

The impact of the environment on marketing policies of multinational companies in Iraq

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Abstract:

This research aims to identify the impact of the marketing environment in its various dimensions as a whole on the marketing policies of multinational companies. The study adopted the positivist philosophy and the deductive method, as the questionnaire was adopted as a tool for collecting the required data from the respondents. The number of valid questionnaires for analysis was 50. These questionnaires were analyzed using SPSS V25 software and using the following statistical methods: Cronbach's alpha, descriptive statistics, One Sample T-test, simple regression analysis. The results of the study concluded that there is a significant effect of the marketing environment on marketing policies in the sector under study.

Keywords: marketing environment, marketing policies, multinational companies.

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Keywords: (marketing environment, marketing policies, multinational companies).

First: Methodological framework for research

1.1 Introduction:

An organization is an open system that influences and is influenced by the environment in which it operates and its effectiveness depends on the extent of the impact that the interaction between the two parties has. This led to increasing awareness of the importance of marketing management as a philosophy and a platform in most modern organizations, as well as to the adoption of the concept of marketing policies with regard to most of the activities and events of marketing management, as marketing policies as an integrated scientific method aims to achieve objective goals in an acceptable manner for both sides of the equation, the producer on the one hand and the consumer on the other, and through the development of legislation that prevents monopoly and preserves consumer rights. (Obeidat, 2002).

Therefore, before starting to prepare the marketing policies of the organization, the organization must understand the surrounding environment,

It is important to understand the different forces that exist in the marketing environment that affect the organization's ability to meet the needs of customers and obtain profits, there is a distinction between the direct environment and the large (external) environment of the marketing environment, as each group represents different threats and opportunities, and then the results of the analyzes are integrated together to understand the general picture of the marketing environment (Najd, 2006).

By external environment, we mean everything related to special variables (P.E.S.T), which are abbreviations for variables (social), (economic).Economical, Political, Technological, Nowell, 2001.)

1-2- Research Problem:

The success of marketing policies depends on the development of marketing policy in proportion to the trends and developments that occur in the marketing environment, the marketing environment may include a group of forces that are

not controlled, which the organization must adapt its marketing policy effectively to it..

In order to monitor changes in the marketing environment effectively, this is done through analysis and marketing screening, and by screening we mean the process of collecting information about the forces affecting the marketing environment and determining the interpretation of possible developments..

Collecting information about competitors and customers is not enough unless the organization knows how to use information in developing appropriate marketing policies for the organization, understanding the current state of the marketing environment and recognizing the opportunities and challenges of the changes that occur in it helps marketing managers evaluate the current performance of marketing efforts and develop future marketing policies

Research Questions:

Based on these data, the main problem of the research will be the following questions:

1. What is the impact of the marketing environment on the marketing policies of Iraqi multinational companies?
- 2- What are the elements of the company's marketing policies?

1-3- The importance of research

The importance of research lies in the following aspects: :

- 1- Identify the impact of the marketing environment on the marketing policies of multinational companies in Iraq.
2. The scientific method to be used by the organization when developing marketing policies and their constituent elements.
3. Scientific contribution to marketing.
4. The company benefits from the results reached with regard to marketing policies and environmental factors that most affect the company's work.

1-4- Research Objectives

This research aims to:

- 1- Clarifying the impact of the marketing environment on the marketing policies of multinational companies in Iraq.
- 2- Identify any of the elements of the marketing environment that most affect marketing policies.
- 3- Reaching a number of recommendations regarding the marketing environment and marketing policy to be a guide for multinational companies to achieve a distinguished level of performance in the market.

1.5 Research Methodology:

The researcher adopted **positivism** based on the nature of the research problem and its objectives, where the role of the researcher will be independent of the subject of the study and will be unaffected by its values and subjective view. This study will also be based on the **deductive method (Deductive)**, where it will start from the general to the specific, i.e. starting from the theory and previous studies, deriving hypotheses from them, and then testing them to reach generalizable results. The study depends on the **survey strategy (Survey)** being considered appropriate for positivist philosophy and deductive method as it suits the objectives of the research as it helps in identifying and describing the reality of the phenomenon and allows the results to be generalized to the study community.

