



## **ENHANCING MARKETING STRATEGY AND ROLE OF COMPLIANCE AND ITS IMPACT ON MONETARY DEVELOPMENT**

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### **ABSTRACT**

Marketing dimensions (Proactiveness-PR, Focus-FO and Innovativeness- IN) are considered a basic activity that works to raise the efficiency of monetary development, which affects Monetary Development (MD) through Compliance (CO) as an intermediary. Marketing strategy works to raise the efficiency of Companies (CO) in multiple ways. In this study, the researcher focuses on obtaining positive, supportive results. In this study, the focus is on the dimensions of marketing (Proactiveness-PR, Focus-FO and Innovativeness- IN), and their impact on Monetary Development (MD) through Compliance (CO) as a mediator. This study also contributed significantly to raising and increasing the profits of institutions. Marketing it is a set of processes or activities that work to discover customers' desires and develop a group of products or services that satisfy their desires and achieve profits for the organization within an appropriate period of time. It focuses on the importance of the impact of marketing dimensions (Proactiveness-PR, Focus-FO and Innovativeness- IN) on Monetary Development (MD) through employee Compliance (CO) in working within the organization to achieve employee satisfaction. The researcher relies on the most advanced methods in a more effective way. The researcher in this study also identifies the problems facing the organization and finds appropriate solutions to them. The number of the target sample was (160), the error was (4), and the questionnaire was correct (156). The

### **KEYWORDS**

Marketing, Proactiveness, Focus, Innovativeness, Compliance, Monetary Development.

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statistical analysis used SPSS & SmartPLS 4 and a Likert scale of 7, and the target sample was Al-Tariq Food Products Company/Iraq. The number of results (6) were positive, and (1) was non-positive.	
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## Introduction

Companies' reliance on marketing according to modern methods is the basis for expanding the growth of organizations, at the same time (Kadhim & Ahmad, 2019). The researcher emphasizes Compliance (CO) because it is a mediator variable through the employees present in the companies Kadhim & Ahmad (2021), based on the data, classifying it, and then analyzing it to reach the necessary results. The researcher Tariq et al (2022), also emphasized Monetary Development (MD), and it was considered an essential factor in this study. Attention was also given to employees' compliance in using modern technology and to gain their satisfaction (Hossain et al., 2020). The researcher is interested in emphasizing gaining the satisfaction of the company's employees, as well as the basic role that supports the organization through employees in transferring modern technology to institutions (Kong et al., 2021). Organizations are always looking for continuous improvement in their performance in order to compete with other companies. This study focuses on the effectiveness of the marketing dimensions (Proactiveness-PR, Focus-FO and Innovativeness- IN) Dushi et al (2019), on Monetary Development (MD). The researcher Kadhim & Ahmad (2022), collected basic information Kong et al., 2021), and used a targeted sample to reach the desired results. He also emphasized the role of employees within organizations through their work as a single team to achieve the services required of them. Encourage Wong et al (2020), the use of marketing dimensions (Proactiveness-PR, Focus-FO and Innovativeness- IN) to influence Monetary Development (MD). The researchers also focused on the importance of Compliance (CO) in transferring up-to-date information among the organization's departments. The researchers Wong et al (2020), talked about the impact of marketing dimensions (Proactiveness-PR, Focus-FO and Innovativeness- IN) on Monetary Development (MD) to gain the satisfaction of employees in achieving their life desires (Ebrahim, 2020). Compliance (CO) is considered one of the variables in transferring modern methods through permanent training in order to achieve continuous improvement to raise the efficiency of Monetary Development (MD). Marketing organizations suffer from weakness in their performance as well as a lack of provision of monetary development (Liu et al., 2021). Therefore, the aim of this study is to determine the impact of marketing dimensions (Proactiveness-PR, Focus-FO and Innovativeness- IN) on Monetary Development (MD) and the effectiveness of Compliance (CO) in expanding performance to develop employees in performing their work (Alzoubi et al., 2022).

