



The Influence of Customer Knowledge Management on Sustainable Promotion

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Abstract:

This research has investigated the effect of the customer knowledge management CKM in sustainable promotion SP. The research conducted a quantitative method on a sample of employees in the Al-Furat State Company for Chemical Industries affiliated / the Ministry of Industry and Minerals in Iraq. The research's problem presented a set of questions, one of the most important was (is there a relation and impact between the dimensions of customer knowledge management and sustainable promotion). The aim of the research is to identify the extent to which customer knowledge management activities are applied in understudy organization. This research adopted the questionnaire as a main instrument to collect information from (140) participants in various administrative levels (top management, middle, and executive). One of the most important results of the research was the existence of a relation and effect between the dimensions of customer knowledge management and sustainable promotion. Also, the findings of the current research revealed a great interest in customer knowledge management and its dimensions (knowledge from the customer, about the customer, of the customer, and joint construction) with sustainable promotion. According to these findings, the research recommended supporting CKM in the researched company through promoting activities related to understanding the needs and desires of customers and providing them with sustainable products.

Paper type Research paper

Keywords: Customer Knowledge Management, Sustainable Promotion.

1. Introduction

Organizations should adopt a suitable marketing philosophy to enable them to survive and continue with the rapid dynamic changes in the business administration. This is because the world is impacted by the challenges that organizations are currently facing due to competitiveness, globalization, and the rapid changes in customers' needs and desires. As the interest and focus of modern organizations increased today in managing customer knowledge as one of the modern approaches that can improve the performance of organizations by providing innovative products and services that meet the needs and desires of customers. This is where it has become imperative for companies to work according to this approach, because the customer is considered an indicator of the failure or success of any company along with developments and changes in customer behaviour, their orientation towards preserving the environment and the rational use of natural resources. As companies understood traditional marketing and advertising strategies, which frequently prioritize short-term advantages at the expense of long-term sustainability, there was a need for them to integrate sustainability principles in their marketing and promotional operations. It is no longer applicable in a world experiencing significant environmental and social issues. As a result, corporations are increasingly in new sustainable business strategies that encourage responsible production and consumption. Sustainable promotion aims to persuade and urge customers to buy their products, and then give the organization a competitive advantage that distinguishes it from traditional competition by supporting and strengthening the image of the organization in the minds of customers. This is achieved through caring for the environment and its society, protecting the customer from unethical manipulations and providing sustainable products. Thus, the research's main purpose aims to put a spotlight on the subject of the study (the role of customer knowledge management in sustainable promotion), that is beginning to take shape. For the field of the practical side, Al-Furat Chemical Industries Company, a subsidiary of the Ministry of Industry and Minerals, was chosen since these businesses deal with chemical products that have adverse impacts on the environment and society. Employees from the three departments (upper, middle, and executive) came up with the research sample. Two sub-hypotheses were obtained from one major hypothesis in the study: The questionnaire, which contained (21) questions covering the research variables and was given to a sample of (140) people, served as the primary tool for collecting data and information related to the practical part of the study. The appropriate statistical techniques were applied in order to achieve the required findings.

1.1 Literature Review

There are numerous studies that dealt with the customer knowledge management CKM, as this part of the research included some of those studies as follows:

Sun and Zheng (2020) utilised case-based models that determine which practical marketing activities customer groups identify to either increase or decrease customer equity for a major sports clothing brand in China and South Korea. The study was applied in the industrial sector in China. The sample was composed of Young Chinese (457) and Korean (315) customers of a major sports clothing brand in order to explore what configurations that decrease or increase the perception of customer equity and to analysis cultural differences. The most important results reached by the study was the strong and positive correlation between the dimensions of sustainable marketing, customer ownership rights, and consumers' buying behaviour.

Research by Rajan and Jayanthi (2020) demonstrated the effect of customer knowledge management and customer satisfaction on their faith and loyalty. The sample of the study consisted of (210) individual bank customers in both public and private sectors. The results of the study suggest that Customer Knowledge Management and Customer Satisfaction have significant influence on Customer Trust and Loyalty.