1-6- Research society and sample

• Research society

The research community consists of employees of multinational companies in Iraq.

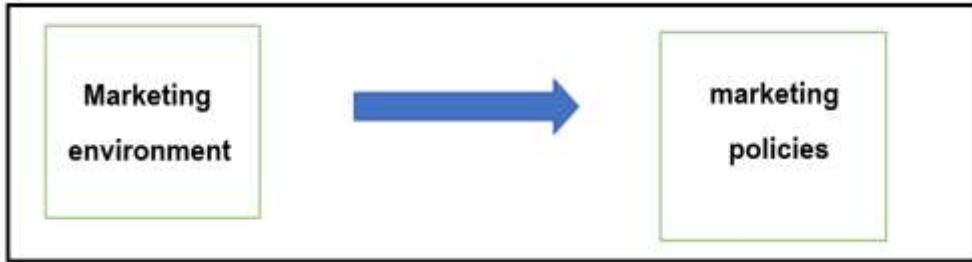
• Research Sample:

The sample size in this study is 50 single. In anticipation of any unusable forms later, a soft sample of 60 participants was relied upon. The use of the facilitated sample is due to the large size of the study population and the difficulty of defining a framework for the sampling.

1-7- Research Hypothesis:

Main hypothesis: There is a significant impact of the environment on the marketing policies of multinational companies in Iraq.

Research Model:



1.8 Research Terminology:

Marketing environment: "All the forces within the organization and in the external environment in which it conducts its business and affect the marketing capacity of the organization and the effectiveness of management in making successful decisions on building and developing successful relationships with the market, as it includes elements of payment for the organization or elements of disruption and obstruction of its march. (Mualla and Tawfiq, 2003)

- **Marketing policies:** It is a set of processes and activities that work to discover the desires of customers and develop a set of products or services that satisfy their desires and bring the institution profits within an appropriate period of time.

1-9- Determinants of Research Determinants:

The limitations of this research include::

- **Objective limitations:** The subject of the study is determined by the impact of the environment on the marketing policies of multinational companies in Iraq.

- **Human Limits:** This research will be limited to all managers, heads of departments, administrators and employees of Iraqi multinational companies.

- **Spatial boundaries:** Multinational corporations in Iraq.

- **Time limits:** This research was limited to data and information collection in June 2023.

Second: Previous Studies and Analysis:

Study by Cristina Del-Castillo-Feito, Alicia Blanco-González, Francisco Díez-Martín (2021) entitled "

The effect of implementing environmental policies and employees' environmental training in multinational companies' legitimacy level in emerging countries

In this research, the fundamental role that environmental policies play in visualizing the legitimacy of multinational corporations established in emerging countries was analyzed. We applied structural equation modeling, analyzing the evaluation data of 157 experts on 30 multinational companies operating in South and Central America (Latin America). The results show evidence supporting the positive impact of the application of environmental policies on the legitimacy of multinational corporations. The findings highlight the importance of dialogue with local communities and environmental training for employees when companies are trying to improve their legitimacy. The research contribution provides a significant understanding of the impact of social responsibility policies on regulatory legitimacy in the context of multinational corporations, emphasizing environmental commitment as a key factor for regulatory legitimacy in emerging countries. In addition, his findings provide new strategic guidance for managers of multinational companies to overcome the responsibility of foreigners..

