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The Role Of Innovative Marketing In Enhancing Creativity Of Industrial Organizations

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Abstract:

Innovative marketing has become a basic pillar that countries and industrial companies rely on to achieve creativity in their work, a true criterion for their success and failure, and an essential element for their profit or loss. Innovative marketing has become an urgent necessity and there is no way to ignore it, because of its vital therefore, industrial organizations must shift from traditional marketing to innovative marketing and think outside traditional frameworks by constantly keeping pace with development, encouraging innovation, generating modern ideas, and adopting the concept of creativity by following modern and innovative marketing means and methods based on distinction and superiority. Hence, this search aimed to know the influence of innovative marketing in developing creativity. Data were collected using a questionnaire survey. The questionnaire form was distributed to a sample of 84 employees at the General Company for Textile and Leather Industry, in addition to personal interviews conducted by the researchers. The study results indicated that there is a relationship between innovative marketing in developing creativity through the selected dimensions, as the company's management seeks to provide better sustainable programs for developing creativity by enhancing activities related to understanding customers' desires and providing more of those desires.

Paper type: Analytical research.

Keywords: Innovative marketing, Creativity, Industrial organizations.

1.Introduction:

The future of organizations today requires awareness and balance in their intangible resources, which is considered a long-term investment in their competitive environment and work to aspire to the resource that allows trying to create new ideas and behaviours that lead to improving the general climate in the organization and this is called creativity, its success and excellence, many organizations have realized the benefits that can be obtained from applying the concept of innovative marketing when the organization acquires individuals with unique skills who are able to carry out organizational work creatively and provide appropriate services at a high level of quality to achieve customer satisfaction, and all this does not come except through the development of creativity for individuals working within the organization, whether the organization is productive or service and renewing and diversifying the needs, desires and tastes of customers and meeting those needs and desires to achieve their satisfaction and gain their loyalty, as the customer is the most important element in achieving the goals of industrial establishments and achieving their success and profitability in light of the entrepreneurial business environment.

1.1 Literature Review:

Some previous researchers have discussed innovative marketing. For example, Medrano and Olarte (2016) discussed the characteristics of Spanish organizations that innovate in marketing and found that they undergo structural. That may be due to the pioneering and significant efforts made by various national and regulatory bodies to promote innovation, especially after the innovation became more widespread and available to organizations and their different types. Cruz-Ros (2017) aimed to analyze the relationship between entrepreneurship competencies and innovative marketing in 26 European Union countries and focus the work on encouraging innovative marketing among European companies, as the European Union countries that have the highest rates of innovative marketing are the countries with prosperous economies (Denmark, Sweden, Germany, etc.). A study (Aksoy,2017) shed light on the importance of innovation and the culture of innovation in small and medium-sized companies while addressing the importance of innovative marketing strategies when considering the performance of a market. This study concluded with a set of conclusions, one of which is the contribution of innovative marketing in encouraging product innovation and the performance of the companies' market. While Vargas (2021) discussed analyzing the effects of ICT adoption on innovative marketing as a strategy to improve the business performance of Mexican SMEs, making a big contribution to the literature by exploring the simultaneous relationship that exists between ICT, innovative marketing, and organizational performance in the context of small and medium Mexican businesses. Some previous researchers have discussed creativity. For example, Boldureanu (2020) sought to prove the significant impact of introducing students in Romania to the success stories of entrepreneurs, which students view as role models, as a major influence factor in deciding to start a business, and this contributes to improving the entrepreneurial intention of students who are less interested in entrepreneurship. Al-Khashab, (2020) discussed awareness of creativity and its relationship to integrative thinking to identify differences in the level of awareness of creativity. The study concluded with conclusions, the most important of which was the existence of a correlation between awareness of creativity and integrative thinking among middle school students, with a difference in the level of this relationship depending on gender. The study of Al-Bakoa and Yahia, 2021) discussed how to activate and enhance the modern tasks and roles of the internal auditor, which are related to helping companies achieve their goals and providing exceptional services to management, as well as adding value to the company as a whole by adopting creative methods indicative of the basic components of creativity, and the study reached a set of conclusions that were the two most important elements of creativity play a role. Kilan, (2023) aimed to determine the extent of the impact of innovation strategies in their dimensions (organizational development, functional

specialization, and cyclical strategy) in achieving competition,. The study reached several results, the most important of which is that the dependent variable achieved a high level of importance at the level of premium class hotels in the research sample.

