

Sharing electronic content and its impact on achieving strategic success

An analytical study of the opinions of a sample of Managers of Iraqi tourism companies

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Abstract: The research aims to identify the role of electronic content participation in achieving strategic success. Done Formulating a set of hypotheses appropriate to the research problem and its objectives, and through which the research was designed the Scheme the hypothetical to search variables ,and selected (Iraqi tourism companies field community For research, the research sample amounted to (246) respondents A questionnaire was used to collect data on the analytical side of the research use software (SPSS To analyze the search data ,In light of the results, the research reached a set of conclusions, the most important of which is that: The results of the statistical analysis revealed the direct impact of electronic content sharing on strategic success, Which shows the need to pay attention to sharing electronic content, And A set of recommendations was suggested, the most important of which is the need to pay attention to the variable of electronic content sharing, greater research interests as it is one of the intellectual trends in the contemporary literature in electronic marketing and to highlight its impact on achieving strategic success.

Keywords: electronic content sharing, strategic success

The first topic/ Study methodology and some previous studies

First: The Search Problem and questions Search

Through what was mentioned above, the current research seeks to try to determine the relationship between electronic electronic content sharing and strategic success in its dimensions .And Through the above problem, the current research seeks to answer the following main questions: -

- 1- What is the level of availability of electronic content sharing in Iraqi tourism companies?
- 2- What is the extent of achieving strategic success infor tourism companies?
- 3- Is there a significant relationship between e-content sharing and strategic success in its combined dimensions?.

Second: goals search

The research aims to achieve a main goal and prove that sharing electronic content has a Impact on achieving strategic success through a set of sub-goals, which are represented in the following:

- 1- Determining the extent of the application of electronic content sharing in Iraqi tourism companies.
- 2- Detecting the extent of The Achieve strategic success Iraqi tourism companies .
- 3- Ensure that the electronic content sharing has a role in achieving strategic success.

Third: the importance of research.

The current research acquires its importance through its variables, which are represented in the following points:

- 1- The scientific importance of the current research variables is the scarcity of studying them together. By researchers in Arab and foreign studies.
- 2- Research contributes to directing and guiding senior management inIraqi tourism companies To the importance of improving its response faster and having a greater impact on society.

Fourth: Research hypotheses.

For the current study, a set of hypotheses are trying to prove to achieve its objectives, as follows:

The first main hypothesis: “There is a significant correlation between content sharing E-commerce and strategic success Sub-hypotheses emerge from this hypothesis, which are:

1. **There is a significant correlation between the sharing of electronic content and the specific strategy**
2. **There is a significant correlation between electronic content sharing and motivational culture**
3. **There is a significant correlation between e-content sharing, creativity and innovation**

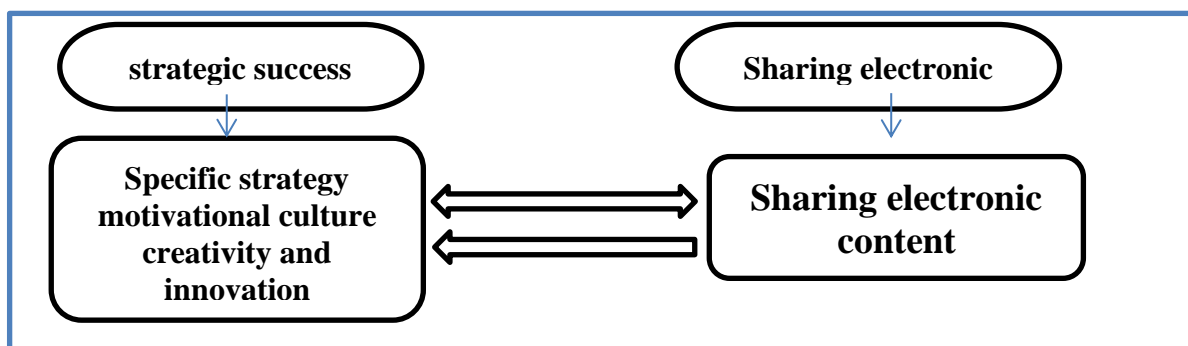
The second main hypothesis: There is an effect Significant significance for sharing electronic content in achieving strategic success. Sub-hypotheses emerge from this hypothesis:

1. **Presence moral effect to Sharing electronic content on the specified strategy**
2. **There is a significant effect of Sharing electronic content on the motivational culture**

There is a significant effect of Sharing electronic content on creativity and innovation

Fifthly: Research hypothesis.

