

The selection of human resources and their role in achieving marketing creativity in the Iraqi Ministry of Health

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Summary:

The research is aimed at identifying the choice of human resources and their role in achieving marketing innovation in the Iraqi Ministry of Health. The research found a correlation and statistical impact of human resource selection on the achievement of marketing creativity in the Ministry under study. It recommended that the Ministry of Health should allow the cadre to put forward new ideas and proposals for working methods within the complex that contribute to the objectives of the Ministry.

Key words: Selection of human resources, marketing creativity, the Iraqi Ministry of Health, creativity.

• Introduction.

Human resources are the most important resources that institutions possess. If institutions possess excellent financial resources, high institutional procedures, and modern technology that are useless, without human resources, they have the capacity to use and manage these resources well.

The health field is one of the very important fields that depend mainly on the human element mainly because it is the largest pillar and the basic building block on which the work of the Ministry of Health and its institutions are based. Certainly, these goals are not the ones set by the Ministry of Health at the beginning of its work, and this pillar will not be strong unless through carrying out several scientific and sound procedures regarding human resources, one of which is selection. The Ministry of Health and that this scientific approach includes many steps and procedures in order to reach the best competencies, skills, and practical and scientific expertise qualified for the health field. Therefore, human resources are one of the important elements in achieving the desired goals and objectives, as their importance lies in the influential role they play in raising the efficiency of the administration. The ministry and its effectiveness in performing its activities and tasks, being the final achievement of the effectiveness and efficiency of the ministry and

its ability to compete and excel internally and externally.

There were many challenges in the method of selection and appointment of medical cadres in the Ministry of Health, and studies showed that the policy of selection and employment in the Iraqi Ministry of Health, especially at the higher levels, has moved away from practical and objective foundations, as the employee turned into a means to reward his political loyalty in order to form a mass base. Turning a blind eye to professional factors, the spread of the phenomenon of nepotism and mediation, and moving away from the correct administrative procedures in filling the required jobs in the ministry, and that this is due to the recent experience in the administration, the restructuring of the ministry and the leadership and management style after the 2003 war and the change of the Iraqi political class.

And given the position of the subject of human resources, whose management requires a successful leadership and is able to achieve the public good of the company, which depends on the selection of its human resources, which plays a role in marketing creativity in the company's performance of its business and its future sustainability, which prompted the researcher to study it.

- **Research problem:** The study problem is better illustrated by raising the following questions:

1. What is the role of marketing creativity in the health field?
 2. Does the Ministry of Health adopt the use of human resources selection concepts in a way that contributes to enhancing the marketing creativity of individuals working in the health field?
 3. Is there a direct impact of selection in human resources on marketing creativity in the Ministry of Health?
- **Research Objectives:** The study seeks to achieve a set of objectives, the most important of which are:
 1. Defining the importance of the selection strategy in human resource management by describing it as an important variable in the management of the Ministry of Health.
 2. Clarifying the impact of the selection strategy on marketing creativity in the Ministry of Health
 3. Consolidating the institutional culture of the study sample with the importance of striving to achieve marketing innovation as an important pillar in facing the challenges facing the Ministry of Health.
 - **Importance of the research:** The importance of the study is represented in the following:
 1. The importance of the research stems from the fact that the selection policy plays an important role in raising the efficiency of staff performance by selecting the most appropriate individuals who possess the qualities and characteristics required for success in the health field.
2. Shedding light on marketing creativity, its levels and types, as it is considered one of the important topics that are still receiving high interest from those interested in this field.
 3. Supporting marketing creativity in human resources in the Ministry of Health, and setting goals and policies necessary to manage marketing creativity in the researched ministry.
- **Research hypotheses:** In light of the study problem and its objectives, the following hypotheses can be formulated:
 1. The first hypothesis: The first main hypothesis assumes that the variable human resources selection has a statistically significant relationship at the level of significance (0.05) in the variable marketing creativity in the Ministry of Health.
 2. The second main hypothesis: The second main hypothesis assumes that the variable selection of human resources has a significant effect at the level of significance (0.05) on the variable marketing creativity in the Ministry of Health.
 3. The third main hypothesis: The third hypothesis assumes that the variable human resources selection has a significant effect at the level of significance (0.05) in the variable marketing creativity in the Ministry of Health attributed to demographic variables (gender, age, medical specialization, educational qualification, years of experience).
 - **Research Structure:** The research can be divided into two main axes:
 1. The first axis: the theoretical framework.
 2. The second axis: the application framework.