Some previous researchers linked marketing to creativity among them is (Ashley, 2015), who emphasized the connection of many creative strategies with customer engagement, specifically experiential and visual messages and other creative strategies and appeals used, and how these strategies and channels are linked to consumer engagement in social media, which ultimately leads to achieving the organizations' goals of by enhancing brand loyalty. While Wang and Miao (2015) discuss the impact of the orientation element on the innovation element, by clarifying the sales force in manufacturing within the United States. In this research, interdependence in the sales force was identified as a condition that adds a significant and unprecedented impact to the orientation of competitors in the business environment, but at the same time, it reduces customer orientation on Sales force in a creative and modern way. The results also indicated that the sales force has a creative impact on enhancing work improvement by adopting innovation, which can be enhanced through intensive training, increased knowledge, and innovative organization. The problem of the research is represented by a careful examination by the researcher of the previous Arabic and foreign printed and electronic counterpart literature available on the two variables of the study, as it was revealed that there is a scarcity and paucity in the quantity and quality of those studies linking the two variables of the research, as far as the researcher is aware, despite the importance of studying them in a comprehensive study. As innovative marketing is a fundamental pillar upon which countries and industrial companies depend to achieve leadership in their work, a true criterion for their success and failure, and an essential element for their profit or loss, therefore innovative marketing has become an urgent necessity and there is no room for turning a blind eye to it.

The aim is to clarify the extent of the availability of innovative marketing dimensions and the integration of the creativity element into the General Company for Textile and Leather Industries.

2. Material and Methods:

The research explains in detail the research model, research procedures, statistical analysis methods, the research population, and the measurement tool as follows:

2.1. The Research Model:

By defining the research problem, its importance, and objectives, the research plan was developed as shown:

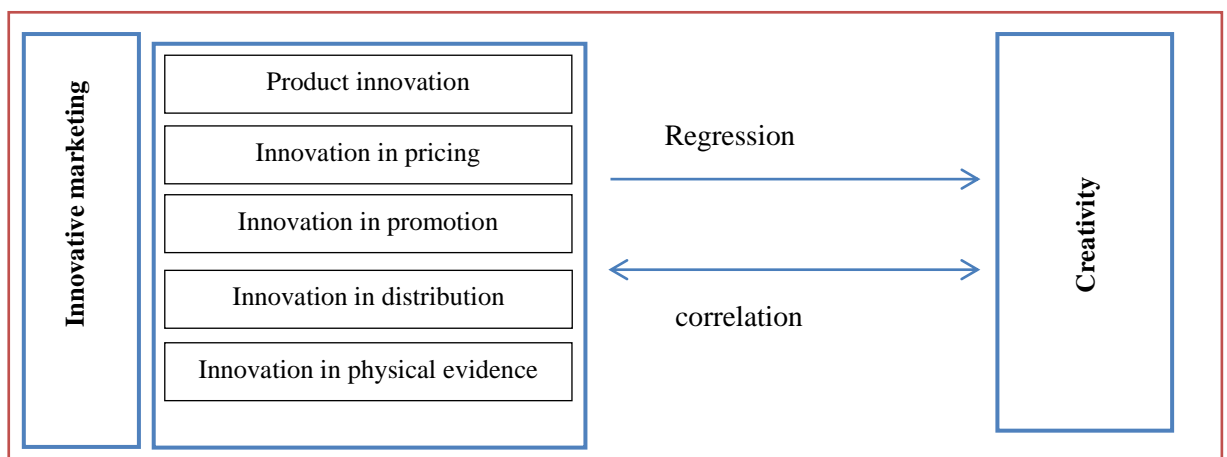


Figure 1: The research model

2.2. Research Hypotheses:

The researchers hypothesize about the work of an organization that is the research sample to find answers to the questions that were previously raised in the research problem:

H1: There is a statistically significant effect for innovative marketing on creativity in the researched company.

2.3. Data collection tools:

The researchers used the questionnaire as a basic tool to collect data and information related to the practical aspect. The researchers designed a questionnaire based on the standards approved in Arabic and foreign studies while making some modifications to be consistent with the reality of the researched company. The questionnaire included the following topics:

The first axis: includes measures for the independent variable (innovative marketing).

The second axis: includes measures related to the dependent variable (creativity).

