

The Role Of Marketing Vigilance In Crisis Management

¹Dr. Abdulsalam Ali Al-Noori , ¹Ahmed Abdulsattar Al-Janabi

¹ University of Anbar,
drsalamalnoori@uoanbar.edu.iq, ahmedsattar1989@gmail.com

Abstract

The research aims to diagnose the role of marketing vigilance as an influential variable in crisis management as a response variable in private hospitals in Anbar province as a research community, the researcher adopted the analytical descriptive approach, and applied it to a deliberate sample of (81) leaders in these hospitals, and adopted the questionnaire as a key tool for collecting data related to the practical aspect, as well as field visits that strengthened Data collection process processed and analyzed using statistics tools (Alpha Cronbach test, proxy working analysis, percentages, computational medium, standard deviation, coefficient of variation, natural distribution test, Pearson correlation coefficient, multiple linear regression model) through programs (SPSS V.23) and (AMOS V.23) to reach the results of the research hypothesis test.

The research found a range of results, the most important of which is (the existence of relationships and positive moral impact of the change in marketing vigilance in crisis management in its dimensions in researched hospitals) In light of the findings of the research, a number of recommendations were made, the most important of which was the need to invest in the positive impact of marketing vigilance in private sector hospitals in Anbar province, thereby enhancing their performance by providing the necessary information to manage current and future crises.

Keywords: Marketing Vigilance, Crisis Management, Private Sector Hospitals in Anbar Province.

Introduction

Instability is the characteristic that distinguishes the marketing environment from others so that this characteristic makes marketing managers face difficulties related to the decisions they make and related to marketing because the information obtained to meet their needs has become insufficient and this necessitates the establishment of a cell of marketing vigilance that makes it considered as a complementary tool to the classical marketing information system and this is a solution within the reach of the decision-makers, this kind of vigilance is inclusive between the commercial aspects focused on (customers, market, and commercial methods, On the one hand, the competitive aspects on the other hand focus on new competitors and products, especially those alternative products and its purpose to know what the needs and desires as well as the behavior of existing customers in order to gain their satisfaction, as well as to know the financial conditions and possibilities of suppliers including

their products and negotiating capabilities, all of which indicates giving the organization a competitive advantage that distinguishes it from others.

This prepares to adopt the organization (for marketing vigilance) and is a contemporary concept in strategic management of the acquisition and analysis of proactive information that is used in the organization to remain in a leading position ahead of competing organizations, and the method of collecting information is done in a variety of scientific ways.

As for crisis management, it is a key feature of contemporary organizations because of the dynamism and complexity of the business environment, all organizations can be exposed to crises and affected by them, and one knows when and how the crisis occurs, and it often coincides with the element of surprise and this requires the ability to anticipate them and avoid them by managing them

with high skills and responding to them when they occur.

Accordingly, the research was interested in studying the problem related to determining the nature of the impact relationship between marketing vigilance and crisis management, and showing the ability of organizations to find solutions to this problem where a set of objectives was developed seeking to achieve the research, the most important of which is to identify the level of marketing vigilance and crisis management by identifying the reality of organizations through their application of marketing vigilance and its role in managing the crisis on the basis of a hypothesis formulated in an attempt to reach a group of Conclusions and recommendations that contribute to the development of variables, society and the sample of research as well as to indicate the relationship of impact between the variables researched by testing this relationship statistically.

Methodology

First: Search problem

Private sector hospitals in Anbar province need to be aware of the level of marketing vigilance and its role in managing its crises, which calls for solving the problem of research on the ground and answering the main question (**what role does marketing vigilance play in managing the crisis in private hospitals in Anbar province**).

Second: Search objectives

The research aims to achieve a set of objectives to answer the questions of the problem and continues in essence to reveal the reality of the relationship a major goal from which the following objectives have branched out:

1. Contribute to the provision of an intellectual and practical framework that seeks to reach a conceptual structure that contributes to building an integrated framework for the fundamental research variables of (marketing vigilance and crisis management), by looking at the most important scientifically stated about these variables in the field of management, in an attempt to provide answers to the questions of the current research problem.
2. See how strategic vigilance affects crisis management.

Third: The importance of research

The importance of research is illustrated by the scientific and research importance of the variables that the researcher was interested in diagnosing and addressing and showing the reciprocal relationship that addressed these variables, which showed

marketing vigilance as an influential variable and crisis management as a responsive variable, these two variables are considered essential and important to improve the status of the organization and its reputation and performance where marketing vigilance represents an important and modern aspect of strategy while crisis management represents an important administrative goal among managers to deal with crises, and highlighted the importance of research from the aspects of strategy while crisis management represents an important administrative goal among managers to deal with crises, and highlighted the importance of research from The field side of the research is that the research sample was applied in private hospitals in Anbar province because no such research was carried out.