First Axis: Theoretical framework

Some researchers argue that choosing the right people for the jobs to do is the most important part of human resource management. Certainly for a business, it depends on good people and the good performance of the organization in order to succeed, and its importance is very high. For a failing organization, improvement may need to come from several different sources, but it is difficult to imagine appropriate changes coming without some new service people to implement these changes (Kathy Gurchiek, 2008).

- **Human resource check.**
Selection is the process of selecting individuals with the right and distinct qualifications needed to fill positions in the organization, and without

these qualified employees, the probability of success of the organization is low. A useful perspective on selection, placement, and recruitment stems from two observations of human resource observations that emphasize the importance of effective recruitment (Alan Krueger & David Schkade, 2008):

1. "Good recruitment, easy management." Investing time and effort in selecting the right people for the jobs will make managing them as employees less difficult because many problems are eliminated.
2. "Good training will not make up for poor selection" When people who do not have the right abilities are selected, employers will find it

difficult to train them to do those jobs that do not suit them.

Selection is a major responsibility of all company managers and supervisors, but organizations differ in how they distribute selection responsibilities between HR professionals and operations managers, and the need to meet equal employment opportunity requirements and the inherent strategic implications of the hiring mission has led many companies to focus on Staffing Procedures and Techniques and Centralizing Selection In HRM, and in other companies, each department (or its management team) screens and hires its own employees, and managers, especially those working in smaller companies, often select their employees because these individuals directly influence in their fields of work, but the validity and efficacy of this approach may be questioned due to a lack of training to choose among job managers (Melanie Wanzek, 2009). Supervisors make final selection decisions from the pool of qualified applicants, and in general, the more positions that are filled, the more likely it is that final hiring decisions will be made from Employment managers rather than professional HR staff, selection responsibilities are affected by the presence of a central staffing office, which is often located within the HR department. In small organizations, especially those with fewer than 100 employees, the selection process is from Within a generalist or workgroup, but for larger firms, the central activities in the employment office may be a suitable guidance office, which is often located within the human resources department, the selection and recruitment function of any organization may be concerned with some or all of the following activities Celik & Ilker Topcu, 2009): (1) receiving applications, (2) interviewing applicants, (3) conducting tests for applicants, (4) conducting background investigations, (5) arranging physical examinations, (6) hiring and hiring new staff, (vii) Coordinating the follow-up of these employees, (8) conducting end-of-service interviews with departing employees, (9) maintaining appropriate records and reports, and most organizations take a series of consistent steps to process and select job applicants, the size of the company, the job characteristics, and

the number of people needed, and use tech Electronic technology, and other factors that cause differences in the basic process, the selection can take place on a day or over a much longer period of time, and some stages of the process can be omitted or the application can be changed, depending on the employer, and if the applicant is processed in one day, The employer usually checks references after selection (Robert Grossman, 2009).

- **concept of marketing creativity.**

The concept of marketing creativity is a broad concept that includes all aspects of marketing activity, that is, it is not limited to a specific part of the marketing process, such as creativity and innovation in the field of the product only or advertising only, but rather includes all marketing fields from the factory to the consumer, marketing creativity is a more specific word than innovation, Therefore, we say that every innovation is innovation, and not every innovation is creativity. Innovation means presenting something new, while creativity means that this new innovative thing is distinguished in achieving goals, whether at the level of broad social acceptance of the level of business organizations or other economic, social, and technical assessment axes (Al-Ajmi , 2011: 5).

According to (PORTER): “It is every new idea in marketing practices and activities that leads to positive change and is successfully applied in a way that makes the organization superior to others in the marketing field” (Rahman Rice, 2017: 20). The organization aims to create new creative marketing ideas through which it achieves a high value for itself. It also means putting new or non-traditional ideas into actual application in marketing activities, and it may focus on the product, whether it is a commodity or service, or price, or promotion, or distribution, or on all of these elements at the same time (Hanadi Al-Fadil, 2011: 38) Through the definition, we conclude that marketing creativity is every new idea related to the product or its pricing, promotion, and distribution.