To Giving an initial perception of the nature of the assumed relationships, a hypothetical scheme was formulated in the light of the study problem within Figure (1), which consists of two variables, namely the independent variable represented by the participation of electronic content While the dependent variable is strategic success.



Sixth: Society and research sample

A company has been selected It's tourism in Baghdad As a community for current research And there are (680) companies, and A random sample was selected from managers this is polytheism at Their number was (246) responding.

Seventh: Previous studies of research variables

1- Some previous studies of the e-content marketing participation variable:

1- (study (Mufamah, 2015)

1- (study (Mufamah, 2015)	
Study Title	The impact of content marketing on the mental image of the consumer (Coca-Cola Company case study)
the study Problem	Study the relationship between content marketing and the development of the mental image of Drthe consumer .
Purpose of the study	Recognize content marketing as a trend accident And know how it affects the fabrication of the mental image of the consumer .
study tool	The researcher followed the narrative-analytical descriptive approach, using the theoretical side by describing the approach between the mental image and the extent

	to which it is affected by the methods of content dissemination.
study population and sample	The study was limited to the theoretical side, by adopting an analysis of the reality of content marketing applied by some multinational companies, especially Coca-Cola in Japan and Australia between 2011-2013.
The most important conclusions and recommendations	The essential difference between content marketing and traditional marketing is that content marketing is about the consumer and not about the company, and Coca-Cola has become a part of our society due to the application of content marketing. The study recommended the necessity of focusing on the consumer in content strategies, establishing an internal branch for content management, and allocating a budget for content creation and dissemination.

2-(PAŽĖRAITĖ,& REPOVIENĖ,2018)

Study Title	Content Marketing Decisions for Effective Internal Communication Content Marketing Decisions for Effective Internal Communication
the study Problem	Develop a hypothetical model of content, marketing decisions, and effective internal communications.
Purpose of the study	Analyzes how content marketing solutions can contribute to the efficiency of internal communication.
study tool	A hypothetical theoretical model of the contribution of content marketing decisions to communication delivery.
study population and sample	The study was limited to the theoretical aspect, one of the most important tools of the theoretical framework (research, journals, theses and foreign books).
The most important conclusions and recommendations	TSure Bayesian Contribution Model to Content Marketing Solutions in Internal Communication Efficiency, Recommended search by model development to Assessment of level of contribution, combination of decision types, different business sectors or specific content to Marketing decisions.

2- Some of the previous studies of the strategic success variable

1- study (The Chosen One, 2019)

Study Title	The role of intellectual capital in achieving strategic success (An exploratory study of the opinions of a sample of faculty members in private secondary schools in Nineveh Governorate)
the study Problem	aOrganizations in general, and educational institutions in particular, tend to have efficient and effective intellectual capital that contributes to developing performance to reach good levels of strategic success.
Purpose of the study	The research tests the correlation and effect between the intellectual capital variable and the strategic success variable.
study tool	resolution

community and eye studying	The research sample reached (70) individuals from the administrations in private secondary schools in Nineveh Governorate
The most important conclusions and recommendations	There is a significant correlation and impact between the components of the intellectual capital variable and the strategic success variable . The study recommended the necessity of Emphasis on the sustainability and development of human resource skillstheir being The main engine for developmentr olAchieving high levels of success and excellence, recommended search byEmphasis on the management of private schools of the need to adopt successful administrative systems and methods toCreating an effective study environment For all parties, which is reflected positivelyaTo achieve success, growth and adaptation to the environment.

2- study (Esfahani & et.al,2018)	
Study Title	The success of strategic planning in health care organizations of Iran The success of strategic planning in Iranian healthcare institutions
the study Problem	Organizations are now facing serious challenges, especially with regard to quality, effectiveness and efficiency in a complex and dynamic environment. Leaders adopt new approaches to adapt their organizations to change.
Purpose of the study	Target From this study is a measurement The strategic success of the plans developed in health care organizations, and to make recommendations to help health care managers formulate Implementing appropriate strategic plans to achieve business excellence.
study tool	resolution
community and samplemiss	The research sample amounted to (110) senior managers of health care institutions
The most important conclusions and recommendations	Success is influenced by organizational culture by emphasizing continuous improvement of quality, creativity and innovation,The study recommended that Managers must understand that strategic planning should lead to results, not plans, and view it as a tool for improving organizational performance. And There must be a compatibility between organizational culture and strategy, as organizational values and principles lead to strategic success.