Sanaa Hassan Helou (2009) study entitled "The impact of the marketing environment on strategic planning for marketing: applied research in the General Company for Leather Industries"

The research dealt with the impact of the marketing environment in the strategic planning of marketing, as the research focuses on a segment of administrative levels in the General Company for Leather Industries, namely administrative managers. The research problem was to identify the

environmental impact in the strategic planning of marketing and what are the most influential variables and what are the areas, levels and elements of strategic planning for marketing and the research sought to achieve a number of cognitive objectives based on the main hypothesis has been used questionnaire in the collection of data and information related to the research as it was distributed to a sample of (20) directors of departments and heads of divisions in the State Company for Leather Industries. In order to process the data, many statistical methods were used, namely (arithmetic mean, standard deviation, and regression coefficient) and statistical methods have produced a number of results, perhaps the most prominent of which is the existence of an impact relationship for broad environmental variables in strategic planning for marketing.

In the context of discussing the results, the applied research stressed the interest in the dimensions of the marketing environment because of its impact on achieving marketing goals..

The results also showed the characteristic of positive attitudes towards each of the variables of strategic planning for marketing..

Third: Theoretical framework of the research

3.1 Marketing environment

The marketing environment means a set of internal and external variables for the organization and affecting it and determining the marketing activities and is divided into the internal environment of the organization and includes several variables that can be controlled by the management of the organization, and the external environment of the organization and is represented in the external variables with a continuous and direct relationship with the organization It should be noted that some writers consider the elements of the external environment of the organization direct forces and the general elements of the environment with indirect forces and the environment in which the organization operates is subject to many changes that affect its work either positively or negatively . (Sumaidaie, 2011)

The environment can be defined as: all variables that have to do with the objectives of the institution and thus affect the level of efficiency and effectiveness, these variables, some of which are largely subject to the control of management, such as the level of performance of employees and the efficiency of operating production elements, and some of them are not subject to the control of management, such as political and economic decisions of the state and the customs and traditions of society. (Bashir, 2014)

3.2 Factors and components of the marketing environment

The external and internal environment have factors that we briefly mention below:

External environment factors: The external environment is a set of surrounding factors that affect in one way or another the institution and its strategies, and external factors mean those considerations and variables, public and public, including political, economic, social, natural, technological and cultural.

These variables are difficult for the institution to control and influence by virtue of their comprehensiveness to all, while the special are those factors close and associated with the institution such as suppliers, financiers, competitors and market intermediaries.

Internal environment factors: The internal environment is the one that the organization can control, influence and change according to what it needs to formulate its strategy, through which the strategic management can manage the institution. The organization can formulate a strategy by harnessing its internal environment and adapting it in its purposes, and the importance of analyzing these factors lies in identifying the sources of strength and weakness, as shown in the following figure.

3.3 Multinational corporations

the term multinational corporations originated in the economist david d.e. lilienthal in 1960 when his research was presented by the catherangi institute of technology under the title multinational joint-stock company, and later by robertvernois in 1973.the term multinational company is an ambiguous term

that assumes that the multinational company has several nationalities, and this is a mistake, despite its expansion and global reach, the parent company generally retains the nationality of the country of origin and is rarely a mixture of nationalities. it should be noted that there are several terms that require a distinction between them (omar, 1991).

3.4 Definition and concept of multinational corporations

Definition of the United Nations Conference on Trade and Development (UNCTAD):

It is: "an economic entity that carries out commercial activity, trade and production across various continents in the world and has in two or more countries nascent companies or branches in which the parent company effectively plans all its decisions in a comprehensive manner" (Al-Jassim and Abdullah, 2012)

Definition of the World Chamber of Commerce:

They are: "companies that operate on a global scale and contribute mainly to the flow of foreign direct investment between countries." (Al-Akhras, 2012)

Definition of ILO:

I defined it through its tripartite declaration of principles:

"Those in which they have their headquarters, whether they are public, joint or privately owned, and the degree of independence of each entity from other entities within multinational enterprises varies widely from project to project depending on the nature of the relationships between the entities and their areas of activity." (Naima, 2010)

Definition of the report of the Arab Labor Organization:

They are: "enterprises that own or control production facilities or services outside the country in which they are headquartered and whose products are manufactured simultaneously in different countries and sold through integrated distribution networks across national borders without restrictions...". (Tayeb, 2005).