Thus, creativity in the field of marketing is characterized by several characteristics, the most important of which are (Murad Jabbar, 2017: 16):

1. Generating ideas, studying them, stating their feasibility, and working to implement them on the ground.
2. Working to exploit new ideas in an efficient and effective manner to maximize the expected benefit from them.
3. The comprehensiveness of creativity and innovation for all elements of the marketing mix.

(Chen) explained marketing creativity and more, especially the value envisaged from marketing creativity, such as the development of marketing tools and theories that focus on two forms of marketing creativity, the first form allows the company to acquire customer information, while the second form reduces the cost of the transaction with the customer, and marketing creativity is defined as Putting new or unconventional ideas into marketing practices. The British Institute defined it as “that creative administrative function that stimulates trade and

employment by recognizing customer needs and doing research to satisfy them.” The most comprehensive definition of marketing creativity came from the Organization for Economic Cooperation and Development (OECD) New marketing that includes important changes in product design, whether in product assembly, pricing, promotion, or distribution” (Al-Zoubi and Al-Momni, 2020: 73).

(Sarah Reggie, 2020: 72) has noted that marketing creativity is the exploitation of intuitive creative and creative ideas by applying them to operations, activities, and the marketing mix in order to achieve the objectives of the organization.

The researcher believes that marketing creativity is of great importance and a fundamental thing for the indicator in supporting the institution to lead the market and the market share. The needs or desires of the customer.

second axis: the application framework

- **Research Methodology:** In order to achieve the objectives of the study, the descriptive analytical method was used, through which it attempts to describe the phenomenon under study, analyze its data, the relationship between its components, the opinions raised about it, the processes it includes, and the effects it causes. The appropriate descriptive analytical approach has been used for such studies.
- **Research community:** the study community is defined as the total group of elements that the researcher seeks to generalize the results related to the phenomenon he is studying (Bahrawi, 2010), and based on the study problem and its objectives, the target community consists of employees working in the Ministry of Health in four levels. There are 2,150 female employees (doctors, nurses, administrators, and technicians).
- **Research sample.**

Table. (1): Arithmetic mean, standard deviation, relative weight and order for each of the paragraphs of the field of "human resources selection"

1. The exploratory sample: It consisted of 30 employees, with the purpose of codifying the study tool, and verifying its validity for application to the actual sample. They were included in the final analysis of the study, as no modifications were made to the questionnaire.
2. Actual sample: The researcher chose the study sample in a stratified relative manner, and to achieve the criteria and characteristics of the stratified relative sample, she resorted to Robert Mason's equation to determine the required sample size.

• Analysis of the paragraphs of the questionnaire and discussion of its results.

1. Analysis of the paragraphs of the field of human resources selection: the arithmetic mean, standard deviation, relative weight and arrangement were calculated to find out the degree of approval. The results are in Table. (1).

Paragraph	Arithmetic mean	standard deviation	Relative Weight	arrangement	Approval degree
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1	The Ministry relies on the results of job analysis and design when selecting candidates for vacant jobs.	3.11	0.981	62.358	6	Medium
2	The job applicant undergoes a number of tests and interviews before being selected for the job.	3.37	1.055	67.598	4	High
3	The selection contributes to obtaining the best human competencies from the applicants for the job	3.60	1.073	72.052	1	High
4	The ministry adopts a method of filling vacancies from within the ministry to provide opportunities for workers to be promoted.	3.40	1.002	68.122	3	High
5	The selection process at the Ministry is characterized by integrity and transparency.	2.88	1.091	57.642	8	Medium
6	The electronic selection system is applied in the ministry to attract talents from outside it.	2.97	1.049	59.564	7	Medium
7	Selection procedures are written, clear and precisely defined.	3.44	1.040	68.996	2	High
8	Selection policies are not related to the future needs of human resources.	2.75	1.039	55.11	9	Medium
9	The human resources department determines the characteristics and characteristics of the individuals to be selected, the qualifications, skills and experience to select the best.	3.29	0.999	65.938	5	Medium
Total		3.20	0.739	64.154		Medium

