

Impact of Peace Marketing on The Strategic Sovereignty: An Exploratory Study in Noor Al-Kafeel Corporation for Animal and Food Products

Yousif Hchiam Sultan Al-Taie¹, Baqer Khudair Abdul Abbas Al-Hadrawi²

Faculty of Administration and Economics, University of Kufa, Iraq. Email:
yousefh.altaie@uokufa.edu.iq

Faculty of Administration and Economics, University of Kufa, Iraq. Email:
baqeralhadrawy@atu.edu.iq

Abstract

The marketing of peace is a central source of reference for social transformation and global prosperity. It provides vital research on developing programs and campaigns geared to the imposition and support of ideas that lead to conflict resolution. It analyzes and proposes various peace marketing campaigns in which they present how customers can use the A.M.A.N. The organization uses different tactics to console and achieve political, social, and individual peace. In addition, to enhance the sustainability of resources and education by highlighting topics such as civic participation, conflict management, and symbolism. The study found statistical findings representing the impact of the marketing of peace in strategic sovereignty. The effects varied between dimensions, and the most influential was customer rights and thus economic development and transparency. It has also been shown that the study sample institution believes that ensuring strategic sovereignty is based on competitive advantage.

Keywords: peace marketing, strategic sovereignty.

1. introduction

Peace is one of the concepts that has not been quality in the minds of human beings since ancient times, and countless studies have proven their value from human and economic development, social justice, stability, and the promotion of human rights [1]. From a marketing point of view, we can identify a series of signs that contribute to creating some symbols of peace with an important and recognized role in promoting this concept, including dove, olive branch, white flag, peace tube [2].

The concept of peace marketing emerged in 2016 and was launched at the World Business Conference for World Peace – Peace Marketing, which was added by Hiroshima University (Japan). This conference brought together shareholders and researchers in this field who constantly face the challenges arising from competencies within international business relations for peace marketing [3]. During the Conference, I presented and discussed possible solutions to conflicts that have occurred around the world. Furthermore, she suggested possible ways that marketing peace as a strategic principle within international affairs would raise the level of security, meet the best individual needs, and contribute to the preservation of world peace [4].

Interest in the concept of strategic sovereignty has increased by organizations in recent years, especially as they look at how to achieve their strategic sovereignty in the markets, especially since organizations are always trying to reduce competitive pressure to reach a state of balance (stability). As a result, much-needed innovation in strategic management is available. Its timely arrival is an excellent concept to develop the strategy in mature markets [5].

Strategic sovereignty is a crucial topic in strategic management, enabling managers to tailor and plan their strategies according to their environment or to change the setting in their favor. This process begins with an analysis of the current competitive environment. The next step is to understand the appropriate strategic model for the industry, wildly if the organization cannot succeed in the background or wishes to challenge the current situation to improve its position [6].

Organizations may consider becoming a new environment to achieve strategic sovereignty. In some cases, the Sovereign Organization may have a strategy, and in others, a group of regulators shares authority. Small and large organizations can win strategic sovereignty in an area of competitive size [7]. The importance of the study is highlighted by the interest of the marketing of peace with the rights of customers such as the right to safety, the right to information, the right to choose, etc. It entails providing safety, peace, love, and reliability in delivering products to customers and building a knowledge base to market peace by dealing with the transparent

cost, transparency of supply, organizational transparency, and technology. Furthermore, to stimulate strategic innovation processes in marketing organizations and form a foothold in the future competitive market and enable the organization to choose the appropriate knowledge for it and determine intellectual capital. Which is reliable in the future, and finally find strategic value for the marketing organization if it decides to apply the philosophy of marketing peace as a business approach.

The problem of the study lies through the dialectic theories concerning the topics of research and the intellectual controversy of (the subject of the marketing of peace and the issue of strategic sovereignty) on the one hand. On the other hand, it is the diversity of views, opinions, intellectual theses, inference, and inference analysis by scholars, researchers, and marketing writers regarding the intelligent controversy. It accompanied current topics in marketing and went beyond the limits of postmodernism in such issues because access to strategic sovereignty is one of the most difficult and needs in-depth marketing thinking. The researcher's follow-up to the study's topics clarified an intellectual debate about the study's main variables. The diversity of philosophical views of it and there became a near consensus for the need to market peace at this critical stage to lead the world. There was an outbreak of marketing deception, falsification, and evasiveness in communicating information to the customer. Most marketing organizations are now appealing for strategic sovereignty after fierce competition, and reliability in product offerings has become the main assumption sought by organizations to build a long-term relationship with the customer.

