direct and significant correlation was found between market orientation and IT capabilities, with a correlation coefficient of 0.740.

Study of Al-Dulaimi, Hadeel Ahmed Khalaf 2022:

“The role of interactive marketing in enhancing marketing opportunities. A survey study of the opinions of a sample of workers at Qayah Furniture Company in Iraq.”

Objectives of the Study:

A direct and significant correlation was found between market orientation and IT capabilities, with a correlation coefficient of 0.740.

Study Sample:

86 valid questionnaires from employees at Vana Furniture Company in Nineveh Governorate.

Study Findings:

A positive, significant correlation was found between Sustainable interactive marketing and marketing opportunities at both macro and micro levels. The strongest correlation was found between customer contact and marketing opportunities, emphasizing the importance of communication in enhancing marketing opportunities for the organization.

2 Concepts of IT Capabilities and Sustainable interactive marketing

2.1 IT Capabilities Concepts

The company’s technological ability to sense what is happening around it by using its knowledge, capabilities, and updated resources and employing them together to reach a technological vessel that provides the best services in a rapidly developing environment and in various areas of life and trends” [1].

He also stated that it is the company’s ability to implement a set of common rules or platforms, and these rules include physical elements, networks, databases, software, social skills, and the

quality of the company's management of these platforms. It also helps the company keep pace with developments occurring in its external environment.”[2]

2.2 Dimensions of IT Capabilities

1. Infrastructure:

Infrastructure: It includes materials related to information technology capabilities such as networks, software and hardware created by systems that work as a technical basis for implementing the service based on information technology capabilities and innovation of processes [3]. As [4] explains, IT infrastructure refers to a company's ability to effectively invest in IT resources, utilizing multiple applications to access accurate, reliable, and secure information in a timely manner. This infrastructure ensures the privacy of the information and its delivery to the primary users, including managers, employees, suppliers, and customers.

2. Human resources

IT human resources are considered a valuable organizational asset. The company's possession of skilled and experienced human resources in information technology equips it to address problems and leverage high-value opportunities. [5] emphasizes that the capability of IT human resources is reflected in the professional competence of IT employees, including the fundamental skills and knowledge required to perform assigned tasks effectively [6].

3. Information Technology Management

IT management is influenced by the size, type, and overall interests of the company. In telecommunications companies, IT management is especially complex, as broad requirements exist and even minor issues can lead to service loss, prompting customers to switch to competing companies such as Korek and Zain. Thus, monitoring and supervising services are crucial for maintaining service quality. As [7] points out, IT capabilities are essential in the service provision process. Moreover, the IT manager plays a pivotal role in applying and managing information technology. The manager is responsible for planning, coordinating, and directing activities related to computing, and works with other managers to set the company's strategic goals while applying technologies that contribute to achieving those goals [8]

2.3 The Concept of Interactive Marketing

Interactive marketing is defined as a set of activities and programs designed to engage customers, increase awareness, enhance image, or drive product sales [9]. It can also be understood as “the creation of two-way value through effective customer contact, participation, and interaction between the company and its customers” [10].

As [11] also defined it as “one of the new channels in marketing that depends on the interaction between the company and the customer, and communication between them is two-way, unlike traditional communication. The company works to meet the needs and desires of the customer in order to gain customer satisfaction and retain him, and then enhance customer loyalty and build long-term relationships between them.”

2.4 Dimensions of Interactive Marketing

1. Sustainable Trust:

“Trust is one of the important tools used in the field of sustainable interactive marketing, as it is one of the most prominent dimensions that work to create a mental status among customers and encourages parties to maintain the relationship with their customers through cooperation and giving priority to the future interest in continuing the relationship over the short-term immediate interest [12]. As [13] It was also defined as the motive for relying on a reliable company through credibility and objectivity, and it is the customer’s belief that the company has the necessary experience to perform the work. Trust is an essential element in all relationships through which the mental status is created among customers, so it is the key to the sustainability of the relationship and an important tool for strengthening the company’s relationships, and it is one of the most prominent dimensions that can be relied upon in sustainable interactive marketing.