## 1. Literature review

The literature review focused on studying marketing and how to develop it in all fields. The researcher Colicev et al (2019), was encouraged in his study on developing marketing for the better. According to the researcher Jones & Tadajewski (2017), the marketing dimensions are among the important foundations in increasing the efficiency of companies. The researcher Erlando et al (2020) ), emphasized the marketing of various goods and merchandise to satisfy employees working in institutions. The study conducted by et al., 2020), is considered one of the best studies on marketing,

in which he encouraged organizations to compete with each other. Positive marketing is the one who relies on modern means to perform it, fulfill the desires of employees, and achieve the necessary monetary profits. Marketing is the main interface to the aspirations of countries around the world towards progress because it contributes to raising the efficiency of countries that work to pay attention to marketing. The various dimensions of marketing contribute to supporting the organizations' production and generating cash savings that help them face the difficult circumstances to which they are exposed. In their study, the researchers Ejemeyovwi et al (2021), are considered to have presented a sophisticated study on marketing efficiency, and emphasized the use of continuous improvement and permanent training for employees working in the company. Compliance is one of the variables that encourage workers in institutions to expand monetary development. The researcher Zafar et al (2021), encouraged the importance and duties of employees in their institutions and their performance as a team cooperating with each other. Employees are the basis for realizing their desires and creating a satisfying life for them in the face of difficult circumstances. The researcher Yap et al (2023), and the researcher's study Hanson & Sigman (2021), also emphasized the importance of employee compliance in achieving competition between companies and achieving monetary profits. Monetary development is necessary for every company to increase its work among organizations to achieve basic services for employees in order to meet their basic needs. There are many previous studies that emphasized the necessity of providing monetary development, including Hanson & Sigman, 2021), which is considered one of the first and advocates for this. There is a study conducted by the researcher D.A.T. (2020), on the importance of the role of monetary development in supporting the organization and improving its production. The researcher Masiero & Bailur (2021), emphasized the expansion of the study of monetary development because it achieves many positives for the marketing of goods and merchandise. Both Masiero & Bailur (2021), and Bhende et al (2020), called for providing the necessary abundance of monetary development because it helps satisfy employees, achieve their desires, and improve their lives in life. The study on the importance of marketing dimensions conducted by Agostinelli & Sorrenti, 2018), is considered supportive of organizations in increasing monetary development and organizations' entry into competition to achieve profits (Israr et al., 2020).

## **2. Theoretical framework**

### **3.1. Proactiveness**

It is what causes the company to reduce its prices due to the sudden influx of natural resources that are available to it, while interactive marketing is what forces small companies to reduce the prices of their expensive products due to the sudden stagnation in the buying and selling movement (Fatimah et al., 2020). Some people wonder what is the importance of proactive marketing versus reactive marketing? Since companies implement many specific marketing strategies, and this is if they are adding distribution channels or a new production line, we find that when marketing managers implement some marketing strategies of their own free will, they use proactive marketing, and when some of the specific dynamics in the industry occur, represented by a change in prices (Tay et al., 2022). Competitiveness or introducing some new technologies, and we find that in this case people need marketing professionals to use interactive marketing in order to ward off the negative effects that may be possible on sales and profits. The majority of companies use interactive marketing and questionnaires. We find that proactive marketing is very common in new industries, and this is due

to the lack of competition or the absence of any of it in the market. We find that the leading company is the one that is involved in making all marketing decisions, which is Be proactive (de la Porte & Jensen, 2021). However, we find that competitors are gradually entering the market because of the success it provides, and this is by following some business plans that are mostly represented by them, and from here we find that reactive marketing is what is done by new competitors. When time passes in the company, we find that the establishment of industries sometimes needs to change its marketing strategies, and this is through the establishment of many competitors in that industry, as we find that any of the competitors may try to establish itself as a service leader or increase (Nguyen, 2021). Departments related to customer service, as experienced marketers always expect the leader of industries after moves to advance the company and expand the ability to provide its own services. In the end, the manager needs to use many diverse interactive marketing strategies, especially when competitors try to target related customers. By the leader. There are some factors that affect the company's need to become more interactive or proactive, and this is with marketing, as the economy can have influences on the company's marketing decisions. We find that a long recession may force the small factory that specializes in premium products to. It is distinguished by its high prices, provided that it lowers the prices of its products, and this is one of the interactive marketing steps (Nuriman, 2021). In addition to this, legal officials may consider that the company's advertisements are misleading, and this forces it to change its advertisements, which is one of the interactive marketing, as we find that otherwise, the sudden influx of available natural resources enables the company to reduce its prices, and this is one of the proactive marketing steps. Other factors that can determine reactive and proactive marketing decisions include some environmental and political changes, as well as technological changes specific to the industry (Anton & Afloarei, 2020).