From Table . (1) it is clear that the paragraph that states "The selection contributes to obtaining the best human competencies from the applicants for the job." I got the first rank according to the relative weight 72.05, and that the paragraph that states "the selection policies are not related to the future needs of human resources" got the last rank according to the relative weight 55.11, in general it can be said that the axis of human resources selection came with a relative weight (64.154), It is a medium degree of approval, and the researcher attributes this result to the Ministry's awareness of the

importance of selecting human resources and the resulting benefits and advantages for the development of work. The ministry has a high potential, and therefore this result confirms that the ministry realizes the importance of selecting human resources and its development to achieve the ministry's goals and the goals of the employees as well. The study differed with another study, while the study differed with the study (Hayawi and Daridi, 2017), which showed that the availability of human resources selection criteria is at a high degree.

2. Analysis of the paragraphs of the field of marketing creativity.

Table (2): Arithmetic mean, standard deviation, relative weight, and order for each paragraph of the field of "marketing creativity"

Paragraph	Arithmetic mean	standard deviation	Relative Weight	arrangement	Approval degree
1 The institution is constantly developing its services to enhance its competitive advantage.	3.454	0.966	69.082	2	High
2 The institution allocates financial budgets to conduct scientific research related to services	3.087	1.035	61.746	10	medium
3 The institution resorts to the use of innovative methods in providing services.	3.205	1.020	64.104	5	medium
4 The organization relies on advertisements of all kinds to promote its services.	3.244	0.982	64.89	3	medium
5 The organization uses e-marketing as one of the modern marketing methods.	3.235	0.962	64.716	4	medium
6 Customers get the most revenue from creative marketing at a price.	3.200	0.983	64.018	6	medium
7 The company aims through marketing creativity at prices to achieve an appropriate amount of profits.	3.493	0.971	69.868	1	High
8 Prices change in response to customer conditions.	3.161	0.943	63.232	7	medium
9 The institution uses electronic distribution methods for its services.	3.152	0.877	63.056	9	medium
10 The company uses distribution methods to suit the needs of customers.	3.157	0.946	63.144	8	medium
Total	3.239	0.819	64.786		Medium

From Table (2) it is clear that the paragraph that states "the institution aims through marketing innovation in prices to achieve an appropriate amount of profits" got the first rank according to the relative weight of 69.86, and that the paragraph that states "the institution allocates financial budgets to conduct scientific research Related to services "I got the last rank according to the relative weight of 61.74, in general it can be said that the axis of marketing innovation came with a relative weight of (64.78), which is

a medium degree of approval, and the researcher explains this that the Ministry of Health under study is making effective efforts to identify the challenges facing the marketing environment. The marketing department in the Ministry of Health is trying to employ many strategies that help it to accurately identify the reality of marketing creativity and its importance by analyzing the strengths and weaknesses of the Ministry, opportunities and threats The study

agreed with the results of the study (Raed Al-

- **Hypothesis testing**

1. The first hypothesis: the variable affects the selection of human resources significantly at the level of significance (0.05) marketing creativity, to answer this hypothesis, the researcher calculated the Pearson correlation coefficient to

Table No. (3): Correlation coefficient between selection of human resources and marketing creativity

domains	Pearson correlation	coefficient (sig)
Human Resources Selection - Marketing Creativity	0.000	0.705**

** Statistically significant at the level of significance (0.01).

Table (3) shows that the correlation coefficient between human resource selection and marketing creativity is equal to (0.705) and its probabilistic value is (0.000) which is less than (0.05). Thus, there is a relationship between human resource selection and marketing creativity, that is, the more human resources selection in The Ministry of Health is distinguished and the selection is carried out according to standards characterized by quality. The level of marketing creativity has increased. The researcher attributes this result to the fact that the selection of human resources in the Ministry of Health is distinctly based on efficiency, effectiveness and skill that generates creativity throughout the ministry, in addition to

Shahwan, 2014) to a medium degree.

verify the strength and direction of the relationship between the selection of human resources and marketing creativity in the Iraqi Ministry of Health, and the results were as follows: following:

motivation and motivation of employees towards the work environment and providing The appropriate mechanisms for this, in addition to delegating authority and granting employees the necessary powers and responsibilities, in addition to providing training and the process of transferring and refining skills to employees, in addition to providing a supportive environment from providing a supportive organizational climate for work, and achieving employee satisfaction, contributes fundamentally to developing the quality of the Ministry of Health services And all the previous studies mentioned agreed that the selection of human resources is related to marketing creativity, and this is a natural theory.