Fourth: Search hypotheses

There is a statistically significant moral impact relationship to marketing vigilance in crisis management in its dimensions (detection of warning signals, preparation, and prevention, damage containment, recovery of activity, learning)

Theoretical framework

First: Marketing Vigilance: (Kotler & Bernard, 2000: 139), defines marketing vigilance as "the sum of the means to allow managers to constantly inquire about developments in the organization's marketing environment. It also means the process of research, processing and distribution of information on the organization's markets in the sense of following development (for the market, for customer behavior, the introduction of new products, etc.) and for this type focuses on the long-term needs and desires of customers and is characterized by constant change, and also focuses on the development of relationships between the organization and the customer, on the development of new products, and on the ability and accessibility of the organization to the resources it needs and at the lowest cost. (Dawood & Abbas, 2018: 6).

It is known that the organization focuses on identifying the needs and desires of customers and how to meet them on the one hand, and the other hand, marketing vigilance focuses on suppliers as suppliers are the main suppliers of the organization for the raw materials it needs in the implementation of its various operations and activities, and through this type of strategic vigilance, the Organization can acquire good, good and sustainable relationships with all suppliers. (Heintz, et al., 2016: 4)

This type allows for the identification of the organization's new markets and contributes to the

proposal of new products that are suitable for its customers. (AL- Yasiri et al., 2019: 6)

The importance of marketingvigilance: Marketing vigilance gives importance to the future, which allows decision-makers maker to anticipate the difficult situations that the organization will face, as well as put the organization in a confrontation in order to realize its strengths and weaknesses, access opportunities in the marketing environment, increase the organization's ability to respond to changes in the environment, and increase marketing vigilance gives the organization more able to anticipate future dangers and thus reflects on the speed of response to changes. (ouafa et al, 2021: 64)

Marketing Vigilance Goals: Marketing vigilance can too note to:

1. Proposing new products that meet the wishes of the consumer.
2. Improving the ability to negotiate with the customer and the processor
3. Follow market developments and make new offers to the market. (Jaaz & Jamal, 2021: 2111)

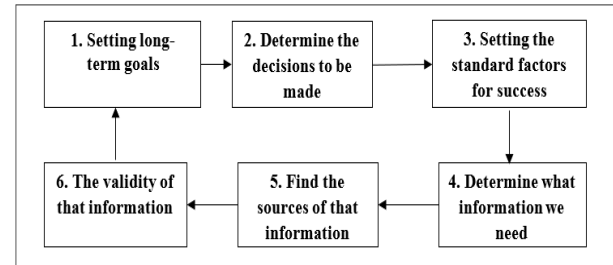
By following up on the marketing vigilance of the development of the long-term needs and desires of customers, producers must take into account the interests and tastes of customers and the extent of the development of their relationship with the organization. The organization is interested in following up on offers from suppliers related to new products. Therefore this type of vigilance allows the organization to identify the markets and propose new products and this is what I agree (Daoud, 2019: 164) with (Dawood, 2018: 6 & Abbas) and (AL-Yasiri et al., 2019: 6).

Marketing vigilance allows the organization to: (Dawood & Abbas, 2018: 7)

1. Discover new markets
2. Propose new products to the customer
3. Promoting the launch of new products depends on two elements:
 - A. Customer: Focus on the long-term development of the customer's needs and the development of the relationship with the customer.
 - B. Supplier: Track the development of new product offerings, develop the relationship between the processor and the organization, and the ability of the processor to choose the products needed by the organization and provide them at the lowest cost. (Alhasani & Alkshali, 2021: 675)

Marketing Vigilance Procedures: There is a set of marketing vigilance procedures that can be explained by the following: -

Figure 1: Marketing Vigilance Procedures



Source: Tantangi, Hazam Siddiq (2017), witnessed the **availability of types of strategic vigilance in civil banks / a survey of the opinions of managers at the Middle East Iraqi Investment Bank in Baghdad province**, an unpublished high diploma letter specializing in business administration, faculty of management and economics, Mosul University. Depending on the:

Rechenman Jean-Jacques (2001), **Internet & Marketing**, 2ème édition, Ed. d'organisation, Paris, P. 23.