### 3.2. Focus

Meetings held with a limited group of participants for the purpose of discussion. The group's goal is not to reach consensus or agreement on the topic. Instead, it seeks to identify and understand customers' perceptions of a brand or product. It is one of the strategies that an organization uses to gain a competitive advantage in a sector or industry, by focusing on providing products and services to a specialized market or a specific category of customers (Sugiarto, 2016). A focus strategy aims to serve a specific group of customers as best as possible, by focusing on a specific customer segment, product line, or geographic region. An example of a company that uses a focus strategy is Coca Cola, which manufactures sugar-free products (Diet Coke) to meet the needs of people who cannot consume sugar in large quantities. Providing products and services at low costs to the target market. This strategy usually targets price-sensitive customers who want products of moderate or relatively high quality at reasonable prices. This strategy depends on providing distinct products and services to the target market. This strategy usually targets customers who want products with distinct and unique characteristics (Qian et al., 2020).

### 3.3. Innovativeness

It is the process of creating new things to put on the market as products, processes or services. Define innovation is the process of developing new and innovative marketing strategies and ideas aimed at achieving company goals and increasing profits and sales. Innovation includes modification to marketing elements such as product design, product price, and methods of communicating with

customers. This modification aims to attract customers' attention in a different and innovative way. Innovation can help a company discover and target new markets, which contributes to expanding the customer base and increasing revenues (Sadiku-Dushi et al., 2019). By providing distinctive customer experiences, marketing innovation can help retain existing customers and make them loyal to the company. Expanding business activity into new geographic areas can have a positive impact on the growth and economic sustainability of the company. If the desired goals are not achieved, marketing innovation can help in reformulating and improving the brand to better meet customer needs and expectations. Innovation is considered an important tool to achieve competitiveness in the market, improve company performance, and increase customer satisfaction. This shift towards innovation and innovation-based companies is due to the fact that companies now possess large resources, high technology, and technical and administrative expertise for dealing with innovation as a distinct activity in order to reach what is completely new (radical innovation or breakthrough) or partially (gradual innovation or Improvement) (Paul, 2020). The most important thing is that these companies have a strategic vision that enables them to achieve a competitive advantage through innovation, and what indicates this transformation is the large increase in resources allocated to research and development, as companies in basic sectors allocate more resources to research and development than to fixed equipment and factories. Innovation in marketing refers to developing new and innovative ideas, products and strategies to engage customers and stay ahead of the competition. It involves identifying unmet customer needs, developing new products or services to meet those needs, and finding innovative ways to promote and distribute those products or services. Marketing innovation can take many forms, including new technologies, unique brands, and innovative advertising campaigns. The goal of innovation in marketing is to create value for customers, build brand loyalty, and increase profitability. Innovation in marketing is crucial because it helps businesses differentiate themselves from competitors, create unique experiences for their customers, and adapt to rapidly changing market trends. Marketing innovation can help companies stay relevant and competitive in the industries in which they operate (Kadhim & Atiyah, 2024). It can also help companies identify new opportunities for growth and expansion. Ultimately, innovation in marketing is essential to a company's long-term success and survival in today's highly competitive business environment. Innovation in marketing plays a vital role in a brand's success and increasing its sales, as it helps to update and develop products and services and better respond to customer needs (Ahmad et al., 2020). Innovation in marketing also helps improve customer experience, increase their loyalty to the brand, enhance media and marketing outreach, and increase brand awareness. It also helps improve efficiency and effectiveness in using resources, improve productivity, and achieve financial profits for the company (Tariq et al., 2022).