Table 1: The framework of the questionnaire that was adopted for this current research

Basic Variants	Items	Measurement
Innovative marketing	1-27	(Yasmine,2020) (Adamu et al,2020)
Creativity	27-32	(Ortakarpuz and Alagoz,2017)

The source: prepared by the researchers based on the aforementioned sources.

2.4. Statistical analysis methods:

A five-point Likert scale was used, which consists of five categories ranging from completely agree, which received the highest rank (5), to completely disagree, which obtained the lowest rank (1).

2.5 Research population and sample and the reasons for selection:

Since the research dealt with the topic, the impact of creativity in the industrial facility on innovative marketing, the researchers chose the industrial companies in the Ministry of Industry and Minerals, as a group for her research. The research sample was represented by the General Company for Textile and Leather Industries, one of the companies of the Ministry of Industry and Minerals, as it considers it more suitable for the research topic than others, as it is considered one of the largest companies of the Ministry of Industry and Minerals, and it is also considered one of the companies that deals most directly with the customer, due to the large and diverse range of its products that the customer needs daily.

2.6 Innovative marketing:

2.6.1 The Innovative marketing concept:

It is considered one of the important activities in the life of all organizations, through improving the product and searching for new marketing means and methods, that enable the organization to increase its market share and thus increase its revenues (K.S et al,2019), and innovative marketing also allows Identifying market opportunities and threats and identifying areas of innovation that help develop the organization's capabilities and avoiding negative trends, it includes offering improved or new products in addition to innovative uses of marketing tools and methods to meet the needs of both customers and producers more effectively (Matviiets and Krevnik,2021). The concept of innovative marketing revolves around introducing market research to know the needs, trends, and desires of customers, developing product designs or presenting a new product in a unique place uniquely, and promoting products using modern means and methods (Waral, 2021). This reflects the ability of the organization to continuously improve its products enabling it to meet the desires and needs of customers, and this is what helps to achieve their satisfaction in a unique way (Popa et al,2021). Several researchers have presented different definitions of innovative marketing, Aksoy (2017) defined it as "a new organizational behaviour in business practices and a compulsory element to compete in the market by introducing a new or improved product", while Ungerman et al (2018) defined it as "the search for innovative and new solutions to all problems and needs. Hence, organizations

become more competitive and improve their performance in the target market” . Ruslan (2019) defined it as " It means the continuous improvement of offered products, forms, methods, technologies, and marketing tools throughout the life cycle of the organization ", while Ichim (2020) defined it as It is a new marketing approach that includes identifying, implementing and applying innovative techniques and methods in marketing, which involves major changes in the marketing mix and changing product elements”. Innovative marketing is a complex concept because it is based on philosophical thinking and scientific research. ", Vargas (2021) defined it as " Applying innovation to the organization’s marketing mix, which includes: designing new innovative products, adopting modern sales channels, creating new communication and advertising strategies, and developing new systems, enabling the organization to improve the share of the market, raise its ability to grow, gain a sustainable competitive ". It is worth noting the reality of innovative stems from customer orientation (Khalaf et al,2018) as innovative marketing is usually seen as being in the field of products only, and this view is wrong, as innovation marketing is based on the idea of integrating all elements of the marketing mix to strive to attain the goals of the organization (Al-Naimi ,Atheeb, 2016). Based on the foregoing, the researchers define innovative marketing" as a process in which marketers use new and innovative techniques to reach a target market using the latest technologies, creative concepts, and powerful advertising campaigns, marketers can capture the attention of potential customers and turn them into loyal buyers".

2.6.2 Dimensions of innovative marketing:

The dimensions of innovative marketing can be summarized as follows: (Jawad and Al-Rabia’i ,2021) Product innovation: is the good launch into the market of a service or commodity that performs its intended purpose in a significantly improved, new, and unique way. This requires progress in ease of use, components, materials, technologies, various specifications, software, and other functional characteristics (Lučić et al,2019). Product innovation is the ability of organizations to identify new customer needs and respond to them in innovative ways, discovering completely new or improved products (Attolico, 2019).

A. Price innovation: The second axis of innovative marketing is price innovation, where organizations use modern and alternative methods to change prices and introduce a new, innovative, and interactive pricing system. Some organizations are also working to create a differential pricing system that imposes different prices from different customers for the same current products. They can also use new shapes and offer different sizes as a way to differentiate the prices of their products. These strategies rely on market knowledge, the culture and experience of managers, and intuition based on experience. It also requires the development of basic pricing tools, such as the availability of employees with the knowledge, information, good experience, employee capabilities, and all important primary and secondary factors to determine fair and acceptable prices for the organization, consumers, and the market. The innovative pricing system aims to create and maintain consumer loyalty (Quaye and Mensah,2019).