The Second topic :Theoretical framework for research

1- to share marketing electronic content

First :an introduction :

E-content marketing is one of the most important modern marketing strategies that are commonly used nowadays, as marketers take advantage of the increasing demand by various segments of society to use the Internet on a daily basis, especially famous sites, for example. Facebook , Twitter, YouTube And Instagram and others in marketing totheir products AndForming positive trends in the products they offer with large segments of customers.

Attractive content is seen as a way to increase the company's success by Attracting and retaining new customers and converting existing customers into sustainable customers.

Bill Gates released a research. In 1996 with the title "Content is King", where he predicted that success on the Internet would be created through content, this phrase has since become a common mantra in the digital economy and is a means of providing information that enables the customer toto share In a particular brand, the only reason customers visit a particular webpage is not to buy products but alsoa For product information, and thus content, is an approach to attract, engage, and inspire customers to make a logical purchase and engagement through content that focuses on diverse interests and behaviors.(Denham & Harvidsson,2017:6)

Second : to share marketing Electronic content:

Organizations are increasingly seeking customer engagement and interaction with their brands, sharing content by users is a must. Critical to the success of social media marketing, in general, individuals may engage in online content sharing behaviors for self-interest or social motives, that people share content for psychological incentives, such as self-promotion of reputation to help the company or in relation to other consumers, along with That is, the behavior of individuals on the media can be influenced by the types of information of a personality's social environment and brand characteristics. (Fu etal, 2017: 24)AndConsumer engagement is defined as “customer behavioral manifestations that transcend the purchasing process and are motivated by motivational motives.” The content community also provides. For both users and the brand a perfect opportunity toto shareThe company can create character content. humane. on its brand and reach its target audience by demonstrating an understanding of their needs and problems. Likewise, users can co-create a story that promotes positive brand perception (Du Plessis, 2017:3) Participation is considered as the final activity in the content marketing process, not revenue. (Wiggins, 2020:34)

Despite the use of the words “engagement” and “engagement” in the marketing literature, researchers have not paid much attention toa For the theoretical development of these concepts in relation to online brand communities, customer engagement is a psychological state that occurs thanks to customers'

interactive and creative experiences with an agent or pivotal object (eg, a brand).

It also exists as a dynamic, iterative process within service relationships of tangible value. (Denham-Smith, & Harvidsson, 2017:8) It can also be considered a long-term relationship, and in terms of strategy, it refers to creating experiences that build and enhance interactions between a company and its customers. It focuses on the interaction between the customer and the brand, which helps brands achieve their content marketing goals (Verschueren, 2017:6).as that Share Provides “specific interactive experiences between consumers, the brand, and other members of the community.” This interaction also includes. With a certain degree of cognitive, emotional, and behavioral dimensions, there are two types of groups related to online participation: active members and passive members. Active members are those who publish content online and contribute to its dissemination among the communities, and passive members are those who consume content without contributing to its dissemination in the communities. However, we should not only consider the active members as members of the community, as the passive members are also. They may have strong cognitive, emotional, or behavioral dimensions in their relationship with society .

In general, viewing and posting activities (active and inactive) are fundamental in online communities however, for an activity to be considered engagement, it must include a level of deeper involvement in the brand's community (Järnfors, 2018:17), and brands try to enhance the relationship with the customer or potential customer by providing relevant content that reaches popularity because customers interact with it positively, and many studies indicate that the popularity of brand engagement, which is characterized by the number of likes And Comments on Brand Post, Brand Posts grab people’s attention and motivate people to engage with the content. The exact meaning of brand engagement appears to be questioned due to the great amount of variance in the interpretations of the concept and the many definitions that researchers offer. What engagement is linked to actions managers and consultants can use. (Verschueren, 2017:6)

There are several ways in which content participation by consumers can be measured over the Internet, examples of which are:

- a) Likes, shares, tweets.
- b) Email forwarding.
- c) Incoming links.

This category of metrics is most useful for measuring content penetration and sharing among a large number of consumers and their networks of people, such as consumption metrics.(Rancati & Gordini, 2015:3).