#### **4. Compliance**

**Define compliance** It is the act of enforcing rules, laws and regulations. It applies to legal and regulatory requirements set by industry bodies, as well as to internal company policies. Compliance includes implementing procedures to ensure that business activities comply with relevant regulations. Regulatory compliance is a critical aspect of running any business, regardless of its size or industry (Albadry et al., 2020). It refers to the process of ensuring that a company adheres to all relevant laws, regulations and guidelines set by the government or other regulatory bodies. The purpose of regulatory compliance is to protect consumers, employees and the environment, as well as maintain



the integrity of the financial system and promote fair competition. In this section we will provide an introduction to regulatory compliance, including its importance, key components, and common challenges. Complying with regulations is essential for businesses to avoid costly fines, litigation and reputational damage. Failure to comply can also result in legal and financial consequences, such as loss of licenses, permits and contracts, which may ultimately lead to the closure of the company. Compliance also promotes transparency and accountability, which enhances the confidence of stakeholders, including customers, investors and employees. Key components of compliance include understanding and tracking relevant laws and regulations, implementing policies and procedures to ensure compliance, training employees, monitoring and auditing compliance, and reporting any violations or incidents (Hossain et al., 2020). Compliance should also be integrated into the company's culture and values, and senior management must demonstrate its commitment to compliance. One of the most important challenges facing regulatory compliance is the complexity of regulations and their ever-changing nature. Businesses must keep up with new laws and regulations, as well as changes to existing laws and regulations, which can be time-consuming and costly. Another challenge is ensuring that all employees, including contractors and outside vendors, are aware of the regulations and comply with them. In addition, companies must balance compliance with other business goals, such as productivity and profitability. Compliance with regulatory requirements is an important aspect of business operations. Failure to comply can result in hefty penalties, loss of reputation, and even legal action. However, understanding the different types of regulatory compliance can be difficult, especially for new businesses. In this section we will discuss the different types of regulatory compliance and how companies can approach them (Kong et al., 2021). Environmental regulations are becoming increasingly stringent, and companies must adhere to them to avoid penalties and damage to the environment. Compliance includes adhering to laws and regulations governing air quality, water quality, waste management, and hazardous materials. For example. Failure to comply with environmental regulations can result in legal action, fines and damage to the environment. With the increasing use of technology, data privacy compliance has become an important aspect of business operations. Companies must adhere to data privacy regulations such as the General Data Protection Regulation. Failure to comply with data privacy regulations can result in significant financial and reputational damage. Therefore, companies must implement appropriate data privacy measures, including data encryption, access controls, and data deletion policies (Wong et al., 2020).

## **5. Monetary development**

Economic development is sustained and coordinated actions taken by policymakers and corporate groups that contribute to enhancing the standard of living and economic health of a given region. Also, economic development can refer to the quantitative and qualitative changes that the economy is witnessing. These actions can include multiple areas, including human capital, basic infrastructure, regional competitiveness, environmental sustainability, social inclusion, health, security, literacy, among others (Kadhim & Jassmy, 2024). The concept of economic development differs from economic growth. While economic development refers to efforts to intervene in policies with the aim of ensuring the economic and social well-being of people. Economic development is the process by which a nation improves the economic, political, and social well-being of its people. The term has been used frequently by economists, politicians, and others in the twentieth and twenty-first centuries ((Kadhim & Habeeb, 2024).). This concept has been around in the West for centuries. Economic

development has a direct relationship with the environment and environmental issues. Economic development and industrial development are often confused, even in some academic sources. While economic development is an endeavor of political intervention aimed at improving the economic and social well-being of people, economic growth is the phenomenon of market productivity and rising GDP. Thus, as economist Amartya Sen points out, “economic growth is one aspect of the economic development process. In fact, data on the growth rate of a country's economy is not important to reflect an increase in the level of income of citizens or an increase in their well-being, at least in the short term (the growth rate usually indicates the size of the increase in the country's gross domestic product during an annual or quarterly period) (Ebrahim, 2020). It is not possible in any way for the citizens of a country to feel an economic renaissance happening around them, or feel its impact on them within such a short period of time, but the high growth rates can be inferred from the country's progress towards achieving prosperity for its people. In order to define economic development and know when improvement in people's well-being and a rise in their standard of living will be achieved, we must first understand the concept of economic growth and define the country's gross domestic product (Liu et al., 2021).

## 6. Hypotheses development

Hypotheses (7) dealt with the impact of marketing dimensions on monetary development, and the importance of compliance as a mediating factor. The number of these hypotheses is (7), as shown in Figure 1.

H1: Relationship between Proactiveness (PR) and Monetary Development (MD).