Rolf definition:

It is: "a company whose foreign sales, the number of employees abroad, or the volume of investment in foreign countries must reach about 25% of the total sales, employees or investment" (Al-Aziz et al., 2010)

As for Abdullah bin Mansour Al-Ghufaili, he defined it:

It is: "a group of nascent or subsidiary companies, each of which carries out productive activities in different countries and each has a different nationality with one company, the parent company, which manages all these nascent companies within the framework of a unified global strategy"

3.5 Concept and definition of marketing policies

Marketing policies include:

1- Product Policy:

The product or commodity is what the institution produces based on certain inputs and in certain forms and dimensions for single use or for several uses by the consumer to satisfy one or several desires (directed to final or intermediate consumption) and may be a good or service, and the product represents different levels of satisfaction due to the different needs, tastes and preferences of consumers, but satisfaction depends on what the commodity achieves in addition to a number of factors, including how consumers perceive the benefits and benefits it performs, where it will be purchased and its reputation. And its credibility and places of maintenance with its physical design in addition to the marketing and promotional effort exerted by institutions.

The product policy is based on two ideas, the first is related to the classification of goods into groups that share their marketing characteristics, and the second is related to knowing the stages of the life cycle of the commodity, and the purpose of all this is to know the marketing characteristics of each commodity as well as at each stage of its life cycle so that it can be taken into account in drawing up the necessary policy to market goods effectively. .

A – Manufacture of the commodity: classified according to the way in which the commodity is purchased (who buys it, how and from where,

The quantities purchased, the number of purchases and the factors affecting the choice) as well as according to the nature of the commodity. They can be broadly classified into :

*Consumer goods: which are purchased by the last consumer to satisfy his needs, and they are classified into three categories

Main :

- Soft Goods Category:

It is the one that the consumer buys quickly from the nearest stores and without marketing or prior planning, and is divided into

Modular goods, which are characterized by a high frequency of purchases.

Category of marketing goods:

It is the one in which the consumer spends a great time or effort in comparing the available items before choosing or buying them, and is characterized by the high unit price and either by following a special desire that the consumer considers of great importance .

- Special Goods Category:

For some, it means new goods that need great promotional efforts to create public demand for them, and for others they meet the desires of a limited number of consumers. .

***Industrial goods:**

It is purchased for the purpose of using it in the production of other goods and is divided into :

-Goods that enter directly into the product, such as raw materials and semi-finished materials?

- Goods that are not directly included in the final product and are in turn divided into two categories:

Capital goods: which are degraded in one production cycle, such as machinery and equipment .

Operational commodities: such as fuels, oils and greases .

A. Pricing policy: Price can be seen as that purchasing power shown by the consumer to obtain the desired or desired good or service by him. This is because the purchasing power of the consumer will not be consumed depends on a number of factors, including the level of income, the degree of credit granted by the seller and the amount of wealth available. It links consumers' interest to the prices imposed on the goods and services to be consumed, which enables the use of price as a symbolic value by consumers. Pricing has specific objectives that include: What comes :

Profit target: Organizations achieve some of their basic objectives of achieving reasonable rates of profits, in practice there is great difficulty in defining a clear definition of this goal. Besides, its implementation is very difficult because there are no specific and agreed standards or standards .

B- Maximizing the company's market share :

Assuming sales increase, competitors' sales increase at greater rates and the organization will not feel safe. And to the judiciary

On this problem, the company tries to closely monitor its share of the market, so many companies reduce prices in order to get a larger share of the commodity market..

C - Facing competition: The company may follow a policy of facing poetic competition from other companies, and may

The company feels that it is certain to improve its market share or profits through non-price competition such as promotional efforts or product improvement or development. .