2- strategic success :

First: The concept of strategic success

The ability of organizations to formulate a clear and flexible strategy with effective implementation in the presence of a motivational culture and creativity among employees, which leads to customer satisfaction, which is the supreme goal of organizations and their long-term aspirations. (Al-Ta'an, 2013: 213)

As for (Oparanma) he went to focus on organizational culture to achieve strategic success and stated that

strategic success is “a process of giving great importance to organizational culture, because achieving strategic success can only be done by focusing on the organizational culture of employees because they represent the most important resource in the conduct and organization of business.”

And in the best ways, which leads to distinction between one organization and another in the labor market and adds that the organizational culture often affects the success or failure of the organization (Oparanma, 2015: 15)

Secondly: The importance of strategic success:

- 1- Success represents a criterion that shows the organization's ability to secure its human, material, financial and informational resources to produce commodity and service outputs to meet the growing needs of its customers.
- 2- Success represents a means to confront potential competition and an indicator of adaptability in the information and knowledge society that has imposed new patterns of life and work (Al-Douri, Saleh, 2009, 167)
- 3- Strategic success achieves a set of advantages for the organization, which is the main key to success in its business in the long run.
- 4- Strategic success enhances the organization's position in the market as it gives it support to achieve many successes (Abdul Nabi and Lafta, 2019:40)

Third: Dimensions of strategic success:

1. **Specific strategy:** It refers to the organization's interest in formulating a clear strategy through which it determines the most appropriate work method and through which it identifies the proposed improvements that can help it achieve its qualitative and quantitative objectives. (Belkacem, 2013: 39) The . workscomp Successful formulation of a clear and specific strategy. While the failed companies flounder in formulating their strategy. (Al-Tamimi and others, 2015: 647) Strategic success begins with setting a specific future vision and long-term goals that the organization seeks to achieve. Having a clear strategy helps organizations achieve long-term goals by translating strategic plans and objectives into detailed plans, programs and implementable budgets, and also helps to increase competitiveness because having a clear strategy focuses on studying environmental factors constantly and taking the necessary measures (Al-Lafi & Al-Khashman, 2020)
2. **Motivational culture:** It is related to the organization's adoption of the customs, traditions and rituals that support the workers and the interest in increasing their motivation through the development of systems of material and moral incentives. (Amr, 2019: 674) culture devlops in response to the pressures and needs imposed by the physical and social environments as a means to increase the chances of a group's survival These factors are: creativity, emotional stability, frankness and a creative mind (Shirin, 2020: 155).

3. **creativity and innovation:** Creativity and innovation for companies have been studied extensively and for a long period of time.(Hagedoorn & Cloudt, 2003:1365) They are the most important factors in the survival of the company (Sözbilir, 2018:2) and a feature of sustainability in the current era.

It is also a risky business because only a small fraction of innovations that start out as promising ideas reach the market as successful new products and services due to increasing globalization, and intense competition (Chen et al, 2011:362) defined as the deliberate initiation and introduction of ideas, processes, products or New and useful procedures. Individuals begin to identify problems, generate ideas for reforms, then present and defend ideas to managers to build and organize prototypes for further evaluation and approval (De Jong et al, 2015:987). of new ideas and their acceptance through the production of goods, services, and business processes. (Cavus et al,2014:43) .On the other hand, innovation includes the different steps of the successful implementation of creative ideas within an organization at different levels. An individual's innovative behavior is a complex of complex behavioral tasks, including idea generation, idea promotion and realization. The organization is successful in dynamic business environments. Moreover, for the success of the strategist, scholars have suggested that all types of creativity consist of three stages, starting with the idea generation stage, which includes the generation of new and useful ideas in any field, the next stage is the development of the idea, which includes mobilizing support and obtaining approvals for the idea From colleagues and supervisors the final stage is related to the realization of the idea, which is to turn these ideas into useful applications within a role or workgroup, or within the entire organization(Abbas & Raja, 2015:129) As explained by (Corchuelo Martínez-Azúa et al, 2020:4), there is a set of variables that intervene to achieve creative performance and make all this possible one of them :

1. Organizational culture move theMentality thesuitable
2. An organizational structure that organizes work in a way that enhances the human capital and creative capabilities of individuals
3. challenge strategyDr How to carry out creative processes and generate new and different ideas
4. Management that operates proactively Not only create appropriate internal conditions but alsoa External conditions in the management of complementary resources
5. Market orientation that establishes the relationship between the environment and the organization as a source of ideas, recommendations, modifications, and standards
6. An organizational climate capable of creating the enthusiasm and commitment necessary to achieve goals.