H2: Relationship between Focus (FO) and Monetary Development (MD).

H3: Relationship between Innovativeness (IN) and Monetary Development (MD).

H4: Relationship between Proactiveness (PR) and Compliance (CO).

H5: Relationship between Focus (FO) and Compliance (CO).

H6: Relationship between Innovativeness (IN) and Compliance (CO).

H7: Relationship between Compliance (CO) and Monetary Development (MD).

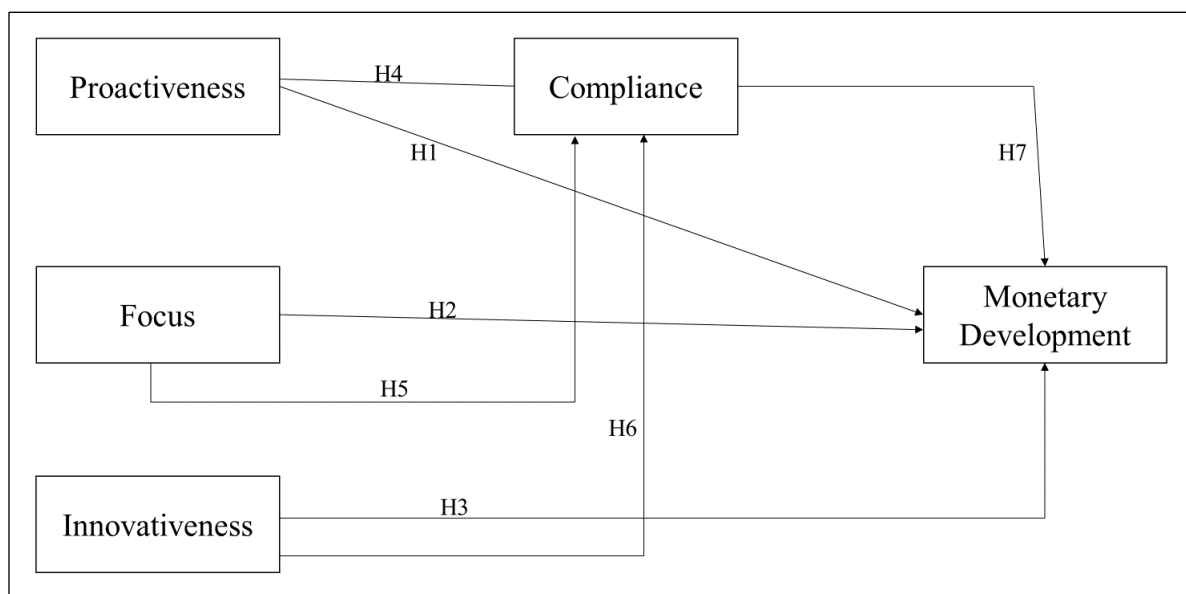


Figure 1: Framework

## 7. Method Study

It is necessary to study the role of marketing dimensions on economic development and explain the role of compliance as a mediator. Therefore, it is necessary to improve the performance of organizations and increase their monetary gains. The company relies on marketing dimensions to increase economic development, and continuous training for employees works to raise their efficiency. Studying the importance of compliance between companies in improving performance. This study used statistical analysis of data, SPSS & SmartPLS 4, and a Likert scale 7 in the questionnaire form, and the target sample was Al-Tariq Food Products Company/Iraq (Kadhim & Ahmad, 2022).

## 8. Analysis Results

Statistical analysis, SPSS and SmartPLS 4, was used by the researcher to reach the results he collected from the data for the targeted sample. Reliability and validity according to the desired results shown in Table 1, showed that the results exceed 0.804, and (6) hypotheses were positive, and (1) was non-positive (Kadhim & Hani, 2024).

Table 1: Reliability validity

Items	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
PR	0.846	0.890	0.619
FO	0.948	0.960	0.828
IN	0.816	0.872	0.583
CO	0.839	0.885	0.607
MD	0.804	0.865	0.565

In this study, the researcher, after great efforts in his work, achieved the desired results that are considered supportive of his research (Alzoubi et al., 2022).

## 9. Descriptive statistics

These results provide us with the median for each sample of variables, and provide standard deviation for each sample. The following modern methods that contribute to developing research results give the number of observations and their magnitude (156), and number of paragraphs, and Cramér-von Mises p- value, shown Table 2.