Table No. (4): Shows the simple regression coefficient between the selection of human resources and the dimensions of marketing creativity

variable	explanatory variables	correlation coefficient (R)	coefficient of determination (R ²)	value of F	F significance	Beta	value of T	T sign	Contrast inflation factor
HR selection	Marketing creativity	0.764	0.484	78.484	0.000	0.295	3.700	0.000	4.207

In order to find out the relationship between human resource selection and the marketing innovation variable, a simple linear regression model was used (Table No. 4) in which the marketing creativity variable was considered as an explanatory variable and the human resources selection variable as a dependent variable. The results of the regression model showed that the regression model is significant through the value

of (F) amounting to (78.484) in terms of (0.000), which is less than a significant level (0.01). The results explain that the explanatory variables explain 48.4% of the variance in the selection of human resources, given the coefficient of determination (R²), and the beta value of the marketing innovation variable came with a value of (0.295) Statistically significant. Whenever the selection process of human resources

improves by a unit, the level of marketing creativity improves by (0.295) units. The regression equation can also be formulated as

$$\text{Human resources selection} = +0.719 \times \text{marketing creativity} + 0.295$$

The selection of human resources according to modern methods and according to well-prepared standards leads to the achievement of marketing creativity in all its forms and this is reflected in the quality of service provided in the Iraqi Ministry of Health and work to improve it to the best possible level. This result agreed with the results of the study (PavolDurana & DarinaChlebkova, 2018), which showed a statistically significant effect of the selection of human resources on the level of marketing creativity

- The second hypothesis: The second hypothesis assumes that the variable choosing human

resources has a significant effect at the level of significance (0.05) in the variable marketing creativity in the Ministry of Health due to demographic variables (gender, age, medical specialization, educational qualification, years of experience).

1. There are statistically significant differences at the level of significance (0.05) between the estimates of the study sample members about the effect of choosing human resources on marketing creativity in the Ministry of Health. To test this hypothesis, selection (T) was used for two independent samples, and the following table illustrates this:

Table. (5): T-test results for two independent samples – gender

Domains	Gender	Means	Standard Deviation	Test Value	Prob Value (Sig)
HR selection	Male	3.26	0.77	1.499	0.135
	feminine	3.11	0.68		
Marketing creativity	Male	3.31	0.78	0.153	0.879
	feminine	3.30	0.68		
all fields	Male	3.28	0.78	0.826	0.507
	Female				
	Male	3.20	0.68		

It was found from the results shown in Table. (5) that the probability value (sig.) is greater than the level of significance (0.05) corresponding to the “T-test for two independent samples”, and thus it can be concluded that there are no statistically significant differences between the average estimates of the study sample due to Gender, and this result agreed with the study (Sahweel, 2020), the study (Al-Lafi, 2018) and other studies, and the study (Nabhan, 2017) differed with this result, which showed that

males enjoy a higher level of marketing creativity more than females; Due to the severity of the shares and their tolerance for trouble.

2. There are statistically significant differences at the level of significance (0.05) between the estimates of the study sample members about the effect of choosing human resources on marketing creativity in the Ministry of Health. To test this hypothesis, the unilateral variance selection was used, and the following table illustrates this:

Table No. (6) results of unilateral variance for the age- variable

Domains	Means				Test Value	Prob Value (Sig)
	Less than 25 years old	From 25 to 35	from 35 to 45	from 45 and over		

HR selection	3.2673	3.0544	3.1902	3.2855	1.059	0.367
Marketing creativity	3.5340	2.9971	3.4459	3.2877	4.845	310.0
all fields	3.4197	3.0014	3.3028	3.261	2.970	0.133

From the results shown in Table (6), it was found that the probabilistic value (Sig.) corresponding to the “one-way variance” test is greater than the significance level of 0.05, and thus it can be concluded that there are no statistically significant differences between the average estimates of the study sample due to age, and the researcher attributes this To the different ages of the respondents, where the largest proportion of respondents are adults and middle-aged, and the results agreed with many studies such as the study (Mustafa Raad and

Nour Hussein, 2021), where there are no significant differences between the respondents’ responses on the axis of selection and marketing creativity due to the age variable.