2. Sustainable Commitment:

Commitment is an essential element of reciprocal relationships. It refers to the degree of dedication both parties have to maintaining a relationship, which is fundamental for the long-term success and profitability of the relationship. As [14] suggests, the mutual commitment of both parties is key to the continued success of the relationship, leading to sustained exchanges and interactions that increase profitability over time.

3. Sustainable Interaction:

“Sustainable interaction with the company's customers is achieved by building long-term relationships. These relationships are achieved by providing distinguished and innovative services and meeting their needs through effective communication and mutual trust that leads to customer interaction with the company”.

“Interaction is one of the main elements of the sustainable interactive marketing process, as it is through dialogue and interaction with customers and creating a database about their needs and requirements and trying to make them happy by providing the best services they seek. It also has a role in leaving a good impression on customers. Companies work to try to organize the interaction process through the roles adopted by the actors by placing specialists in the field of collecting information and marketing intelligence. Since the company’s position is affected by the qualities of its employees, it is always keen to choose the best employees to represent it in the correct image for customers” [15].

4. Service quality

Service quality is one of the most critical standards for evaluating organizations, particularly in service-oriented industries. It is considered a competitive advantage that helps organizations secure larger market shares and achieve customer satisfaction. [16] explains that service quality refers to the consistency with which companies perform their duties and deliver products to customers at the right time and place. According to [17], service quality involves not only meeting but exceeding customer expectations, transforming satisfaction into delight and fostering a deeper emotional connection with the customer.

3 The practical Aspect

3.1 Description of Study Samples

A sample of employees from Asiacell Communications Company in Nineveh Governorate was selected for this study. Electronic questionnaires were distributed to the sample, and a total of 110 valid responses were collected. The demographic characteristics of the respondents are presented in the following distributions:

4-1-1 Distribution of Respondents by Age Group

The data in Table 1 reveal that the largest percentage of respondents (41%) are in the age group of 40 years and above (45 respondents). This is the highest percentage among all age groups. The next largest group consists of individuals aged 30 to less than 40 years, who account for 25% of the sample (28 respondents). Those in the age group 20 to less than 30 years represent 32% of the sample (35 respondents). The smallest percentage is found in the under 20 years group, which represents only 2% (2 respondents). This distribution indicates that older employees with more experience and specialization are the most influential group in the study.

4-1.2 Distribution of Respondents by Gender

The data in Table 1 indicate that 87% of the respondents are male, while 13% are female. This suggests a significant gender imbalance, with males outnumbering females in the sample. This discrepancy may reflect the company's tendency to invest more in the capabilities and energies of male employees, as opposed to female employees, who may have fewer opportunities for participation in activities and events within the company.

4.1.3 Distribution of Respondents by Educational Attainment

As shown in Table 1, the majority of respondents hold a bachelor's degree, with 71% of the sample (78 respondents) having obtained this level of education. A smaller proportion of respondents hold higher degrees: 9% have a Doctorate (10 respondents), 8% have a Master's degree (9 respondents), and 8% hold a higher diploma (9 respondents). Additionally, 3% of the sample (3 respondents) hold a diploma, and only 1% (1 respondent) has a preparatory certificate. This suggests that the workforce at Asiacell is predominantly composed of employees with a bachelor's degree.

4.1.4 Distribution of Respondents by Years of Experience

In Table 1, the data show that the largest group of respondents (38%) have 15 to 20 years of experience. This indicates that employees with significant experience and expertise are the most represented group. The second largest group (32%) has 1 to less than 5 years of experience. The third group consists of individuals with 10 to less than 15 years of experience, comprising 17% of the sample. The smallest group, with 5 to less than 10 years of experience, accounts for 13% of respondents. This distribution highlights the importance of experience in the company, particularly among those with 15 to 20 years of service.