2. literature review

2. 1. peace marketing

Peace Marketing is a relatively new concept representing non-profit marketing, social marketing, or a general international marketing system to establish peace [8]. According to [9]. It is an essential issue for the study of global and international peace relations. The marketing of peace promotes humanity by influencing human behavior towards peace and social harmony and making the world free of conflict, terrorism, genocide, violence, war, and acts of self-destruction [8].

Wolff [9] believes that peace is an integral part of global sustainability, and even within regulatory sustainability, i.e., the organization does not achieve sustainability if it is not peace-oriented. It can be strengthened through the educational process. The founder of modern marketing, Professor Kotler [10], asked some questions when he was trying to preach the spiritual aspect of marketing, such as Can marketing contribute to world peace? Can we market peace through marketing?

This response may baffle some individuals without a deep understanding of marketing; when marketing is understood as learning what the customer needs and finding constructive, respectful, and mutually beneficial ways to meet those needs, Kotler's meaning becomes clear.

Kotler believes that peace can only be achieved in all parts of the world through unity and cooperation by reducing the main contradictions between nations and social, cultural, political, and economic differences.

At the heart of all marketing is understanding clients' basic aspirations to meet their needs and please them in acceptable ways. A few desires are as strong as wanting to live happily together with a completely different customer. The use of marketing concepts and practices to promote this desire is an expression of love that can lead to peace [11].

The answers have created an opportunity to reflect on how and why marketing initiatives can contribute to world peacemaking through these questions and beyond. For example, how can SalaM, such as products, ideas, zaban, or place, be marketed by many scientists, peace practitioners, media users, and social activists. Peace is one of the fundamental goals of society and is an ideal image of harmony and conflict reversal [12].

According to the Institute for Economics and Peace in 2018, peace is customer welfare and prosperity as businesses play a more significant role in winning conflicts worldwide. Violence and war have cost the global economy (14. \$76 trillion in 2017). However, most global conflicts have economic scale, business sustainability, and peacebuilding [13].

According to Kotler [14], peace marketing initiatives cannot be restricted in some communications campaigns. Peace leaders should focus on income and wealth inequality issues that cause all forms of conflict and unrest in the world. Peace marketing initiatives should solve the world's problems [8].

The outbreak of war and conflict between nations results from many genocides and political chaos to root out and eliminate the this-continuing rule. Therefore, customers, organizations, and governments need to fundamentally change the distribution of assets, resources, and ideals in the world [15].

According to Nedelea and Nedelea [8], peace marketing interventions should aim at social transformation and global prosperity for the world. Therefore, marketing programs and campaigns play a pivotal role in resolving conflicts that lead to peace, political, social, and individual sustainability.

Religious extremism can be reduced by following community marketing concepts to promote social good and promote peace [11]). Pavlát and Knihová [16] have put peace marketing in the stream of the community marketing concept. They have suggested that peace marketing interventions (promoting peace) should educate customers to shift their behavior from self-focus to community focus.

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Through the above intellectual and theoretical concepts about the peaceful aspect, peace marketing will be defined. Unfortunately, like other intellectually controversial administrative and marketing sciences, researchers have disagreed in finding a unified definition of it, and the following table illustrates the concept of peace marketing.

Table (1). The concept of marketing peace, according to some authors

to	Researcher	The year	Definition
1.	Nedelea & Nedelea	2015	- Peace marketing is a relatively new theme in marketing management that supports humanity and the sustainability of organizations by making the world free of destructive acts such as terrorism, genocide, violence, war, and crimes against humanity.
2.	Todua & Jashi	2016	It is to use a range of marketing techniques that help convince customers to change their behavior and prioritize their interests not only for them but mainly for the whole community's benefit.
3.	Brîndușa-Mariana	2017	- Is a range of technologies that work to identify the best solutions to satisfy the customer and provide for his needs.
4.	Gupta	2019	It is a marketing initiative to transform the conflict to build a harmonious world in which marketers try to identify the actual needs and requirements of the markets and know the behavior of customers to determine how to solve problems in better ways to satisfy them best as possible.
5.	Olha et al	2019	- Is the field of social interaction of different topics, directed to form a negative attitude of society towards any expression of aggression and support for peace worldwide.
6.	Huda	2020	Actions and interventions to promote peace and avoid conflicts.