Bratianu, et al (2021) recommended a combined framework of innovative work behaviour, product innovation process and customer knowledge management; to identify and discover the mediating effect of customer knowledge management in the relationship between innovative work behaviour and the product innovation process. This is where the research sample consisted of (154) employees working in different companies. The results demonstrate that there is a relationship with a positive effect between innovative work behavior and the product innovation process, as they indicated that knowledge management had an exceptionally important role in the product innovation process. The preamble method confirmed that innovative work behavior greatly supports product innovation through the variable. Additionally, the brokers, who represent customer knowledge management.

Kadhi and Tarif (2022) proved that dimensions of customer knowledge management, which included knowledge of the customer, about the customer, and knowledge from the customer, have a great impact on the success of the company. This is because it helped fill in the marketing gap in terms of demand and supply. So, this study seeks to reduce the visible marketing gap as a result of the dealings of Asiacele Communications Services employees with their agents. A sample of (454) individuals consisting of employees and agents of the Asia Cell Telecom Company in the middle of the Euphrates in the governorates of (Diwaniyah, Najaf, Babel and Karbala). As the results of the research revealed that there is a positive effect of CKM in reducing the marketing gap.

The research problem came from the industrial organizations in the Iraqi marketplaces is not paying much attention to customer knowledge management. Along with not utilizing contemporary, environmentally friendly promotional strategies, the company also fails to inform customers about the products it offers, such as providing sufficient conventional promotional strategies and restrict the promotion process to only a few components of the promotional mix. The function of CKM in sustainable promotion developed as the core question from this point onward, and the following sub-questions followed:

- To what range is the concept of CKM applied in the organization under study?
- To what extent is the organization being studied interested in utilizing sustainable promotion?
- To explore the relationship and the impact between CKM and sustainable promotion?

The objectives of the research are the following:

- Information on the extent to which CKM is being used in the organization under study.
- Being aware of the organization's interest in a sustainable promotional mix.
- Assessing the strength, nature, and significance of the link between sustainable promotion and customer knowledge management

2. Material and Methods

The research deals with a detailed presentation including the research model, the chart research procedure, the research population and sample, the measurement tool, and statistical analysis methods, as follows:

2.1. The Research Model

Through the problem, research objectives, the research scheme has been identified below.

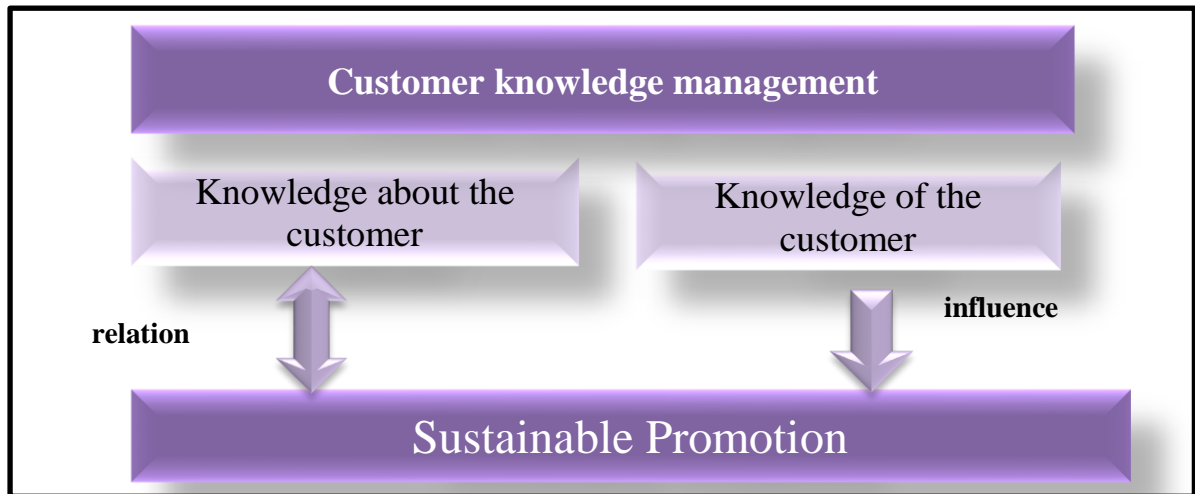


Figure (1): The hypothetical research model

The source: Prepared by the researchers.