3. There are statistically significant differences at the significance level of 0.05 between the averages of the respondents’ responses about the impact of the selection of human resources on marketing creativity in the Ministry of Health due to years of experience. This hypothesis was tested using the “one-way variance” test, and the following table. (7) illustrates this

Table. (7) results of unilateral variance for the variable - years of experience

Domains	Means					Test Value	Prob Value (Sig)
	Less than 5 years old	From 5 to 10	from 10 to 15	from 15 to 20	from 20 and over		
HR selection	3.166	3.095	3.137	3.265	3.3026	0.599	0.664
Marketing creativity	3.274	3.262	3.301	3.420	3.313	0.248	0.911
all fields	3.222	3.154	3.205	3.328	3.279	0.358	0.832

From the results shown in Table (7), it was found that the probabilistic value (Sig.) of the corresponding test “one-way variance” is greater than the significance level of 0.05, and thus it can be concluded that there are no statistically significant differences between the average estimates of the study sample due to years of experience, and the researcher attributes This is due to the absence of a discrepancy in the years of experience for most of the employees of the

Iraqi Ministry of Health, as these institutions seek to appoint a group of young people with educational qualifications and thus have a convergence of years of experience.

4. There are statistically significant differences at the level of significance of 0.05 between the averages of the respondents’ responses about the impact of the selection of human resources on marketing creativity in the Ministry of Health due to the educational qualification. To test this

hypothesis, the “one-way variance” test was used, and the following table No. (8) illustrates this:

Table. (8) results of the unilateral variance of the variable - educational qualification

Domains	Means				Test Value	Prob Value (Sig)
	secondary	Bachelor's	Master's Ph.D	or Specialized Studies		
HR selection	3.851	3.242	3.143	3.148	1.910	0.129
Marketing creativity	3.914	3.255	3.319	3.510	1.732	0.161
all fields	3.866	3.237	3.212	3.330	1.668	0.181

From the results shown in Table (8), it was found that the probabilistic value (Sig.) corresponding to the test “one-way variance” is greater than the significance level of 0.05, and thus it can be concluded that there are no statistically significant differences between the average estimates of the study sample due to qualification, and the researcher attributes this To the existence of a discrepancy in the educational qualifications of most workers in the Iraqi Ministry of Health, and the researcher

attributes this to the fact that all respondents are university graduates and most of them hold a Ph.D.

5. There are statistically significant differences at the significance level of 0.05 between the averages of the respondents’ responses about the impact of the selection of human resources on marketing creativity in the Ministry of Health due to medical specialization. To test this hypothesis, the “one-way variance” test was used, and the following table No. (9) shows that:

Table (9) results of the unilateral variance of the variable - medical specialty

Domains	Means				Test Value	Prob Value (Sig)
	Pharmacist	nurse	Doctor's assistant	Doctor		
HR selection	3.127	3.594	3.244	3.178	1.853	0.138
Marketing creativity	3.121	3.550	3.453	3.319	1.978	0.118
all fields	9.902	3.592	3.354	3.228	2.184	0.100

From the results shown in Table (9), it was found that the probabilistic value (Sig.) of the corresponding test “one-way variance” is greater than the significance level of 0.05, and thus it can be concluded that there are no statistically significant differences between the average estimates of the study sample due to the medical

specialization, and the researcher attributes This is due to the lack of discrepancy in the medical specialization of most of the workers in the Iraqi Ministry of Health, and the researcher attributes this to the fact that all respondents are among the mostdocto

•Results.