Source: Preparing the authors based on the literature of the study

The researcher believes that the marketing of Peace is a broad concept that all organizations need in the present era because it reflects the state of melting conflicts. Providing customer social needs helps promote social interaction between customers and organizations on the one hand. Between organizations and society, on the other hand. So peace marketing count is an understanding of the needs of customers and culture that contribute to the establishment of marketing, community, commodity, service, and other peace. Fort [17] focused on three critical dimensions of peace that need to be considered if an organization wants to contribute to the marketing of stability [18]. First, economic development is "the process of establishing and using physical, human, financial and social assets to generate economic well-being and an improved and widely shared quality of life for a community or organization" [19]. Second, transparency is defined as "the degree to which the organization shares with leaders, its staff, its values, culture, strategy, business processes and the results of those processes with the customer. It is the opposite of blackout as organizations work behind closed doors and windows" [20]. Customer's rights are defined as "emphasizing the organizations' interest in customer protection and including access to products. Services are within an integrated framework of transparency and disclosure so that they can make their decisions on rational grounds" [21].

2.2. Strategic Supremacy

Sovereignty is an English word derived from the Latin word *Supremus*, which means "highest ranks of power and influence." The word sovereignty in the Oxford Dictionary reflects a situation or circumstance that outperforms others in influence and power [22]. Strategic sovereignty reminds us of the old twinkle about the patient who went to the doctor and said to him, "Doctor, every time I bend back, it hurts me." The doctor's response was: "So, don't do it," today, managers are asked to bend back to adopt the latest trends in business strategy: turmoil, revolution, chaos [23].

Hundreds of papers dealing with strategies to disrupt the status quo lead the revolution and the administration to the brink of chaos [7]. Many flexible organizations have earned a lot of money through these high-risk strategies, especially those that have the flexibility to bend back by abandoning their current strengths. Jumping

down to a new approach, but that's only part of the story, large multinational and diverse, dispersed organizations are already leaders in their industries [24].

Collapse, revolution, and chaos can lead to the organizations being dissuaded to breaking point, with many organizations facing "initiative fatigue." Which weakens and undermines its managers and workers and causes unnecessary rotation and bad disruption that weakens its position [25].

Given the regulatory constraints and the cost of changing the workforce of a large organization, these organizations should probably follow the doctor's advice in the old joke and "stop doing so." Especially given that most revolutions, as T.J. explains, fail, and most revolutions are suspended. While processes make headlines, profits often come from stability and orderly change [5].

The organizations have previously focused on the season competitors in a fixed game. Still, their primary focus is on understanding the relationship between the turmoil in the environment and choosing its strategy [26]. In doing so, managers can develop and maintain better systems that lead to strategic sovereignty. This process begins with analyzing the organization's current competitiveness, followed by an understanding of the industry's competition rules [27].

If the organization cannot succeed in the environment or wishes to challenge the status quo to improve its status, it may consider changing the rules. The ability to establish competition rules to control development is an aspect of strategic sovereignty [5]. Suppose the organization is to form strategic independence by creating the field and basis of competition for its competitors. Highly competitive environment studies provide insight into the relationships inextricably intertwined between disorder patterns and competition rules.

Some strategies may work well in one, but not in another environment. For example, successful strategies in relatively stable environments may be responsible for unstable ones. In the past, profits depended on stability and lack of competition [5]. In the 1990s, highly competitive environments result from increased competition, which focuses on establishing a new basis for competition to attract customers, which is done by expanding the ideas derived from highly competitive markets. D'Aveni [25] suggests that the disorder creates competitive environments characterized by distinct patterns of turbulence determined by the frequency and the nature of their destruction or enhanced efficiency.

The concept of strategic sovereignty provides a unified view of establishing competition rules at any given point in time and the emergence of control and is part of strategic sovereignty [28]. The strategically sovereign organization sets the rules using different models of gaps and has been able to think about the strategy in the language of fundamental capabilities. For example, market shares, product portfolios, price reduction, operational excellence, and unique value of the customer, so the concept of strategic sovereignty does not replace any of these concepts [29].

The basis of strategic sovereignty may be in core capabilities, operational excellence, and exceptional value, which is the basis for the success and sustainability of a strategy [30]. But this is not enough for the organization to be successful and effective in the long run, requiring strategic forces. The balance of power is the only thing that will bring continuity, innovation, and efficiency to the organization, industry, and society [5].