B. Innovation in promotion: Promotion, with its multiple elements, is an important area of innovation, as it depends on the organization’s ability to innovate new uses for direct and indirect communication with customers through personal contact, sales promotion, advertising, and publishing (Nadoush et al,2022), verifying customer requirements in the environment they serve, and choosing the most appropriate communication methods for that environment based on profit and growth opportunities, and innovative promotional techniques can enhance brand loyalty, customer satisfaction, and marketing identity and help achieve better growth in the market (Ahmad et al,2021).

C. Innovation in Distribution: Distribution consists of all activities undertaken to provide the products required by the customer at the time, place, price, and quality necessary to create and maintain a link between the organization and customers through direct and indirect communication, which leads to maintaining the organization’s market share and withstanding competition the fierceness. (Eltayeb and Botros,2023), The introduction of good technologies in

distribution leads to improving the quality of its function, which is considered an important and necessary process for expanding the organization and marketing it commercially. (Dajah and Alshora,2022).

D. Innovation in the physical evidence: The organization should take care of the physical environment and make it comfortable and attractive and equipped with modern technology to give positive results, whether for workers or customers (Laila and Masoud,2022), as innovation in the physical evidence includes all renovation and improvement activities that aim to provide an attractive spatial space that enjoys With a high degree of elegance in design, taking into account the necessity of distinguishing the physical evidence by providing comfort, especially in points of sale, while integrating the technical and technological aspect keeping pace with the requirements of the times, in addition to choosing colors related to the nature of the product presented (Barori,2018).

2.7 Creativity:

Creativity is the most important factor when defining entrepreneurship. The role of creativity has been emphasized as the most important factor influencing the performances of organizational levels in leading innovative organizations, as it represents the practical application of modern inventions in the form of products (Nawahda,2022). Creativity is viewed today as a major competitive advantage and a decisive factor for distinction among leading organizations (Deuze,2019) and a basic requirement for generating creative ideas, which is represented by the entrepreneur's ability to develop new and distinctive strategies to solve the problems facing the organization (Al-Nwairan,2022) It is also considered a factor that interacts with social, mental, environmental, and personal factors, and this interaction results in solutions that were invented for situations in the life and practical fields, and what distinguishes these fields. Modernity and social values assist people to feel the importance of finding solutions to problems, identifying weak points, searching for solutions, and making adjustments to the results, relying on the characteristics that a creative, innovative person possesses, such as fluency, accuracy, and flexibility, as well as the ability to sense problems, redefine and clarify the problem, and thus achieve administrative practices. Appropriately based innovation can improve economic and environmental performance and lead to a more sustainable industry (Maan and Faris,2020).

It demonstrates the ability of organizations to achieve their goals by adopting and implementing modern methods such as designing and providing high-quality products to increase profits and help gaining a competitive advantage (Mohammed and Faisal, 2022). Therefore, the use of creative plans is an important means that enables management to fully play its role in developing traditional administrative thinking, using technology, and facilitating procedures. (Slman,2021).

Barga (2009) defined innovation as a process that includes multiple stages through which organizations transform modern ideas into modern products to compete successfully in their markets. while Hassan and Al-Janabi (2014) defined it as the initiative shown by working individuals in departing from the traditional pattern of thinking and shifting towards identifying problems, acquiring knowledge, and searching for missing elements in work. The need for creativity appears as a result of the circumstances imposed by changes in the innovative organization's environments, such as technological changes, changing customer tastes, or the need for a better work method. There is a gap in the organization's performance beyond what was planned.

Employee rewards and motivation are considered important factors in medium-sized organizations. Factors such as education and training of employees and the importance of human resources have been identified as factors of great importance in achieving creativity and thus achieving the organization's goals (Salman et al,2023). It is worth noting that human capital is considered extremely important for modern creative organizations because it focuses on the application of human resources, as it is considered the strategic resource that leads to achieving

competitive advantage. It is also the modern creative lifeline for innovation, which includes a lot of modern, innovative, and unconventional knowledge and skills that can be created and implemented. Transportation is new knowledge (Mohammed et al, 2019).