Table 2: Mean and std. Deviation

Items	No.	Mean	Std. Deviation	Renk	Level
PR	156	5.0461	1.18399	1	Moderate
FO	156	5.3842	1.05668	5	Moderate
IN	156	5.2553	1.08505	4	Moderate
CO	156	5.1325	1.12345	3	Moderate
MD	156	5.1351	1.13151	2	Moderate



Spearman's correlation results can be obtained by statistical analysis of the results from the sample obtained to identify the type of relationship between the dimensions of marketing, monetary development and compliance. Compliance as a mediator. Significance 0.05. From Table 3, the researcher found a positive relationship between the variables, shown Table 3.

Table 3: Spearman correlation analysis between variables

	Items	PR	FO	IN	CO	MD
PR	Pearson Correlation	1	.474**	.499**	.355**	.530**
	Sig. (2-tailed)		.000	.000	.000	.000
	Sum of Squares and Cross-products	205.731	107.231	120.865	84.673	136.596
	Covariance	1.327	.692	.780	.546	.881
	N	156	156	156	156	156
FO	Pearson Correlation	.474**	1	.512**	.477**	.541**
	Sig. (2-tailed)	.000		.000	.000	.000
	Sum of Squares and Cross-products	107.231	248.397	136.199	124.923	153.263
	Covariance	.692	1.603	.879	.806	.989
	N	156	156	156	156	156
IN	Pearson Correlation	.499**	.512**	1	.502**	.632**
	Sig. (2-tailed)	.000	.000		.000	.000

Table 3: Spearman correlation analysis between variables (Continued)

	Items	PR	FO	IN	CO	MD
	Sum of Squares and Cross-products	120.865	136.199	285.287	141.024	191.881
	Covariance	.780	.879	1.841	.910	1.238
	N	156	156	156	156	156
CO	Pearson Correlation	.355**	.477**	.502**	1	.619**
	Sig. (2-tailed)	.000	.000	.000		.000
	Sum of Squares and Cross-products	84.673	124.923	141.024	276.505	184.760
	Covariance	.546	.806	.910	1.784	1.192
	N	156	156	156	156	156
MD	Pearson Correlation	.530**	.541**	.632**	.619**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	Sum of Squares and Cross-products	136.596	153.263	191.881	184.760	322.686
	Covariance	.881	.989	1.238	1.192	2.082
	N	156	156	156	156	156

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

SPSS & SmartPLS 4, statistical results for matrix outer loadings, the results appear identical to the results in the standard model, Figure 2, shown table 4.

Table 4: Results matrix outer loadings

Items	CO	FO	IN	MD	PR
CO1	0.788				
CO2	0.799				
CO3	0.783				
CO4	0.811				
CO5	0.748				
FO1		0.888			
FO2		0.934			
FO3		0.910			
FO4		0.918			
FO5		0.900			
IN1			0.843		
IN2			0.897		
IN3			0.581		
IN4			0.781		
IN5			0.670		
MD1				0.832	
MD2				0.866	

Table 4: Results matrix outer loadings (Continued)

Items	CO	FO	IN	MD	PR
MD3				0.758	
MD4				0.790	
MD5				0.753	
PR1					0.876
PR2					0.775
PR3					0.848
PR4					0.778
PR5					0.676

The researcher achieved discriminant validity results as required, as the results were higher than the results that followed immediately. The (6) hypotheses were positive, and (1) was non-positive, shown Table 5.

Table 5: Discriminant validity

Items	CO	FO	IN	MD	PR
CO					
FO	0.883				
IN	0.060	0.904			
MD	0.135	0.181	0.866		
PR	0.118	0.022	0.086	1.842	

The results of hypotheses (6) are supportive and positive, and (1) was non-positive, see Figure 2, that the dimensions of marketing affect monetary development, and the important role of compliance as a mediator, shown Figure 2.