The Third topic Analytical aspect of research

Descriptive analysis of the study variables

1- Descriptive analysis of the e-content sharing variable

The results of the descriptive analysis of the variable of electronic content participation, which are reviewed in Table (1), were reached, as the results of the arithmetic average showed that all paragraphs of the scale exceeded the hypothetical mean of (3) (when grading the five-point Likert scale), and therefore this indicates the spread of all paragraphs in the comp. In addition, the results of the descriptive analysis showed relatively low values of the standard deviation, and this indicates the consistency of the respondents' answers.

Table (1) Descriptive analysis of the e-content sharing variable

Variation coefficient	standard deviation	Arithmetic mean	Paragraph	The dimension
0.166	0.72	4.37	SH 1	Sharing electronic content
0.181	0.75	4.16	SH 2	
0.179	0.74	4.13	SH 3	
0.168	0.70	4.15	SH 4	
0.167	0.70	4.19	SH 5	
	0.722	4.199	general medium	

Source: Prepared by the researchere based on program outputsspss.v.25).

2- Descriptive analysis of the variablestrategic success

Through the use of the program SPSS, the results of the descriptive analysis of the strategic success variable were reached, which are presented in Table (2),AndThe results of the arithmetic mean showed that all items of the scale exceeded the hypothetical mean of (3) (when grading the five-point Likert scale).

Table (2) Descriptive analysis of the variable successmy heart

Variation coefficient	standard deviation	Arithmetic mean	Paragr aph	The dimension
0.158	0.68	4.31	STL1	Specific strategy
0.155	0.67	4.34	STL2	
0.168	0.71	4.19	STL3	
0.164	0.71	4.35	STL4	
0.152	0.66	4.37	STL5	
0.158	0.67	4.24	CM1	motivational culture
0.164	0.70	4.27	CM2	
0.156	0.69	4.40	CM3	
0.155	0.68	4.39	CM4	
0.159	0.69	4.36	CM5	
0.144	0.64	4.40	CRIn1	creativity and innovation
0.162	0.71	4.38	CRIn2	
0.141	0.62	4.41	CRIn3	
0.159	0.69	4.36	CRIn4	
0.149	0.66	4.42	CRIn5	

Source: Prepared by the researchere Depending on the program outputs (SPSS V.25).

Research hypothesis testing.

1– Test the first main research hypothesis :The first main hypothesis states that “there is a significant correlation between e-content sharing and strategic success in its dimensions.”From this hypothesis the following sub-hypotheses emerge.

a. states hypothesis link first sub on**There is a significant correlation between content sharing and the specific strategy).**

The results of Table (3) indicate that there is a significant positive correlation between (participation) and (the specific strategy), as the value of the correlation coefficient between them is (^{**}0.719), and this value indicates the strength of the direct relationship between these two variables at the level of significance (0.01).

b. states hypothesis link second sub On (there is a significant correlation between the content sharing dimension and the motivational culture).

The results of Table (3) indicate that there is a significant positive correlation between (content sharing) and (motivational culture), as the value of the correlation coefficient between them is (**0.593), and this value indicates the strength of the direct relationship between these two variables at the level of significance (0.01).

- c. The third sub-hypothesis states that On (there is a significant correlation between content sharing, creativity and innovation)

The results of Table (3) indicate that there is a significant positive correlation between (content sharing) and (creativity and innovation), as the value of the correlation coefficient between them is (**0.560), and this value indicates the strength of the direct relationship between these two variables at the level of significance (0.01).

theTable (3) Correlation values betweenfor variables

correlation matrix						
SS	CRIN	CM	ST	MEC	SH	Variables
.666**	.560**	.593**	.719**	.923**	1	SH
.765**	.652**	.654**	.822**	1	.923**	MEC
.889**	.743**	.704**	1	.822**	.719**	ST
.903**	.795**	1	.704**	.654**	.593**	CM
.922**	1	.795**	.743**	.652**	.560**	CRIN
1	.922**	.903**	.889**	.765**	.666**	SS
*Significant at the 0.05 . significance level						
**Significant at 0.01 . significance level						