2.8 Data analysis:

2.8.1. Research hypotheses testing:

Pearson correlation coefficient was used to find the value of the correlation coefficient between all the scores obtained by the sample members for the company in which the research was applied, and (0.83) was the correlation value that was calculated, which if compared with the tabular value is greater. For this reason, the null hypothesis was rejected and accept the alternative hypothesis.

Table 2: The relationship between innovative marketing and creativity in the researched company

Variable	Indicator	Creativity
Innovative marketing	Correlation coefficient	0.83
	Sig	0.00
	N	84

A. Testing hypotheses of influence between research variables Simple regression analysis was adopted to achieve this hypothesis

Table 3: The regression analysis of variance

Source of variance s.of.v	Sum of squares s.of.s	Degree of freedom D.F	Mean squares M.S	The value F	Significance Sig
Regression	1835.386	1	1835.386	187.51	Statistically significant
Residual	802.650	82	9.788		
Total	2638.036	83			

The Source: prepared by the two researchers based on the program (SPSS v25).

From the previous table, it became clear that the innovative marketing element contributes greatly to the creativity element, as the calculated (F) reached an amount of (187.51), and if it is compared with the tabulated (F), it is greater.

Table 5: The extraction of beta coefficient values to identify the relative contribution of the innovative marketing element.

Table 4: Beta coefficient

The Source: prepared by the two researchers based on the program ((SPSS v25)).

The independent variable	Multiple link	The coefficient of determination	Beta value	T Calculated	Indication
Innovative marketing	0.83	0.69	0.83	13.69	Statistically significant at the 0.05 level

Through Table 5, it became clear that the innovative marketing element has a direct contribution to the creativity element, as it reached a beta value (0.83), which means that there is significance according to the indicator (T-value), which reached a value of 1.96, and this indicates that 0.96 of the changes resulting from the creativity element is due to the innovative marketing variable, the remaining percentage is due to other secondary factors that were not included in the current study.

$$y = a + b(x)$$

$$\text{Creativity} = 0.259 + 3.68 (\text{innovative marketing}).$$

2.8.2 Descriptive characteristics of the independent variable (innovative marketing) according to its dimensions:

The researchers obtained several descriptive characteristics, and the relative importance index was adopted to determine the most severe paragraphs within each of the dimensions and Table 6.

Table 5: Descriptive statistics for the product innovation dimension

Items	Measuring Response												Arithmetic mean	Standard deviation	Percentage weight
	I completely agree		Agree		Neutral		I don't agree		Don't completely agree						
	T	%	T	%	T	%	T	%	T	%					
X1	3	3.6	8	9.5	30	35.7	23	27.4	20	23.8	3.58	1.07	71.6		
X2	0	0	1	1.2	11	13.1	43	51.2	29	34.5	4.19	0.7	83.8		
X3	0	0	1	1.2	11	13.1	52	61.9	20	23.8	4.08	0.64	81.6		
X4	0	0	10	11.9	12	14.3	47	56	15	17.9	3.8	0.88	76		
X5	0	0	13	15.5	24	28.6	33	39.3	14	16.7	3.57	0.95	71.4		
X6	2	2.4	19	22.6	22	26.2	34	40.5	7	8.3	3.3	0.99	66		

The Source: prepared by the researchers based on the program (SPSS v25).

Table 6 shows the percentages, averages, and frequencies for all members of the research sample. It is clear from the table above that the product innovation items have had percentage weights set from (83.8%) to (66%), as it appears item 2, which states (The company's management organizes training courses to develop the internal expertise and skills of employees) ranked first in the percentage weights, with a percentage weight of 83.8%. Here, the company's management's interest in organizing training courses to develop the employees' experiences and skills appears, as this plays an important role. The effectiveness is achieved by such courses, while item 6 indicates that the surveyed company "uses innovation in the product to invest its resources in an optimal manner," ranked last with a percentage weight of 66%, and this is an indicator that can be considered weak as it reflects the company's weak interest in investing its resources optimally and efficiently. The percentage (34%) that is not visible is not small, as it represents a waste of resources or inefficient use. Here, the researchers see the need for the surveyed company to make more efforts to invest its resources optimally and use advanced technologies that enable it to improve and develop the level of use.