Second: Crisis management: The term crisis management has turned out to be an administrative term that refers to several concepts used to minimize negative impacts, including planning to prevent crises, reducing their effects, and developing plans to respond to the crisis when it occurs. (Alharthi & Khalifa, 2019: 32)

The crisis in webster's dictionary has been defined as "decision-making time," one unstable or decisive time that will make a decisive difference for better or worse, and when written in Chinese, the word crisis consists of two characters: one represents danger and the other represents opportunity. (Devlin, 2007: 4)

It can be said that it is an expression of an abnormal situation that is the result of instability that affects stakeholders and thus prompts them to work to avoid a crisis and manage it in part or in a complete way in order to reduce its consequences. (Bhaduri, 2019: 12)

Crisis management is therefore a technique that uses emergency forecasting, informed study of these cases to address the symptoms left over from them and plan for the ability to deal with the harmful effects and take advantage of aspects that can be used and employed by the organization. (Kuzmanova, 2016: 257)

The importance of crisis management

1. Prepare individuals or organizations to deal with negative attitudes wisely.
2. Helps the staff member to adapt to the organization if there is a sudden change.
3. Make the employee able to analyze and understand the causes of crises in the best possible way.
4. Helps the department develop a strategy to reduce losses and get the organization out of difficult situations and identify positions to deal with them in the future.

Identifying and managing crises at early stages and preparing staff and teams to take the necessary measures to deal with them. (Jaya et al., 2020: 1998)

Crisis management objectives: Crisis management aims to

1. Provide scientific capacity to predict potential threats to the crisis, optimize the use of resources, and the possibilities available to reduce the impact of the crisis and stop deterioration and losses.
2. Protecting property and employees of the organization in the place of crisis, mitigating its repercussions and controlling and eliminating the crisis.
3. Take advantage of the situation of the crisis in the reform and development procedure.
4. Study the causes and factors that led to the crisis to take preventive measures to prevent the recurrence of similar crises.
5. Get out of the crisis with the least possible loss. (Hazaa et al., 2021: 6)

Dimensions of crisis management:

The dimensions of the crisis can be determined by the most famous classification adopted in this research, (Pearson & Mitroff, 1993: 53) and used by a number of researchers (Al-Tanayeeb, 2020: 36), (Jabeen, 2018: 10)

- 1. Early warning signals discovered:** Failure to know and recognize warnings before the crisis occurs by decision-makers leads to crisis (Mavromoustakos-Blom et al., 2018: 16)
- 2. Preparedness and prevention:** a set of preventive methods to be taken at the stage of crisis detection, including the discovery of strengths and weaknesses in order to take necessary. (Al-Jarjri and Al-Obaidi, 2020: 528)
- 3. Containing damage:** The crisis at this stage occurred and here the organization must put the plans into effect after providing the necessary capabilities and means to address the crisis. (Al-Douri & Al-Hait, 2017: 39)

4. Revitalization: the restoration of internal and external activity, the aspects within the organization are material and moral assets, and external aspects are limited to the parties affected by the crisis, and their primary role in reactivity and balance is highlighted. (Gakuo & Rotich, 2017: 23)

5. Learning: Future measures are being developed at this stage to prevent a recurrence of the crisis. (Hussein and others, 2021: 169)

Practical aspect

1. Description and analysis of results related to marketing vigilance: the variable achieved a general calculation (high) of (4.37), a standard deviation (0.69) and a coefficient of variation (%15.79) This confirms that the sample members in hospitals are keen to work according to the information obtained from marketing vigilance, by participating in the work of decision-making and decision-making and working to create an appropriate working environment. Table (1) makes this clear.

Table 1: The Relative Importance of The Marketing Vigilance Variable

Main dimension	Arithmetic medium	Standard deviation	Coefficient Variation %	Answer score
Marketing vigilance	4.37	0.69	15.79	Very high.