Table 1. (1) Frequencies and percentages of individuals surveyed

T	General data	Categories	Number	%
1	Gender	Male	96	87
		Female	14	13
2	Age group	Less than 20 years	2	2
		than 20-30 years	35	32
		than 30-40 years	28	25
		40 years and over	45	41
3	Academic achievement	Preparatory school	1	1
		Diploma	3	3
		Bachelor's	78	71
		high diploma	9	8
		Master's	9	8
		PhD	10	9
4	Experience	1 to 5 years	35	32
		5 to 10 years	14	13
		10 to 15 years	19	17
		15 to 20 years	42	38

Source: Prepared by the researcher based on the outputs of the program (SPSS v.26) n=110

3.2 Correlation Analysis

The correlation coefficient is used to assess the direction, strength, and nature of the relationship between two variables. The direction of the relationship (whether it is direct or inverse) is indicated by the sign of the correlation coefficient. The strength of the relationship is determined by how close the correlation coefficient is to 1 or -1; the closer the value is to 1, the stronger the relationship. Lastly, the nature or significance of the relationship is assessed by the p-value accompanying the correlation coefficient. According to standard practice, a p-value less than 0.05 indicates that the relationship between the two variables is statistically significant.

First Main Hypothesis:

H0: There is no significant correlation between information technology capabilities and Sustainable interactive marketing at a statistical significance level ($\alpha \geq 0.05$).

The results presented in Table 2 and Figure 2 show a positive correlation between information technology capabilities and interactive marketing, with a correlation coefficient value of 0.587. This indicates a moderate-to-strong positive relationship between the two variables. The relationship is also statistically significant, as evidenced by the p-value of 0.000, which is less than the threshold of 0.05.

Based on these results, we reject the null hypothesis (H0) and accept the alternative hypothesis, which suggests that there is a significant positive correlation between information technology capabilities and Sustainable interactive marketing, with a significance level of ($\alpha < 0.05$).

Table 2. The relationship between information technology capabilities and interactive marketing

• Probability value • P-value	• Correlation value	• Dependent variable	• Direction of the relationship	• Independent variable
• 0.000	• 0.587	• Sustainable Interactive marketing	• <-->	• IT capabilities

Source: Prepared by the researcher based on the outputs of the program (26.SPSS V)n=110

Interactive marketing

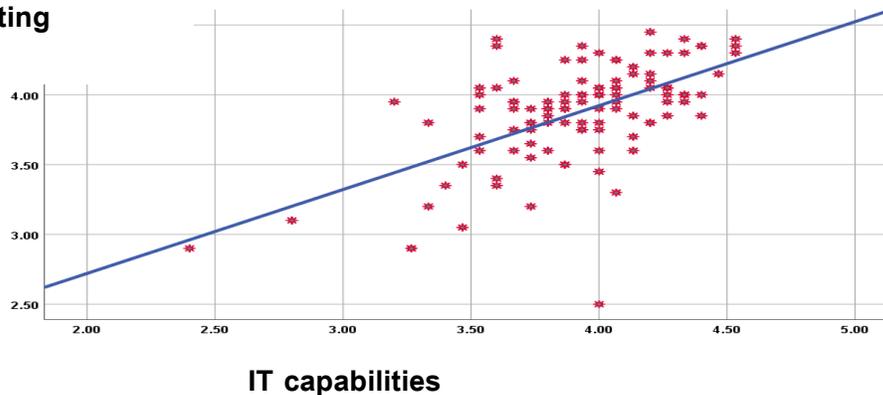


Fig. 2. The relationship between information technology capabilities and Sustainable interactive marketing

Source: Prepared by the researcher based on the outputs of the n=110 AMOS V24 program.

3.3 Analysis of influence relationships

This section examines the impact of each independent variable on the dependent variable, specifically testing the effect of information technology capabilities on Sustainable interactive marketing.

Second Main Hypothesis:

H0: There is no significant effect of information technology capabilities on Sustainable interactive marketing at a statistical significance level ($\alpha > 0.05$).

The results presented in Table 3 indicate the following:

Direct Effect of Information Technology Capabilities on Interactive Marketing: The regression estimate for the effect of information technology capabilities on Sustainable interactive

marketing is 0.601, suggesting a positive and significant impact. This effect is statistically significant, as indicated by the p-value of 0.000, which is less than the significance level of 0.05. Additionally, the critical value (C.R.) is 7.536, which is greater than the table value (1.96), further confirming the significance of the relationship. Based on these results, we reject the null hypothesis (H0) and accept the alternative hypothesis, indicating that information technology capabilities have a significant positive effect on interactive marketing, with a significance level of ($\alpha < 0.05$).