2.2. Research Hypotheses

The researchers came up with the following two assumptions about the reality of understudy organization in order to find answers relevant to the questions posed in the research problem. The researchers adopted null hypotheses because this guarantees neutrality and objectivity. The research hypotheses are reflecting in two groups that comprise correlation hypotheses and effect hypotheses between customer knowledge management and sustainable promotion.

H1. There is no significant correlation between customer knowledge management and sustainable promotion:

H2 There is no significant effect from customer knowledge management on the sustainable promotion in the understudy organizations.

2.3. Data collection

The quantitative research design was chosen to meet the research's objectives and questions because it provides accurate statistics on accuracy. SPSS and AMOS were used in order to examine the hypotheses research. Some of the proposed conceptual models have been used to provide a framework that relates research variables according to a five-point Likert scale. The research instrument consists of two parts, and the first variable consists of several sub-dimensions. Table 1 provides an illustration of each variable and identifies the source of the measurement.

Table 1: The structural structure of the research-approved questionnaire

The main variables	Sub-variable	Measurements
Customer knowledge management	Knowledge about customer	(Muriel Perea, et al,2019)
	knowledge of customer	
Sustainable promotion		(Kotler and Armstrong, 2018)

Source: The table was prepared by the researchers.

2.4. Statistical analysis methods

To achieve the research's objectives and test its hypotheses, a variety of statistical methods were employed. The excel 2016 and spss v25 programs were used, as following:

- calculate standard deviation and the arithmetic mean
- coefficients of correlation and simple regression.
- Cranach's alpha scale was used to examine the stability of the questionnaire items.

2.5 .Research Population and Sample

1- Research community: Al-Furat chemical industries company/ the Iraqi Ministry of Industry and Minerals.

2-the research sample : The sample was composed of (140) individuals working in the upper, middle, and executive levels of al-Furat Chemical Industries Company.

2.6. Customer Knowledge Management CKM

2.6.1. The Concept of Customer Knowledge Management:

As Salman et al (2019) stated that one of the most fundamental concepts is the idea that knowledge is a large source and a crucial competitive advantage for organisations. Many companies today consider knowledge management as one of their top priorities, and it may be viewed as a competitive strategy that offers the organization a variety of advantages. Mohammed and Hafeez-Baig (2017) pointed that knowledge management principles and related techniques are marketed as critical components for companies to survive and thrive. Al-Azzawi and Al-Janabi (2011) reported that knowledge management is one of the most critical success factors for all sorts of companies because most companies strive for creativity, innovation, survival, and continuity, it has become the most visible resource of the organization, alongside financial, human, and material resources. In this regard Mohammed et al (2019) stated that the knowledge within the organization becomes a primary source for producing more knowledge. Therefore, organizations work hard to gain a competitive advantage in the industry concerned. (Mohammed, 2022), in the past years, many researchers have highlighted the importance of external sources of knowledge, including the customer (Nabi and Hasan 2023), as customers today have a wide range of skills, experiences, and interests. The customer creates and accumulates knowledge about the organization through their personal experience with the organization, its markets, products, and services. It allows organizations to learn from their customers through collaboration, and then the valuable information and knowledge that customers possess can be used as important sources of competition (Castagna and Passaro 2020). This knowledge is considered an important resource for organizations as they are acquiring and maintaining themselves in order to achieve a sustainable competitive advantage for the organization. However, client information does not provide with a competitive advantage in and of itself if it is not well handled. From the aforementioned, the authors believe that customer knowledge management is an integration of a set of organizational practices and dynamic capabilities to generate customer knowledge. It is considered as feedback from the customer to the organization to transfer, share and apply this knowledge to create value for the organization as well as or gain a sustainable competitive advantage.