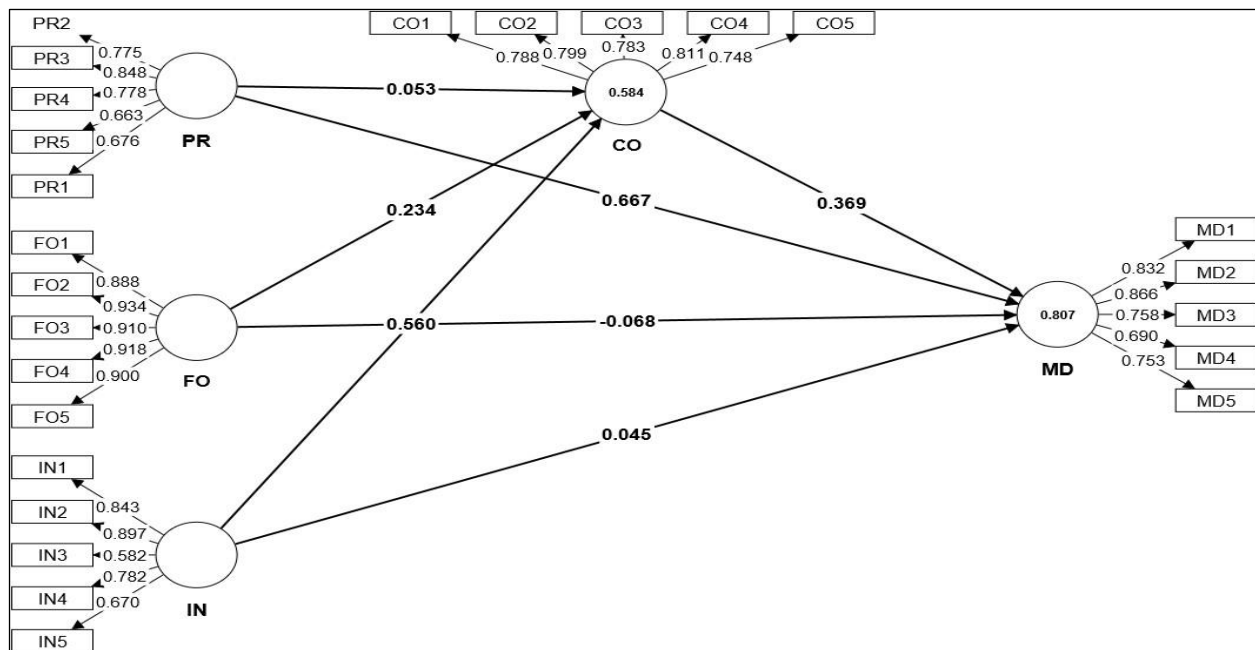


Figure 2: p-value (Measurement model)

It is shown Figure 3, that marketing dimensions have a relationship with critical development and the importance of compliance as a mediator and shown Table 6.