- 2– Test The second main premise: To test the second main research hypothesis, which states:**
“There is an effect Significant significance for sharing electronic content in achieving strategic success. The analysis will be done according to a simple linear regression model as follows:

where This analysis aims to know the impact and morale of the participation variable on the adopted variable “strategic success”, and it includes the following indicators:

- Explanation or explanation factor R^2 It represents the percentage of the explanatory variable interpretation of the changes that occurred in the dependent variable, and the remaining percentage is due to other factors that the research did not take into account.
- The probability associated with the value of Calculated F (p-value of F): The test uses the significance of the independent variable in total on the dependent variable. If its value is less than 0.05, we reject the null hypothesis (no significant effect) and accept the alternative hypothesis (there is a significant effect of the explanatory variable on the dependent variable) and vice versa.
- was a value Calculated F (188.63, 71.53, 79.43), respectively, which is greater than the tabular F value of (2.41). Thus, we reject the null hypothesis (no significant effect) of the independent

variable participating in “strategic success”, and we accept the alternative hypothesis that states that there is a significant effect of participation on Strategic success.

- d. The value of the marginal slope "parameters" of the independent variable, 0.097, 0.008, 0.117. This indicates that whenever the independent variable increases by one unit, the dependent variable increases/decreased by the same corresponding value, respectively.
- e. Test values were calculated. The calculated t for the specific strategy variable is 1.729, which is greater than the tabular value of "1.65" and this indicates the rejection of the null hypothesis "no significant effect" of the specific strategy variable and the acceptance of the alternative hypothesis that states that there is a significant effect of content sharing on the specific strategy.
- f. Test values were t computed for the motivational culture variable 0.095. It is smaller than the tabular value of "1.65" and this indicates the acceptance of the null hypothesis "no significant effect" of the motivational culture variable and the rejection of the alternative hypothesis which states that there is a significant effect of content sharing on the motivational culture.
- g. Test values were t calculated for the variable of creativity and innovation 1.512. It is smaller than the tabular value of "1.65" and this indicates acceptance of the null hypothesis "no significant effect" of the creativity and innovation variable and rejecting the alternative hypothesis which states that there is a significant effect of content sharing on creativity and innovation.

Table (4) analyzing Effect Participate in strategic success

Comment	Tabular value	Calculated t	Boundary parameter values β_i	Constant sharpness value a	Comment	Tabular value	Calculated value	Clarification parameter R^2	Explanatory variables	Dependent variable
The effect is moral	1.65	1.729	0.097	0.374	The effect is moral	2.41	188.63	77%	Share	Specific strategy
change effect moral	1.65	0.095	0.008	0.841	The effect is non-moral	2.41	71.53	55%		motivational culture
The effect is moral	1.65	1.512	0.117	1.005	The effect is moral	2.41	79.43	58%		creativity and innovation

Fourth topic: conclusions and recommendations

Conclusions

1. The results of the statistical analysis revealed the direct impact of electronic content sharing on the specific strategy, which shows the need to pay attention to sharing electronic content, because increasing interest in it will enhance strategic success.
2. You need to share electronic content strategically. It helps the researched organization to improve its ability to keep pace with the advanced promotional means and build a market share in light of the intensity of competition.
3. Sharing electronic content reflects aspirations. The researched organization to achieve strategic success.
4. The results of the statistical analysis showed there is a direct moral effect between content sharing and the specific strategy to achieve strategic success.
5. Sharing electronic content enables marketing managers to take appropriate decisions. Relying on the information and data available from the participant, the researched organization can, achieving a competitive advantage and increasing its market share.

Recommendations

1. The need to pay attention to promotional means. Modern in the marketing process of competition. Researched to keep up with all that is new.
2. Carrying out continuous analyzes of customer participation for electronic content their comments and work to meet their future aspirations, in order to enhance their ability to deal in advance with their expected needs and desires. To achieve a competitive advantage.
3. Paying attention to the variable of sharing electronic content in research futuristic and highlight its impact on achieving strategic success.
4. The necessity of awareness of workers in the company. Researched the importance of sharing electronic content so Management has to provide Training programs, seminars and ongoing meetings.
5. Continuous awareness of the benefits and advantages obtained by the surveyed companies when following the strategy of sharing electronic content.

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