2.6.2. Dimensions of Customer Knowledge Management:

Customer knowledge management focuses on the basic dimensions (knowledge of the customer and knowledge about the customer)

Knowledge of the customer: Al-Ibrahimi and Alaa (2019) stated that the customer is a valuable opportunity for companies to learn from because the customer has knowledge that can help the company in order to improve its strategies to produce innovative products and develop existing products (Al-Ibrahimi and Alaa 2019). Knowledge is collected from the customers service Ofori and El-Gayar (2020) based on their behavior, such as purchasing patterns, which leads to a deeper understanding of their motives and can be used to improve customer. Since organisations employ a variety of methods and strategies in order to enable them to acquire this knowledge, obtaining this kind of knowledge is particularly challenging (Salojärvi and Tarkiainen, 2010). Customers' knowledge should be seen as feedback that may supports the company in developing and making changes to the products it offers, segmenting its markets, and developing its strategies because customers frequently withhold knowledge about their experience or expertise, feelings toward the company, and their views on improvements in the organization, which is considered a significant part of the organization's knowledge.

Knowledge about a customer: As the notion of customer knowledge meets the concept of customer relationship management, this knowledge is regarded as one of the earliest activities of knowledge management. This information comprises information about the client, their past purchases, present needs, potential future needs, social position, spending power, and purchasing behaviors. Reinforce that understanding the consumer can help a business decide how valuable they are. As a result, companies started to accumulate this knowledge by building a customer database that contains details particular to each client. Understanding the needs of the consumer and establishing trusting connections with them are made possible by having this knowledge (Zahari and Norhafizah 2014; Komejani, 2017).

2.7. Sustainable Promotion

One of the most crucial components of marketing raise is promotion (Melović et al, 2020). In fact, the promotion features a main and necessary role in the sphere of marketing communications between the company and its existing and potential clients Al-Jaafari and Muhammad, (2020). Also, promotion is major factor in convincing, informing, and reminding clients about the goods given by the company and swaying them to accept and buy these goods Nehme and Al-Janabi (2020). As a result, unique of the key instruments of the sustainable marketing combination is promotion Jung and Kim. (, 2020). It has the necessary influence over clients to persuade them to purchase items, to solidify the mental image of products in their minds, and to keep them constantly informed about the advantages of products, their costs, and the locations where they may be purchased. It thereby accomplishes the objectives of the marketing strategy. as Melovid and Gubiniova (2020), defines sustainable promotion as “a set of communications that the organization makes to current or future customers for the purpose of persuading and introducing them to the sustainable products offered by the organization and pushing them to buy them.” Since the promotional objectives of the organization significantly affect the selection of sustainable promotional mix elements. Also, Al-Kaabi and Al-Lami (2017); Yusamran et al (2021) determined three main areas of environmental information that delegates should be aware of:

- ❖ **The product's environmental benefits:** The delegates must be fully aware of the environmental advantages the product achieves in order to persuade clients to purchase it. Because of this, the seller must be well informed on how the product will affect the environment during its whole life cycle.
- ❖ **Compatibility with environmental systems:** Since most industrial chemicals and raw materials are governed by environmental regulations, delegates must be prepared to respond to inquiries from clients on this issue.

❖ ISO14000 certificate: There is great interest from customers for products that bear this certificate, so delegates must state and explain the organization's environmental management system to customers.

2.8 Data analysis

2.8.1 Testing Research Hypotheses

- Analyzing the consequences of the correlations between the two research variables (testing the first main hypothesis and its branches).
- Analyzing the results of the association between customer knowledge management besides sustainable promotion at the macro level. Table 2 shows the results of the association amid the two search variables, as the value of the association was (0.873), which is a strong direct and significant correlation, and this means that the greater the company's interest in customer knowledge management, the greater the sustainable promotion.

Table 2: The value of the correlation between customer knowledge management and sustainable promotion

Independent variable	Dependent variable	Correlation value	Significant level
Management sustainable promotion	Customer knowledge	0.873**	0.000

Source: prepared by the authors based on the statistical program (SPSS v25).

- Table 3 displays the findings of the association between the two agencies after analyzing the associations between the aspects of customer knowledge management and sustainable promotion:
- The dimension (customer knowledge) and sustainable promotion had a correlation coefficient of 0.98 and a significance level of 0.000.
- The correlation coefficient between the dimension (customer knowledge) and sustainable promotion was 0.74, with a significance level of 0.000.

The first main hypothesis and the sub-hypotheses that flow from it are accepted considering the aforementioned.