Table 6: Descriptive statistics for the innovation dimension in pricing

Items	Measuring Response												
	I completely agree		Agree		Neutral		I don't agree		Don't completely agree		Arithmetic mean	Standard deviation	Percentage weight
	T	%	T	%	T	%	T	%	T	%			
X7	8	9.5	10	11.9	20	23.8	37	44	9	10.7	3.35	1.12	67
X8	2	2.4	14	16.7	32	38.1	27	32.1	9	10.7	3.32	0.96	66.4
X9	6	7.1	7	8.3	32	38.1	31	36.9	8	9.5	3.33	1.01	66.6
X10	7	8.3	18	21.4	14	16.7	29	34.5	16	19	3.35	1.25	67
X11	2	2.4	7	8.3	23	27.4	40	47.6	12	14.3	3.63	0.92	72.6
X12	8	9.5	8	9.5	17	20.2	34	40.5	17	20.2	3.52	1.2	70.4

It is clear from the table above that paragraphs on innovation in pricing have been assigned percentage weights from 72.6% to 66.4%, as item 5 states (the company's prices reflect the quality and value of the products by combining cost and excellence), which ranked first in the weights. Percentage, with a percentage weight of 72.6% reflects the company's management's interest in setting prices commensurate with the quality and value of the products it provides and not exaggerating in setting high prices that greatly exceed the quality of its products. This is an important factor, especially for the customer because he will feel satisfied when paying a price commensurate with the quality of the product he will receive. Item 2, indicates (the company's management follows innovative methods in pricing its products, such as taking customers' suggestions about pricing its products from time to time), ranked last with a percentage weight of 66.4%, and this is an indicator that reflects the company's weak use of innovative means and methods in Pricing its products and following traditional and stereotypical means and methods and not involving the customer in the pricing process, which is one of the most important methods of innovation in pricing. It is necessary to abandon the old methods and follow innovative methods in pricing its products, such as using market research to find out the opinions and suggestions of customers about the prices of the products it offers and adopt them.

Table 7: Descriptive statistics for the innovation dimension in promotion

Items	Measuring Response												
	I completely agree		Agree		Neutral		I don't agree		Don't completely agree		Arithmetic mean	Standard deviation	Percentage weight
	T	%	T	%	T	%	T	%	T	%			
X13	2	2.4	10	11.9	28	33.3	18	21.4	26	31	3.67	1.11	73.4
X14	3	3.6	10	11.9	19	22.6	22	26.2	30	35.7	3.79	1.16	75.8
X15	1	1.2	18	21.4	23	27.4	28	33.3	14	16.7	3.43	1.04	68.6
X16	10	11.9	10	11.9	10	11.9	25	29.8	29	34.5	3.63	1.38	72.6
X17	6	7.1	10	11.9	13	15.5	36	42.9	19	22.6	3.62	1.17	72.4

Table 8 shows that the paragraphs on innovation in promotion have been assigned percentage weights from 75.8% to 68.6%, as it appears in item 2 which includes (the company continuously presents new offers on its products), which ranked first in the percentage weights. With a percentage weight of 75.8%, which confirms that the company continuously offers its products to attract customers and motivate them to buy, and is needed as one of the important factors in innovation in promotion. Item 3, which indicates (the organization is keen to present its new products to the market in innovative ways), ranked last with a percentage weight of 68.6%, and this percentage indicates that the marketing aspect does not receive sufficient attention, especially in terms of packaging. This is what the researcher found through her visit to

the direct sales exhibition of the researched company, as some of the products are packaged using traditional transparent plastic bags, and most of them do not contain the company's trademark or any other details, and some of the products are packaged in cardboard boxes, each group of which differs from the other in terms of the designs and colors are multiple, while the design and colors are supposed to be uniform on all the company's bags and boxes. This calls for the company to increase attention to this aspect and adopt innovative methods in presenting its products to improve marketing activity.

Table 8: Descriptive statistics for the innovation dimension in distribution

Items	Measuring Response											Arithmetic mean	Standard deviation	Percentage weight
	I completely agree		Agree		Neutral		I don't agree		Don't completely agree					
	T	%	T	%	T	%	T	%	T	%				
X18	0	0	18	21.4	24	28.6	34	40.5	8	5.9	3.38	0.93	67.6	
X19	6	7.1	13	15.5	32	38.1	24	28.6	9	10.7	3.2	1.06	64	
X20	3	3.6	21	25	25	29.8	20	23.8	15	17.9	3.27	1.13	65.4	
X21	7	8.3	13	15.5	12	14.3	35	41.7	17	20.2	3.5	1.22	70	
X22	5	6	22	26.2	24	28.6	19	22.6	14	16.7	3.18	1.17	63.6	

The source: prepared by the authors based on the program (SPSS v25).