Prices are determined by the following forces: :

-Internal forces:

*Objectives: The impact of pricing targets depends on how accurately they are defined, especially quantitatively.

*Marketing mix: Marketing experts viewed price as one of the important elements of the marketing mix

The price decision must be understood as an integrated factor within the marketing strategy and must be marketed between it and

Elements of marketing strategy Some companies lower their prices as a marketing tactic while some companies raise them

In both cases, the marketing effort will only succeed if the price is processed within the framework of a marketing strategy that supports raising the price. .

*Commodity differences: The more a company's products are distinguished from competitors' products, the more free it is to determine their prices, but if all products are similar in their characteristics, it becomes difficult for any company to

Deviating from the prevailing prices .

*Costs: Costs are often seen as an important factor in expression. Because costs must be covered by prices, costs are seen as the main factor in determining price and while prices absorb long-term expenses, factors other than costs may be the main factors of pricing in the short term. .

-External forces:

*Demand: The demand for a good or service has an important impact on expression There are many factors that shape demand, including the price of the commodity, consumer income and preference The number and size of competitors.

*Competitors: Before reaching a price decision, the company must observe and follow price levels and predict the behavior of competitors in the industry, and also study the policy of newly entered companies that will enter the industry.

*Suppliers: The company is forced to raise the prices of its finished products when suppliers raise prices

Welding materials and raw materials, and suppliers often raise their prices when they discover that producers of different commodities receive huge profits in order to participate in these profits .

*Distribution: When the producer determines the prices of his products, he must estimate what the distributed intermediaries take so that the commodity

through them reaches the hands of the final consumers, and when the commodity flows on its way to the consumer through a few merchants, some of the profits that they would have obtained if the distribution of the commodity was through a long distribution line can be summarized.

*Government: Price decisions under private sector companies are also the subject of control and government intervention, and pressure may come through many ways, including: public complaint or government decision, and the government can control prices in ways other than forced pricing. The government is the biggest buyer in the internal markets in some industries. .

–3 **Distribution Policy:** Distribution channels: It is a group of institutions that are linked to each other in interest to exploit common commercial opportunities in the market. It is the means by which marketing organizations are viewed from the external interface through which tangible and intangible gaps that may arise as a result of the flow of goods and services from the producer to the consumer can be filled. The types of distribution channels are as follows: :

A- Consumer Goods Distribution Channels :

-From the producer to the consumer, which is the shortest distribution channel, and no intermediaries interfere in it, and the sale may be done by sale Personal, suitable for perishable goods .

B- Channels for the distribution of industrial goods :

-Industrial product - industrial user: used for the distribution of large goods.

-Industrial product - distributor - industrial user: used to distribute small-sized goods such as small machines.

-Industrial product - agent - banana p - used: It is the longest channel suitable for auxiliary materials - greases, oils.

-Product - Agent - Used: Used for companies that do not have marketing management - and suitable for companies entering new markets .

4. **Promotion Policy:** Promotion means the multiform element that interacts with other elements of the marketing mix and aims to achieve the resulting

communication process between the goods, services or ideas provided by companies that satisfy the needs and desires of consumers, whether individuals or institutions, and according to their capabilities. It aims to :

*Introducing consumers in their various categories to the good or service offered from time to time, especially those

Consumers with positive approval and opinions about the good or service .

*Trying to convince target consumers of the benefits or benefits that the good or service satisfactorily performs.

*Provide various information and data about the good or service.

*Deepening consumers' current positive perceptions about the commodity in order to push them to buy it on convincing bases.

The promotion includes several elements: :

Sender: The institution that produces or distributes the commodity.

Receiver: The audience that receives what the sender transmits.

Message: These are the qualities that a commodity has.

-Means of communication: It is considered one of the important things for how to deliver information about the commodity, such as: television - radio - newspapers.