Source: Preparing the researcher based on the outputs of the program (SPSS)

2. Description and analysis of the results related to crisis management: the arithmetic of the crisis management variable was (4.24) which is a very high computational medium compared to the standard computational average, which is evidence of The interest of the sample members in managing the crisis in the private hospital sector in Anbar where they have the awareness to make the necessary decisions that are in their interest by the management of the crisis, and reached the standard deviation of crisis management (0.75) and this indicates the good harmony in the answers of the sample members to the dimensions of this variable and confirmed by the coefficient of variation (19.79%)

Table 2: The relative importance of the subdivisions of the crisis management variable

The Dimension	Arithmetic medium	Standard deviation	Coefficient Variation %	Answer score	Ranking
Crisis Management	4.24	0.75	19.79		
Detecting alarm signals	4.24	0.74	17.53	Very high	First
Preparedness and prevention	4.22	0.72	19.30	Very high	Fourth
Containing damage	4.25	0.77	18.25	Very high	Second
Recovery	4.26	0.76	25.23	Very high	V
Learning	4.24	0.79	18.67	Very high	Third

Source: Preparing the researcher based on the outputs of the program (SPSS)

After the recovery of activity he got the first place in the center of my calculation very high (4.26) when compared to the standard computational medium and this indicates the importance of restoring activity for the leaders in the researched hospitals and with a standard deviation of (0.76) which indicates good harmony in the answers to the paragraphs for this The dimension was confirmed by the factor of difference which reached (25.23%), and achieved after preparation and prevention the last place and a mathematical average of (4.22) which is a very high calculation medium compared to the standard computational medium, and despite its last rank, the leaders showed an interest in preparing and preventing the crisis, with a standard deviation of (0.72) This indicates that the compatibility is good for the answers with the evidence of the coefficient of variation (19.30%).

3. Hypothesis test: which states (that there is a positive effect relationship with moral significance for marketing vigilance in crisis

management in its dimensions (detection of warning signals, preparation and, prevention, containment of damage, recovery of activity, learning) and will be tested according to schedule (3) as follows: -

Table 3: Shows the relationship of influence between marketing vigilance in crisis management in its dimensions

Hypothesis	Impact path	B	t	Sig	R ² - F-Sig	Resolution
Home II	Marketing Vigilance > Crisis Management	0.297	2.648	0.010	F=40.949 R ² =0.683 Sig=0.000	Accepting the hypothesis
N=81	Table F value =3.96	Table t value =1.28	Moral dimensions=1		Total dimensions=1	

Source: Prepared by the researcher based on the outputs of the SPSS program

From the results of Table (3), the calculated value of (F) reached (40.949), which is greater than its tabular value of (3.96), and this indicates the existence of a strong influence relationship for marketing vigilance in crisis management, which justifies accepting the hypothesis, As for the value of (R²), it reached (0.683), and this indicates that marketing vigilance explains the rate of (68.3%) of the changes in crisis management, and regarding the significance of the multiple regression model, the value of (Sig) reached (0.000), which is less than (0.05). This justifies the significance of the multiple regression model and confirms the acceptance of the hypothesis, As for the (β) values of the dimension of marketing vigilance, it reached (0.297), and this confirms that the change in the dimension of (marketing vigilance), the change of one unit leads to a change in crisis management by (29.7%), and as for the moral (Sig) values of the dimension (Sig) Marketing vigilance) amounted to (0.010), and it was found that it has a significant effect on crisis management, because its values are less than (0.05), and the moral effect confirms the value of (t) of (2.648), which is greater than their tabular value of (1.28), This indicates that (marketing vigilance) attracts the attention of the management of

the surveyed hospitals for its moral impact in managing the crisis, as marketing vigilance contributes to hospitals' management of the crisis by contracting with suppliers to purchase medical devices, sterile materials and other materials that the hospital needs to manage crises such as the Covid-19 crisis. Thus, there is a study of the environment through which what is happening inside and outside the hospital is known to know the strengths, weaknesses, opportunities and threats that contribute to crisis management.

Conclusions

It has been found that leaders in researched hospitals have been able to exploit the change in marketing vigilance in bringing about further changes in crisis management, particularly in the understanding of advanced information by leaders and staff, where the results of statistical analysis showed a strong impact relationship of marketing vigilance in crisis management in its dimensions, and its impact was morally significant given the need for private hospitals in Anbar province for information on marketing from the environment more for its direct use in crisis management.

Recommendations

Marketing vigilance should be taken care of more by enhancing and sharing information as it supports and significantly affects crisis management in its dimensions by enhancing confidence in the individual's ability to collect and share that necessary information by giving management more confidence in the workers themselves to reduce the crisis and the damage it produces.