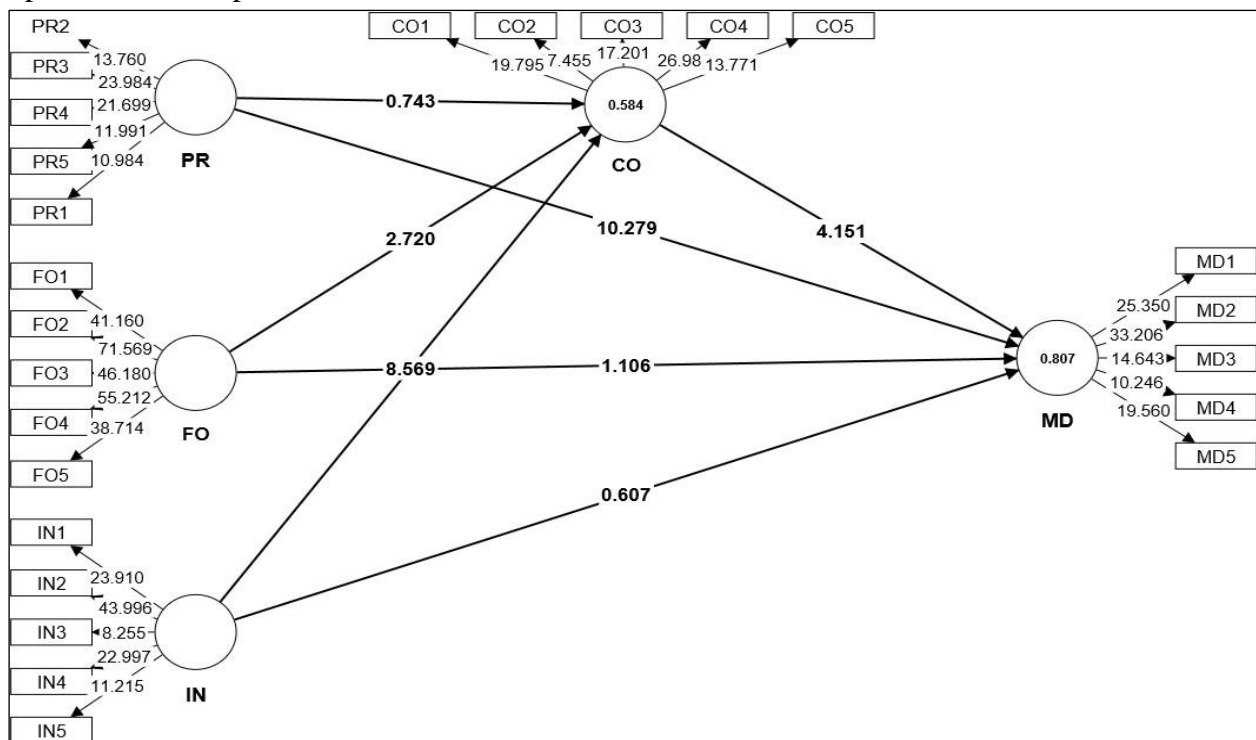


Figure 3: t-value (Satrucracul model)

Table 6: Relationship between variables

Hypothesis	Relationship	p-value	t-value	Results
H1	PR $\longrightarrow$ MD	0.667	10.279	Accepted
H2	FO $\longrightarrow$ MD	-0.068	1.106	Non-Accepted
H3	IN $\longrightarrow$ MD	0.045	0.607	Accepted
H4	PR $\longrightarrow$ CO	0.053	0.743	Accepted
H5	FO $\longrightarrow$ CO	0.234	1.106	Accepted
H6	IN $\longrightarrow$ CO	0.560	8.569	Accepted
H7	CO $\longrightarrow$ MD	0.369	4.151	Accepted

### 10. R-square ( $R^2$ )

Through the study carried out by the researcher, he also communicated the results of  $R^2$  through SPSS & SmartPLS 4 to all variables. In which the results appear for the dependent factor and the mediator for ( $R^2$ ), see Table 9.

Table 9: R-squared ( $R^2$ )

	R-square	R-square adjusted
CO	0.586	0.578
MD	0.775	0.771

Not: 0.19-0.33 is low, 0.33-0.67 is medium, and 0.67 and above is high (Ahmed et al., (2020))

### 11. F-square ( $F^2$ )

The researcher used SPSS & SmartPLS 4 statistical analysis, in which the results are shown for the independent, dependent, and as a mediator for ( $F^2$ ), see Table 10.

Table 10: F-square ( $F^2$ )

	CO	FO	IN	MD	PR
CO					
FO	0.066			0.000	
IN	0.443			0.136	
MD					
PR	0.002			1.332	

Not: 0.19-0.33, slow, 0.33-0.67, is medium, and 0.67, and above is high (Ahmed et al., (2020))

### 12. Conclusions

1. The researcher discussed the importance of the relationship between the dimensions of marketing and monetary development.
2. In this study, the researcher confirmed the existence of a relationship between marketing dimensions and compliance as a mediator.

3. The researcher emphasized the use of the required information and data to clarify the importance of the impact of marketing dimensions on monetary development.
4. Taking into account the variables that were used in this study and the importance of marketing dimensions in productive institutions.
5. Implementing the marketing dimensions of monetary development leads to improving the organization's production through competition between companies.
6. The researcher encouraged the use of marketing dimensions in improving the performance of institutions through the use of modern technology in production.

### 13. Recommendations

1. Implementing marketing dimensions on monetary development in institutions achieves financial benefits and profits that help achieve basic goals.
2. Adopting the method of advertising the efficiency of organizations through the use of continuous training and joint team work in the best ways.
3. The researcher in this study focused on using modern technology through the information and data he collected.
4. This study confirmed employees' compliance in implementing modern methods in order to provide the goods and services they need.
5. Employee compliance has had a more effective role in increasing the monetary development of companies.

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