The promotional mix is influenced by the following factors: :

*General economic situation

*Economic and financial situation of the enterprise

*The role of commodity life

-Commodity type and characteristics

-The nature of the prevailing competition

Fourth: Field Study

Study Tool

The questionnaire was relied upon, as it consisted of:

- **General information:** which deals with questions about (gender, age, job qualification, job title, years of experience).

- **Questionnaire questions:** It includes questions about the independent variable (marketing environment), and questions about the dependent variable (marketing policies).

Exploratory study to ensure the validity of the study instrument:

To ensure the validity of the study tools, the researcher distributed the questionnaire to a sample of 10 individuals and conducted the Cronbach alpha test to test the stability of the resolution in order to test the truthfulness and analyzed the data using the statistical program SPSS Version.

Table 1 Cronbach's alpha results

Axis	Number of ferries	Cronbach alpha value
Marketing Environment	7	0.871
Marketing Policies	9	0.913

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

From the previous table, we find that the value of the Cronbach alpha coefficient for all axes is above 60%, which indicates that the tool has a high degree of stability and can be relied upon in the field application of the study..

Third: Sample Description:

The researcher published the questionnaire electronically to the employees of multinational companies, where 60 questionnaires were collected, and he deleted 10 questionnaires due to discrepancy in random answers and responses. The number of questionnaires valid for analysis was 50. The researcher attributes this good response to the proliferation of many multinational companies and the fact that the subject of research is currently important and touches on marketing management.

The distribution of the sample was as follows:

Table (3) Characterization of sample characteristics

Variable	Iteration	Percentage
Sex	male	54%
	female	46%
lifetime	Less than 30	24%

	From 31 to 40	18	36%
	From 41 to 50	12	24%
	50 and above	8	16%
Qualification	Bachelor	34	68%
	Master	11	22%
	Doctorate	5	10%
Experience	Less than 5 years	10	20%
	From 6 years to 10	25	50%
	From 11 to 15	10	20%
	More than 15 years	5	10%

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

The previous table shows that the percentage of males amounted to 54% of the total vocabulary of the study sample, which is more than the percentage of females, which amounted to 46%. The researcher attributes the increase in the proportion of male respondents to females because most employees within multinational companies are more predominantly male than female. The table also shows that the percentage of the older age group of the study sample is (from 31 to 40 years) by 36%, followed by the two groups (less than 30 years) and the category from (41 to 50 years) by 24%. It was also found that the largest percentage of the study sample is from the bachelor's degree at 68%, and that the largest percentage of the sample has experience from (6 to 10 years) by (50%).

Analytical study:

The One Sample t-Test was applied to find out the extent to which the study sample members agree or disagree with the statements included in the questionnaire axes. This test examines the difference between the average answer for each statement compared to a hypothetical value that can be chosen. The value chosen here is (3) which is the neutral value on the Likert pentameter.

Table (3) One Sample T-Test Results

Axis	figure	mean	Standard deviation	T	Morale level	Test result
Marketing Environment	1	3.68	1.253	3.839	0.000	There is a statistically significant difference (approval)
	2	3.62	0.967	4.536	0.000	
	3	3.74	1.084	4.825	0.000	
	4	3.82	1.082	5.358	0.000	
	5	3.96	1.177	5.766	0.000	
	6	3.68	1.301	3.697	0.001	
	7	3.74	1.121	4.666	0.000	
Marketing Policy	8	3.92	1.007	6.461	0.000	
	9	3.74	1.139	4.592	0.000	
	10	3.92	1.007	6.461	0.000	
	11	3.94	1.202	5.529	0.000	
	12	4.08	1.047	7.296	0.000	
	13	4.08	1.027	7.436	0.000	
	14	4.08	0.986	7.742	0.000	
	15	3.96	1.142	5.943	0.000	
	16	3.82	1.207	4.804	0.000	

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

From the previous table, we note that the total sample members agree on the content of all the phrases of the marketing environment axis, as their averages were more than the neutral value (3), and the t-test showed a substantial difference between the average of these phrases and the neutral value.