Table 3: displaying the values of the link between the customer knowledge management elements and sustainable promotion.

Dependent variable	Independent Variable (KYPM)	Correlation value and significance level	
Sustainable Promotion	Knowledge of the customer	Correlation value	0.982**
		Significance level	0,000
	Knowledge about the customer	Correlation value	0.746**
		Significance level	0,000

Source: prepared by the authors based on the statistical program (SPSS v25).

•Analysis of the effect results between the two research variables (testing the second main hypothesis and its branches):

•The results of Table 4 's testing of the second main hypothesis show that there is a significant relationship between customer knowledge management and sustainable promotion. The calculated F value was (444.14), which is higher than the tabular value of (3.49) at a significant level (0,000), and the results show that this relationship is influenced by customer knowledge management. The coefficient of determination was (0.763), meaning that customer knowledge management accounts for (76.3%) of sustainable promotion. According to what was mentioned, the second main hypothesis is accepted, which states (there is a statistically significant effect of customer knowledge management in sustainable promotion).

Table 4: The impact of customer knowledge management on sustainable promotion

Independent variable	Dependent variable	Correlation coefficient R	Coefficient of determination R ²	Calculated F value	f significance	Fixed term value a	Beta coef.	calculated T-value	T Significance
Sustainable Marketing	KYC Management	0.873**	0.763	444,14	0.000	0.277	0,955	0,10	0.000

The source: Prepared by the researchers based on the statistical program (spss v25).

• The interaction between the variable of sustainable promotion and the customer knowledge management components. As the dimension (knowledge of the customer, knowledge about the customer) influences sustainable promotion. Evidently, table 5 demonstrates the presence of an influence link between the dimensions of customer knowledge management in a sustainable promotion. The estimated F values of (383.95) and (172.81), which are more than normal and at a significant level (0,000), and the corresponding coefficients of determination of (0.965) and (0.556), respectively, support this impact. We accept the second main hypothesis and its implications, considering what has been stated..

Table 5: The impact of customer knowledge management dimensions on sustainable promotion

Dimensions of the independent variable	Dependent variable	Correlation coefficient R	R ²	Calculated (F) value	P-value	Fixed term value a	Beta Coef.	Calculated value (t)	p-value
Knowledge of the customer	Sustainable Promotion	0.982**	0.965	383.95	0.000	0.277	0.932	61.93	0.000
Knowledge about the customer		0.746**	0.556	172.81	0.000	1.09	0.667	13.14	0.000

2.8.2 Testing Validity and Reliability

This paragraph describes a statistical research that demonstrates the dependability of the data obtained from the investigated sample by completing a stability test using (Cronbach's Alpha) method, which is the most common and accurate method of determining stability Hair et al. (2010). If the stability coefficient (Cronbach's Alpha) is more than 0.70, the test result is noteworthy. Following the application of the test stages, the value of Cronbach's alpha stability coefficient for the total items of the questionnaire was (0.962), which is a significant number that confirms the presence of strong stability in the questionnaire items. As a result, the fulfillment of the criteria of stability in the questionnaire paragraphs is confirmed. While the stability coefficient for the total items of the customer knowledge management variable was (0.953), this is a significant result that demonstrates the presence of strong stability in the independent variable's items. As for the stability coefficient for the items of the sustainable promotion variable, it was recorded (at 0.84), which is a high value that confirms the presence of remarkable stability in the items of the dependent variable. As for the validity of the content, it means that the scale measures what it is set to measure. The validity coefficient can be calculated by calculating the root of the stability coefficient. Table 6 shows the results. Table 6 shows the consistency scores among the components of the scale.