From above it is clear that the paragraphs on innovation in distribution have been assigned percentage weights from 70% to 63.6%. Item 4 which includes (the company opens new outlets to facilitate the process of communicating with the customer and reduce distribution costs as much as possible) ranked first in the weights. A percentage weight of 70% confirms that the company has opened new outlets, as there are direct selling showrooms inside and outside the surveyed company, which in turn leads to reducing distribution costs to the lowest possible degree. However, the company's direct selling showrooms are not consistent with the size of the company and the multiplicity of Its products on the one hand, and there is no need for local markets and customers on the other hand, since the company opens its showrooms on several government departments and institutions only, which facilitates the process of communicating with customers who are employees of those institutions only, and not for all the customers of the company under investigation, and this is what the researcher confirmed from During inquiries from the company's marketing department during the distribution of the questionnaire, and what the company published on its official social networking site (Facebook).

As for item 5, which indicates (the company uses modern technology and devices in distribution), it ranked last with a percentage weight of 63.6%. This is an indicator that confirms the company's use of traditional methods and means in distributing the products it manufactures and does not keep pace with developments occurring outside the work environment.

Table 9: Descriptive statistics for the innovation dimension in physical evidence

Items	Measuring Response												Arithmetic mean	Standard deviation	Percentage weight
	I completely agree		Agree		Neutral		I don't agree		Don't completely agree						
	T	%	T	%	T	%	T	%	T	%					
X23	7	8.3	6	7.1	11	13.1	43	51.2	17	20.2	3.68	1.13	73.6		
X24	7	8.3	0	0	19	22.6	39	46.4	19	22.6	3.75	1.07	75		
X25	7	8.3	14	16.7	15	17.9	39	46.4	9	10.7	3.35	1.14	67		
X26	4	4.8	3	3.6	36	42.9	29	34.5	12	14.3	3.5	0.95	70		

The source: prepared by the authors based on the program (SPSS v25).

From the above, it is clear that the innovation paragraphs in the physical evidence have been assigned percentage weights from 75% to 67%. item 2 states (The company takes into account the attractiveness of the design of its interior building to attract customers and build strong relationships with them) ranked first. The percentage weights, with a percentage weight of 75%, confirm the interest of the surveyed company in the interior design of the building and the use of innovative and modern methods by choosing colors that are comfortable to look at and using different and modern designs to attract the customer, While item 3, indicating that the company (is concerned with providing the necessary material supplies such as: (employee uniforms, offices, furniture, and modern machines), is ranked last with a percentage weight of 67%, and this is not considered a weak indicator. However, attention should be paid to it and the necessary supplies should be provided and updated to reflect a positive image of the company.

2.8.4 Descriptive characteristics of creativity:

Table 11 shows the frequencies, percentages, weighted averages, coefficients of variation, and percentage weights, for the respondents' answers to the descriptive statistics items for the creativity dimension, as it is clear from the table above that the creativity items have their percentage weights determined from 72.4% to 62.4%. It appears that item 6, which stipulates (the company's keenness on creativity to maintain its competitive position in the target market) ranked first in the percentage weights, with a percentage weight of 72.4%. Here, the company's management's interest in the field of creativity appears to maintain its competitive position in the target market. Item 5, which indicates (the company's keenness to attract creative ideas and implement them quickly), ranked last with a percentage weight of 62.4%. This is an indicator that can be considered weak as it reflects the company's lack of attracting creative ideas and the weakness in the speed of implementation, which may put some competitors ahead of it, and therefore it is likely to lose those ideas to its competitors.

Table 10: Descriptive statistics for the creativity dimension

Items	Measuring Response												Arithmetic mean	Standard deviation	Percentage weight
	I completely agree		Agree		Neutral		I don't agree		Don't completely agree						
	T	%	T	%	T	%	T	%	T	%					
y1	3	3.6	15	17.9	21	25	33	39.3	12	14.3	3.43	1.06	68.6		
y2	1	1.2	24	28.6	14	16.7	36	42.9	9	10.7	3.33	1.05	66.6		
y3	3	3.6	20	23.8	19	22.6	28	33.3	14	16.7	3.36	1.13	67.2		
y4	16	19	11	13.3	12	14.3	26	31	19	22.6	3.25	1.44	65		
y5	12	14.3	6	7.1	32	38.1	28	33.3	6	7.1	3.12	1.12	62.4		
y6	6	7.1	7	8.3	25	29.8	21	25	25	29.8	3.62	1.2	72.4		

The source: prepared by the authors based on the program (SPSS v25).