Effect Size: The effect size is calculated as 0.35, meaning that information technology capabilities explain 35% of the variance in interactive marketing. The remaining 65% of the variance is attributed to other factors not included in the regression model, as determined by the boundaries set by the researcher. According to Jacob Cohen (1988), an effect size of 0.35 is considered large, suggesting that the influence of information technology capabilities on interactive marketing is substantial.

Table (3) Results of the impact of information technology capabilities on interactive marketing

P-value	Value Critical C.R.	Effect size E.S	Standard Error Regression Coefficient Se.(β)	Regression coefficient Estimate(β)	Dependent variable	Reporting direction	Independent variable
0.000	7.536	0.35	0.080	0.601	Sustainable Interactive marketing	←	IT capabilities

Table value= (1.96) t_{Tab}

Source: Prepared by the researcher based on the outputs of the program (26. SPSS V) n=110

4 Conclusions

The conclusions provide an intellectual summary of the study, highlighting the objectives for which it was conducted and the results it has achieved. The key findings are as follows:

1. Asiacell's use of IT capabilities through its advanced infrastructure, distinguished human resources and IT management contributed to increasing customers' confidence in the services provided by the organization in addition to commitment to the services and offers provided by the company. This led to increased interaction with the company and increased its marketing share based on the quality provided in the company's services.
2. The results of the correlation analysis showed a positive and significant correlation between IT capabilities and interactive marketing at the overall level in the company under study, which confirms that the increase in the levels of IT capabilities provided by the company will improve the enhancement of sustainable interactive marketing in the company.
3. The results of the impact analysis showed a direct and significant impact between IT capabilities and sustainable interactive marketing at the overall level in the company under study, which confirms that the high levels of availability of IT capabilities dimensions in Asiacell will be met with marketing success for the company in the market.

5 Proposals

1. The necessity of supporting and enhancing trust and commitment to promises and responsibilities. This is done through credibility, transparency, and respectful dealing with customers, which gives it a competitive advantage and a large market share compared to its competitors, and building a sustainable relationship that enables it to continue and survive in light of the changes and challenges of the external environment.

Implementation mechanism: It requires developing strategies and practical mechanisms that work to build and enhance them continuously with customers.

2. Adopting scientific approaches to interaction based on sound foundations to determine the levels of customer satisfaction with the services, procedures and policies adopted by the company, interacting with the suggestions they submit, and benefiting from the information that is evaluated and interpreted, and added to the information bank that companies rely on in building their plans .

implementation mechanism: is through conducting competitions, offers and providing rewards to customers who actively participate, which enhances interaction and increases the company's market share

3. Follow up and monitor customer complaints about the services provided by the company, and respond quickly and effectively to complaints received about the level of service provided.

Implementation mechanism: Activating free communications (hotline), or adopting electronic communications via e-mail on the company's page, through which customers can contact the company's management and submit their complaints or suggestions regarding its services

4. Considering that the infrastructure is one of the basic pillars for the continuity of the company's work, the necessity of providing devices, networks and software that are compatible with the developments taking place in the external environment emerges in order to obtain a larger market share by outperforming competitors.

Implementation mechanism: It requires careful planning and implementation of a number of interconnected steps to ensure the effectiveness and efficiency of the system.

5. Ensuring that human cadres are updated and in line with the latest developments and professional training, and involving distinguished individuals with experience and competence in development programs to gain more experience in the field of communications .

Implementation mechanism: Organizing continuous training courses to enhance the skills of company members and employees in the field of providing services with high reliability and encouraging them to follow developments and updates in their scientific and technical fields.

6. Moving towards building an information technology department so that this department includes a group of activities and responsibilities that focus on providing appropriate technological solutions and implementing them with high efficiency.

Implementation mechanism: By defining the company's clear goals and what the company wants to achieve through planning human and technical resources and identifying the required skills.

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