Table 6: The Results of Consistency Between the Components of The Size

Scale	Number of questions	Alpha Cronbach Laboratories	Honesty
knowledge from the customer	7	0.855	0.924
Knowledge about the customer	7	0.91	0.953
Customer knowledge management	14	0.953	0.976
sustainable promotion	7	0.84	0.916
The entire paragraphs of the questionnaire	21	0.962	0.980

Second: Description of the dimensions of the research

- Describe the dimensions of customer knowledge management:

Table 7 summarizes the findings of the descriptive analysis of the dimensions of customer knowledge management at the investigated company in terms of (frequency, percentages, arithmetic mean, and deviation coefficient). As the overall average of the arithmetic mean of the paragraphs following (customer knowledge) for the sample studied was (x1-x7) (3.66). The general standard deviation coefficient was (0.662), while the dimension (customer knowledge) for the studied sample (x8-x14) had a general arithmetic mean (3.89) and a standard deviation coefficient (0.702). Overall, the findings revealed that all of the sample responses are homogeneous and legitimate for statistical analysis and that the research sample is aware of the dimensions of customer knowledge management.

Table 7: Frequencies, percentages, arithmetic mean, and standard deviation Paragraphs Measuring Response Arithmetic mean Standard deviation.

Paragraphs	Measuring Response										Arithmetic mean	Standard deviation
	I completely agree		Agree		Neutral		I don't agree		Don't completely agree			
	t	%	T	%	T	%	t	%	T	%		
X1	27	19.3	66	47.1	34	24.3	12	8.6	1	.7	3.76	.889
X2	26	18.6	73	52.1	37	26.4	4	2.9	-	-	3.86	.741
X3	9	6.4	47	33.6	60	42.9	19	13.6	5	3.6	3.26	.901
X4	20	14.3	61	43.6	36	25.7	17	12.1	6	4.3	3.51	1.021
X5	25	17.9	69	49.3	32	22.9	11	7.9	3	2.1	3.73	.920
X6	26	18.6	68	48.6	32	22.9	12	8.6	2	1.4	3.74	.909
X7	26	18.6	76	54.3	25	17.9	8	5.7	5	3.6	3.79	.935
General level of customer dimension knowledge											3.66	.662
X8	30	21.4	78	55.7	21	15.0	9	6.4	2	1.4	3.89	.862
X9	52	37.1	64	45.7	18	12.9	3	2.1	3	2.1	4.14	.875
X10	24	17.1	67	47.9	32	22.9	11	7.9	6	4.3	3.66	.995
X11	42	30.0	72	51.4	17	12.1	8	5.7	1	.7	4.04	.847
X12	17	12.1	71	50.7	36	25.7	11	7.9	5	3.6	3.60	.928
X13	28	20.0	84	60.0	20	14.3	5	3.6	3	2.1	3.92	.823
X14	35	25.0	81	57.9	21	15.0	1	.7	2	1.4	4.04	.748
The general level of the customer dimension of knowledge											3.89	.702

• Describe The Sustainable Promotion Variable:

Table 8 shows the descriptive analysis results of the researched company's sustainable promotion variable in terms of (frequency, percentages, arithmetic mean, and deviation coefficient). The general average of the arithmetic mean of the paragraphs of the dependent variable (sustainable promotion) for the sample investigated (y1-y7) was (3.69). The overall standard deviation coefficient was (0.627). This implies that all of the sample replies are homogeneous and valid for statistical analysis and that the study sample is aware of the sustainable promotion variable.

Table 8: Frequencies, percentages, arithmetic mean, and standard deviation

Paragraphs	Measuring Response										Arithmetic mean	Standard deviation
	I completely agree		Agree		Neutral		I don't agree		Don't completely agree			
	t	%	T	%	T	%	t	%	T	%		
y1	31	22.1	79	56.4	25	17.9	5	3.6	-	-	3.97	.739
y2	27	19.3	66	47.1	34	24.3	12	8.6	1	.7	3.76	.889
y3	26	18.6	73	52.1	37	26.4	4	2.9	-	-	3.86	.741
y4	9	6.4	47	33.6	60	42.9	19	13.6	5	3.6	3.26	.901
y5	20	14.3	61	43.6	36	25.7	17	12.1	6	4.3	3.51	1.021
y6	25	17.9	69	49.3	32	22.9	11	7.9	3	2.1	3.73	.920
y7	26	18.6	68	48.6	32	22.9	12	8.6	2	1.4	3.74	.909
General level of sustainable promotion											3.69	.627