Hypothesis test of the study:

Before using simple linear regression analysis to test the hypotheses of the study, it was confirmed that the condition of normal distribution (moderation) of the data was met through torsion and hypertension measures. As shown in Table (4), all values were within acceptable limits, so we can say that the condition of normal distribution of data is met.

Table (4) Results of the test for the normal distribution of variables

Variable	Convolution	Hypertonic
Marketing Environment	-0.715	0.689
Marketing Policies	-1.338	1.805

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

Results of simple linear regression analysis:

Main hypothesis 1H: There is a significant impact of the environment on the marketing policies of multinational companies in Iraq. To test this hypothesis, the researcher applied simple linear regression to see if the marketing environment affects the marketing policies of multinational companies. The following table shows the results of this test:

Table (5) Simple Regression Analysis Results

	Correlation coefficient R	Coefficient of determination R2	F Calculated	Moral value	Regression constant	Regression coefficient
H1.1	724 ^{Thousands} of Victims	0.525	53.014	Per Month	0.781	0.724

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

From the previous table we note that for :

Hypothesis H1: The correlation coefficient is 0.724 and therefore there is a positive relationship between the marketing environment and marketing policies. The coefficient of determination is 0.525, meaning that the variance in the marketing environment variable explains 52.5% of the variance of the dependent variable (marketing policies). As we can see when studying the quality of the regression model using the Fischer F test that the value of F calculated for the analysis of regression variance is equal to 53.014 and that the corresponding significant value is equal to 0.000 which is less than 0.05, which indicates that the test is significant and therefore there is a statistically significant impact of the marketing environment on marketing policies in

multinational companies. We also find that the value of the regression equation constant is equal to (0.781), which indicates the value of the dependent variable (policies) marketing) when the value of the independent variable (marketing environment) is absent, and the value of the regression coefficient is equal to (0.724), which indicates the amount of increase in the value of the dependent variable if the independent variable increases by one unit. The regression equation is therefore

$$y = ax + b \quad \longrightarrow \quad y = 0.724x + 0.781$$

Conclusions and recommendations:

v Results:

1. The level of the marketing environment in Iraqi multinational companies is high and has an impact on the marketing policies followed by them.
2. The views of the research sample are dominated by positive attitudes towards each of the variables of the marketing environment, which means a close awareness of these variables and their impact on marketing policies.
3. According to the previous two results, the marketing environment surrounding the company positively affects the marketing policies followed in the companies under study.

v Recommendations:

1. Paying attention to the process of developing marketing policies by focusing on the environmental dimensions most influential in marketing policies, represented by (economic factors and then technical, social and cultural factors).
2. Paying attention to the dimensions of the influential marketing environment, which was addressed in the research as a positive indicator towards the direction of the company's policies to achieve its marketing goals.
3. The need to perform the function of marketing policy efficiently and effectively by relying on taking all variables that represent (opportunities and threats) into account when planning.

4. The need to coordinate the marketing policy with the organization's plan because of its great role in achieving the goals of the organization as a whole.

Conclusion:

As multinational corporations are giant economic entities with extensive investment activities that they achieve across various continents, penetrating the national borders of countries, both developed and developing, as these companies are trying to enhance their competitiveness through their dominance in the global market, so they have become in control of the global economy, through their control of the backbone of politics and the economy together from production and its exchange.

On the other hand, it controls the stability of its manufacturing centers in several geographical regions of the world, as well as the movement of capital to and from it, all thanks to its various marketing policies on which it makes its strategic decisions.

These companies can passively accept the marketing environment as an uncontrollable element to which they must adapt, avoid threats and take advantage of opportunities as they arise. Or they can take a proactive stance, working to adapt to environmental changes rather than just responding to them. Whenever possible, companies should try to be proactive rather than reactive and their marketing policies should be compatible with the environment around them and flexible to interact with and with them. .

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