References

- [1]. AbdElaal, AbdElaal AbdAllah, Al Shobaki, Mazen J., Abu-Naser, Samy S., El Talla, Suliman A. (2021), The Impact of Strategic Planning on Crisis Management in Egyptian Ceramic Companies, *International Journal of Academic Management Science Research (IJAMSR)*, Vol. (5), No. (12), P. 74-92.
- [2]. Al-Douri, Jamal, Al-Hait, Ahmed Fathi (2017), The Impact of Entrepreneurial Characteristics in Crisis Management / An exploratory study of the opinions of a sample of employees of the Jordan Islamic Bank, *Journal of Baghdad College of Economic Sciences*, Issue (53), pp. 31-52.
- [3]. Alharthi, Mohamed Naser, Khalifa, Gamal Saeid (2019), *Business Continuity Management and Crisis Leadership: An Approach to ReEngineer Crisis Performance within Abu Dhabi Governmental Entities*, *International Journal on Emerging Technologies*, Vol. (10), No. (1a), P 32-40.
- [4]. Alhasani, Abdullah Hamood, Alkshali, Shaker Jaralla (2021). The Impact of Organizational Support on Strategic Vigilance in Ministry of Civil Service in Sultanate Oman. *International Journal of Academic Research in Business and Social Science*, Vol. (11), No. (5), P.669–683.
- [5]. Al-Jarjari, Ahmed Hussein Hassan, Al-Obaidi, Noor Ali Abboud (2020), The Impact of Transformational Leadership in Crisis Management / Analytical Study of the Views of a Sample of Administrative Leaders in the Colleges of the University of Mosul, *Tikrit Journal of Administrative and Economic Sciences*, Volume (16), Issue (Special Part 1, Fourth Scientific Conference: The Hidden Economy and Crisis Management).
- [6]. Alshaer, S.A. (2020), The Effect of Strategic Vigilance on Organizational Ambidexterity in Jordanian Commercial Banks, *Modern Applied Science*, Vol. (14), No. (6).
- [7]. Al-Tanayeeb, Nesreen Abdel Nasser (2020), The Impact of Strategic Vigilance in Crisis Management (A case study in Housing Bank for Trade and Finance" HPTF")- Jordan, Master's Thesis, Business Administration Faculty of Graduate Studies, Zarqa University, Jordan.
- [8]. AL-Yasiri, Akram, Mohammed, Abeer, Hussein, Riyadh (2019), Measuring The Impact Of Strategic Vigilance in Strategic Intelligence Analytical study of the views of a sample of workers in AL-FURAT general company for Chemical Industries, https://www.researchgate.net/publication/330181796_Measuring_The_Impact_Of_Strategic_Vigilance_in_Strategic_Intelligence.
- [9]. Avery, Elizabeth Johnson (2017), Public information officers' social media monitoring during the Zika virus crisis, a global health threat surrounded by uncertainty, *The Public Relations Review*, Vol.(43), No. (3), P. 468–476.
- [10]. Bhaduri, Raka M. (2019), Leveraging culture and leadership in crisis management", *European Journal of Training and Development*, Vol. (43), No. (5/6), p. 554-569
- [11]. Boin, Arjen, Kuipers, Sanneke, Overdijk, Werner (2013), Leadership in times of crisis: A framework for assessment, *International*