3. Discussion of Results

This research focused on measuring the effect of customer knowledge management CKM on sustainable promotion SP in Al Furat State Company for Chemical Industries affiliated to the Iraqi Ministry of Industry and Minerals. The results showed that the descriptive and analytical statistics showed that the arithmetic averages of the paragraphs related to the customer knowledge management variable were higher than the point of view of the researcher's sample. This indicates that the understudy organization is aware of the requirements and needs of customers. These results agree with the study of Silvio Wilde (2011) in its strategies. Evidently, they displayed that the understudy organization has a website through which it displays its products and provides the necessary information that the customer needs to obtain products. In addition, the organization obtains customer data from various sources, particularly internal ones, as the organization processes this data and converts it into information that helps it make the necessary decisions for the purpose of developing and improving products. Further, this organization seeks to build strong relationships with its customers. As these results are consistent with the study (Hanif et al, 2021). The results of the analytical descriptive statistics also revealed that the arithmetic averages related to sustainable promotion came with a high level of importance from the point of view of the research sample. Where the results exhibited a statistically significant relationship between CKM and SP as. Also, it was found that the customer knowledge dimensions represented by (knowledge about the customer and knowledge from the customer) all affect sustainable promotion. Moreover, the research's findings revealed a significant relationship between customer knowledge management and sustainable promotion when all of its components are considered, as well as a relationship between each component and sustainable promotion. However, the CKM dimension and SP had the strongest relationship, as we note that the level of significance (0,000), which is less than the level of significance (0,05). This indicates the significance of the test. This result agreed with (Al-Rubaie et al., 2014), it showed results the existence of a statistically important effect of customer knowledge management on .

4. Conclusion

The investigation reached a number of conclusions, the most significant of which are:

- The company takes advantage of the customer knowledge management aspects from the research sample (knowledge from the customer and information about the customer).
- There is a high awareness of these dimensions among the employees of under research company, with the knowledge about the customer coming in first, which revealed the company's awareness of the requirements and needs of customers.

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تأثير إدارة معرفة الزبون في الترويج المستدام

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مستخلص البحث:

بحث هذه الدراسة تأثير إدارة معرفة الزبون في الترويج المستدام من خلال دراسة استطلاعية لشركة الفرات العامة للصناعات الكيماوية التابعة إلى وزارة الصناعة والمعادن , إذ تبلورت مشكلة البحث من خلال طرح عدد من التساؤلات واهمها (هل توجد علاقة ارتباط وتأثير بين أبعاد إدارة معرفة الزبون والترويج المستدام) , إذ تهدف هذه الدراسة إلى تحديد تأثير المعرفة حول الزبون و المعرفة حول الزبون والمعرفة للزبون , والبناء المشترك للمعرفة على الترويج المستدام , تجسد هدف هذه الدراسة بالتعرف على مدى تطبيق أنشطة إدارة معرفة الزبون في المنظمة المبحوثة , تم جمع البيانات باستخدام مسح قائم على الاستبانة إذ يتكون من (35) سؤال تم توزيعها على (140) فرد من العاملين في المستويات الإدارية العليا والوسطى والتنفيذية في المنظمة المبحوثة , من أجل تحليل البيانات التي تم الحصول عليها من الاستبيانات ومن أبرز النتائج هو وجود علاقة ارتباط وتأثير بين أبعاد إدارة معرفة الزبون والترويج المستدام كما وضحت النتائج اهتمام الشركة تعطي اهتمام كبير بإدارة معرفة الزبون بأبعاده (المعرفة من الزبون، المعرفة حول الزبون، المعرفة للزبون، البناء المشترك) والترويج المستدام، واستنادا لهذه النتائج قدم الباحثان اهم التوصيات لتعزيز إدارة معرفة الزبون في الشركة المبحوثة، ومن أهمها يجب على إدارة الشركة الاهتمام الأكبر بإدارة معرفة الزبون من خلال العمل على تعزيز الأنشطة الخاصة بمعرفة احتياجات ورغبات الزبون وتقديم منتجات مستدامة لهم.

نوع البحث: ورقة بحثية.

المصطلحات الرئيسية للبحث: إدارة معرفة الزبون ، المعرفة حول الزبون .

*البحث مستل من رسالة ماجستير