3. Discussion of Results:

The variable represented by innovative marketing generally contributes to the creativity variable, as the P value that was calculated was < 0.05 , and this indicates

1. The company's management is interested in the field of creativity to maintain its competitive position in the target market, but it is slow in implementing creative ideas, which may put some competitors ahead, and thus the possibility of losing those ideas to its competitors.

2. It indicates the effective impact of all innovative marketing elements on the company's creativity. Research has been done, in addition to the clarity of the role of innovation in each marketing element. This indicates the company's creativity. There is no satisfaction for consumers and customers without innovation that satisfies them meets their requirements and even exceeds them. This is clear. Through the existence of a statistically significant relationship between innovative marketing and creativity, it was calculated at the level of 0.05 and the degree of freedom (82). The correlation value that was calculated was 0.83, which is higher than the tabular value. Thus, the null hypothesis was rejected and the alternative hypothesis was accepted. The company has an interest in the field of creativity to maintain its level and market share, with some weaknesses in the application and implementation of some creative ideas that enable it to win the challenge in front of its competitors and dominate the market share in the consumer market.

4. Conclusions:

Based on all previous research paragraphs, the following conclusions were reached:

The organization pays great attention to creativity as a source of success by giving individuals the opportunity to excel through cooperation, participation, and exchange of information, as well as the availability of active participation of employees in the company under study, but within the powers granted to them. There is also a dynamicity in presenting creative ideas and initiatives among employees that drive the company. To provide continuous offers on its products to attract customers and motivate them to purchase, it does not pay enough attention to the marketing aspect, especially about packaging.

Authors Declaration:

Conflicts of Interest: None

-We Hereby Confirm That All The Figures and Tables In The Manuscript Are Mine and Ours. Besides, The Figures and Images, Which are Not Mine, Have Been Permitted Republication and Attached to The Manuscript.

- Ethical Clearance: The Research Was Approved By The Local Ethical Committee in The University.

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دور التسويق الابتكاري في تعزيز ابداع المنظمات الصناعية

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مستخلص البحث:

لقد أصبح التسويق المبتكر ركيزة أساسية تعتمد عليها الدول والشركات الصناعية لتحقيق الإبداع في أعمالها، ومعياراً حقيقياً لنجاحها وفشلها، وعنصراً أساسياً لربحها أو خسارتها فقد أصبح التسويق المبتكر ضرورة ملحة ولا مجال لتجاهله، لما له من دور حيوي وفعال في تحقيق الإبداع في المنظمات الصناعية وأثره الكبير على نموها الاقتصادي. ولذلك يجب على المنظمات الصناعية التحول من التسويق التقليدي إلى التسويق المبتكر والتفكير خارج الأطر التقليدية من خلال مواكبة التطور بشكل مستمر وتشجيع الابتكار وتوليد الأفكار الحديثة، وتبني مفهوم الإبداع من خلال اتباع وسائل وأساليب تسويقية حديثة ومبتكرة تقوم على التميز والتفوق. ومن هنا هدفت هذه الدراسة إلى معرفة دور التسويق الابتكاري في تنمية الإبداع. تم جمع البيانات باستخدام الاستطلاع عن طريق الاستبيان، حيث تم توزيع الاستبيان على عينة مكونة من (84) موظفاً في الشركة العامة لصناعة النسيج والجلود، بالإضافة إلى المقابلات الشخصية التي أجراها الباحثان. أشارت نتائج الدراسة إلى وجود علاقة إيجابية بين التسويق الابتكاري في تنمية الإبداع من خلال الأبعاد المختارة، حيث تسعى إدارة الشركة إلى تقديم برامج مستدامة أفضل لتنمية الإبداع من خلال تعزيز الأنشطة المتعلقة بفهم رغبات الزبائن و توفير أكثر من تلك الرغبات.

نوع البحث: بحث تحليلي

المصطلحات الرئيسية للبحث: التسويق الابتكاري، الإبداع، المنظمات الصناعية.

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