This part aims to review the most important findings and recommendations that the

researcher reached after a statistical analysis of the data and testing the study's hypotheses. We also review the most important recommendations based on the data that have been reached. Through the statistical analysis of the responses of the sample members, the study reached a set of results that will be listed as follows:

1. Results related to the independent variable (selection of human resources)

The results of the analysis showed the selection of human resources items and the presence of approval from the members of the study sample at a (medium) degree, according to the statistical test adopted at the level of application of the human resources selection function in the Ministry of Health, as the degree of approval is not high, as most of the paragraphs in the axis came within the approval of a medium degree. And the highest paragraph of the axis came "The selection contributes to obtaining the best human competencies from the applicants for the job." I got the first rank according to the relative weight 72.05, and the paragraph "selection policies are not related to the future needs of human resources," which got the last rank according to the relative weight 55.11. In general, it can be said that the axis of human resources selection came with a relative weight (64.154), which is a degree Medium approval.

Which means that despite the existence of a mechanism for selecting employees to fill jobs in the Ministry of Health, this mechanism is followed and applied to all government ministries, and that this mechanism is considered routine, and may be affected by external factors, including the relationship of the manager with the subordinate, or the influence of the aura, or the initial image of the subordinate. At the manager, and this result can also be explained by the fact that no feedback is provided to the officials whether this mechanism is bad and unsatisfactory, but if those responsible for the staff selection mechanism have followed up and evaluated this mechanism, it will be reflected in the selection of competencies and talents that help the Ministry of Health to develop and innovate in its work .

2. Results related to the dependent variable (marketing creativity)

The results of the statistical analysis of the paragraphs of the marketing innovation axis in the Ministry of Health showed a (high) degree of approval. They can be explained according to their fields as follows:

In marketing creativity, the paragraph that states "the institution aims through marketing innovation in prices to achieve an appropriate amount of profits" got the first rank according to the relative weight of 69.86, and that the paragraph states that "the institution allocates financial budgets to conduct scientific research related to services." I got the last rank according to the relative weight of 61.74, in general it can be said that the focus of marketing innovation came with a relative weight of (64.78), which is a medium degree of agreement.

Which means that the level of creativity among the workers in the Ministry of Health came to a large extent for all the paragraphs of this axis, and this indicates that those who are affiliated with the medical profession are highly qualified, and they are from the educated category in society and their level of mental ability is high, and that there is a high affiliation to the profession and to providing service and the reason The main point in this is that we live in a society that is religiously and morally committed, and works on the teachings of Islam. The presence of the religious and self-motivation of the individual makes him a person of principle, and this applies to the medical profession and others who live on the land of Iraq, also those working in the medical profession are educated and educated people, and they hold scientific degrees It is my honor for the people of knowledge to be among the owners of tangible innovations that affect the achievement of the general goal of the complex.

3. Results related to the study hypotheses.

- The statistical results indicated that there is a strong direct relationship between the selection of human resources and the marketing creativity, which indicates that the selection has a significant role in reaching the marketing creativity of the job cadre in the Iraqi Ministry of Health.
- The results showed that there is a clear impact of choice in achieving marketing creativity for the job cadre in the Iraqi Ministry of Health, as the greater the interest in selecting human resources

and developing their standards, the higher the percentage of marketing creativity among the job cadre in the Iraqi Ministry of Health.

- The statistical results showed that there were no differences between the average estimates about the level of application of human resources selection and its impact on marketing creativity in the Ministry of Health in relation to the demographic variables (gender, age, years of experience, educational qualification, medical specialization).
- **Recommendations:** In light of the previous results and their interpretation, the researcher recommends the following:
 - The researcher advises the Ministry of Health to work on developing good programs and criteria

• resources

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 - for the process of selecting human resources to work in the ministry.
 - The researcher recommends the need to work on attracting human resources commensurate with the tasks of the ministry.
 - Workshops should be conducted for the functional staff, in which their training needs are identified on a periodic and continuous basis.
 - The researcher considers that the Ministry of Health allowing the staff to put forward new ideas and suggestions, working methods within the complex, contributes to achieving the goals of the Ministry.
 - It is advisable for the Ministry of Health to facilitate the staffing in involving them in decisions that would help in achieving the Ministry's objectives.
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