- Review of Public Administration, Vol. (18), No. (1), P. 79–91.
- [12].Daoud, Fadela Salman (2019), Strategic Management (Basic Concepts and Practical Practices), Dar Al-Seisban, Baghdad.
- [13].Dawood, Fadhiela Salman & Abass, Ali Fakhri (2018), The Role of Strategic Vigilance in the Operational Performance of the Banking Sector: Field Research in a Sample of Private Banks, *European Journal of Business and Management*, Vol. (10), No. (21).
- [14].de Heer, Johan, Porskamp, Paul (2019), Predictive analytics for leadership assessment, In Kantola, Springer International Publishing AG, vol. (783), p. 516–523.
- [15].Devlin, Edward S. (2007), *MANAGEMENT PLANNING AND EXECUTION*, © 2007 by Taylor & Francis Group, Printed in the United States of America.
- [16].Fleming, Robert S., & Zhu, Faye X. (2017), The Role of Corporate Management in an Effective Crisis Management Program, *Archives of Business Research*, Vol. (5), No. (6), P. 48-58, Rowan University, Rohrer College of Business, New Jersey, USA.
- [17].Gakuo, Esther Wacuka, Rotich, Gladys (2017). Effect of strategic knowledge management on the performance of commercial banks in Kenya. *International Academic Journal of Human Resource and Business Administration*, Vol. (2), No. (3), P.19-45.
- [18].Hazaa, Yahya Maresh H., Almaqtari, Faozi A., Al-Swidi, Abdullah (2021), Factors Influencing Crisis Management: A systematic review and synthesis for future research. *Cogent Business & Management*, Vol. (8), No. (1), P. 1-45.
- [19].Heintz, Christophe, Karabegovic, Mia, Molnar, Andras (2016), The Coevolution of Honesty and Strategic Vigilance, *Journal of Frontiers in Psychology*, Vol.(7), No. (22).
- [20].Hermel, Laurent (2017), *veille stratégique et intelligence économique (éd.2ème)*, paris, France.
- [21].Holmgren, Fredrik, Johansson, Karl-Rikard (2015), Crisis Management: the nature of managing crises, master thesis, Jönköping International Business School
- [22].Jaaz, Suha Azeez, Jamal, Dina Hamid (2021), The Effect of The Dimensions Of Strategic Vigilance On Organizational Excellence An Applied Study Of Premium Class Hotels In Baghdad, *PalArch's Journal of Archaeology of Egypt/Egyptology*, Vol. (18), No.(8), P. 2101-2137.
- [23].Jabeen, Rabia (2018), Organizational Crisis Management A Conceptual Framework For Public Sector Organizations, Master's thesis in Public Management, University of Vaasa, School of Management.
- [24].Jalod, Kasim M., Hasan, Ali Jwaid, & Hussain, Asahaq Naser (2021), Strategic Vigilance and its Role in Entrepreneurial Performance: An Analytical Study of the Views of a Sample of Managers in the Ur Company in Nasiriyah, Iraq. *Multicultural Education*, Vol. (7), No. (1).
- [25].Javed, Muhmmad Latif (2016), Crisis Management in Education in Pakistan: An Analytical Study, ph.D. thesis, Department of Educational Planning Policy Studies and Leadership, Faculty of Education, Allama Iqbal Open University, Islamabad.
- [26].Jaya, Fanlia Prima, Burhanuddin, Maulamin, Taufan, Ismowati, Mary, Ahmad, Iskandar, Nadeak, Bernadetha (2020), Analysis of Crisis Management to Manage the Organizational Business, *European Journal of Molecular & Clinical Medicine*, Vol. (7), No. (11), P. 1997-2002.
- [27].John-Eke, Ebere Chika, Eke, John Kalu (2020), Strategic planning and crisis management styles in organizations: A review of related literature, *Journal of Strategic Management*, Vol. (5), No. (1), P. 36-46.
- [28].Kotler, Philip, Dubois, Bernard (2000), *Marketing Management*, 10th ed: Publi-Union Editions, Paris.
- [29].Kuzmanova, Mariana (2016), Contemporary problems related to crisis management of organizations, *Trakia Journal of Sciences*, Vol.(14), No. (3), P. 256-261, Trakia University.
- [30].Mavromoustakos-Blom, Paris, Bakkes, Sander, Spronck, Pieter (2018), Personalised crisis management training on a tablet, In: *Proceedings of the 13th International Conference on the Foundations of Digital Games*, No. (33), P. 1-10.
- [31].Monus, Ferenc (2018), Competing Activities as Measures of Fear and Vigilance, *Journal Animal Sentience*, Vol. (11), No. (18).
- [32].Nogueira, Jose Helano Matos (2016), A crisis management framework for INTERPOL to manage transnational disasters, Ph.D. thesis, The University of Liverpool, United Kingdom.
- [33].Ouafa, Nedjimi, Abdelkader, Boudi, Samiha, Bouanini (2021), An effective vigilance for a competitive enterprise The Vigilance and the

Competitiveness reality in the Public Enterprise for Public Works (EPTP), Journal of Economic Growth and Entrepreneurship JEGE, No.5, Vol.4, P.61-70, Tahri Mohamed University Bechar, Algeria.

- [34].Pearson, Christine M., & Motroff, Ian I., (1993). From crisis-prone to crisis prepared: A framework for crisis management, Academy of Management Executive, Vol. (7), No. (1), P. 48-59.
- [35].Picard, Danielle (1991), la veille sociale: prévoir et gérer la conflictualité industrielle, FeniXX Maître de conférences en Sciences de gestion à l'Université Paris IX - Dauphine, Librairie Vuibert, 63 bd St-Germain 75005, Paris.
- [36].Rechenman Jean-Jacques (2001), Internet & Marketing, 2ème édition, Ed. d'organisation, Paris, P. 23.
- [37].Tantangi, Hazam Siddiq (2017), witnessed the availability of types of strategic vigilance in civil banks / a survey of the opinions of managers at the Middle East Iraqi Investment Bank in Baghdad province, an unpublished high diploma letter specializing in business administration, faculty of management and economics, Mosul University.