Table (2). The concept of strategic sovereignty, according to some authors

to	Researcher	The year	Definition
1.	Day	1997	- Is the ability of an organization to achieve regulatory status by adopting isolation mechanisms to deter competitors in the market.
2.	D'Aveni	2001	- Is the power that creates the ability to define the field of competition as a means of overcoming chaos and shaping the world.
3.	his	2002	Are functional structures for drawing and determining the scope of influence of the organization. Strategic sovereignty determines and improves its relative strength and establishes the strategic intention of each part of the scope.
4.	D'Aveni	2004	It builds new advantages to replace the old benefits to move competitors and push them to continue competing. Expand their influence by providing value to service or product recipients in directions that do not conflict with their ambitions so that they can divert their resources against other competitors.

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5.	Strikwerda, & Rijnders,	2005	- The theoretical concepts available are intended to analyze and describe possible market structure and number of competitors.
6.	Donatella & Daniele	2005	- The organization's ability to control resources and critical factors related to suppliers and access to the best distribution channels. Generate strategic knowledge, and work it out more efficiently and effectively than its competitors.
7.	Al-Zu'bi	2017	"The functional structures intend to shape the scope of the organization's influence. Therefore, It decides to improve its strength, as well as to establish a strategic objective for the organization in every part of the scope."

Source: Preparing the researcher based on the literature of the study

For the above, the researcher defines strategic sovereignty as the organization's ability to achieve strategic superiority over its competitors by completing activities different from others and its outstanding performance that achieves sustainability.

However, the researchers [5, 21, 25] have three dimensions: the **sphere** of influence: the sphere of influence is an understanding of the political geography.

Competitive Compression: Some may understand that competition between organizations is done by making efforts in areas tested in the area of mutual impact. Meanwhile, face-to-face competition is usually a waste of resources and often losses.

Strategic sovereignty provides tools to measure and plan the competitive pressure model in the industry and interpret the meaning of the strategic implications and implications of these pressure models for the organization's position within the power pyramid of Hans (2012).

Competitive Configuration: Competitive Configuration is competitively built through the analysis of competitors as the competitive environment is the last part of the external environment. Superpowers rarely compete to eliminate another competitor in competitive space. Instead, the prosperous superpower is forming other superpowers to gain sovereignty in the markets for geographical products. The electronic products that matter most to their sphere of influence [5].

As for the hypotheses of the study, the **central hypothesis** is there is a positive statistically significant relationship to market peace in strategic sovereignty at the macro level, and the following sub-hypotheses emerge from it:

The first sub-hypothesis: there is a positive Statistically significant impact relationship between economic development and strategic sovereignty.

Sub-hypothesis II: There is a positive, Statistically significant impact relationship between transparency and strategic sovereignty.

Sub-hypothesis III: There is a positive, Statistically significant impact relationship between customer rights and strategic sovereignty.

3. Data and Method

This was carried out by surveying a sample of the Nour Al-Sponsor Institution for Animal and Food Products, the holy province of Karbala. To achieve this goal, the resolution has been used as a vital tool for collecting the required data by distributing it to sample members. The researcher distributed the questionnaire electronically to the employees of the institution and the number of responses (226). After that, it became clear that (7) questionnaires did not contain complete data, so they were excluded. In addition to conducting outlier testing if there are 17 weird and extremist data. Thus, it was excluded from the data to be the final sample size (202). It was analyzed using several statistical tests available within the statistical programs (SPSS V24 and SMART PLS). The study determined the level of answers in the light of mathematical averages by determining their affiliation with any category. Because the study measure is based on the five-year Likert scale (fully agreed - not fully approved), there are five categories to which the arithmetic averages belong. The categories are as follows [31]:

- 1 (1-1.80): Very low
- 1.81 (2-2.60): Low
- 2.61(3 – 3.40): moderate
- 3.41(4 – 4.20): high
- 4.21 (5-5.0): Very high

4. Results

4. 1. Descriptive analysis of the peace marketing hub

From the results of the investigation within the table (3), it is clear that the agreement is favorable on this axis, the agreement rate (81.01 percent), which is a high positive percentage. In the middle of my account, it was valued at 4.051. A standard deviation of 0.444 and a in terms of dimensions were as follows:

4. 1. 1.Economic Development

From the results of the table below, it is clear that there is a highly favorable agreement on this dimension with an agreement rate of (79.90%) in the middle of my account (3.995) and a standard deviation(0.559). If the consistency and harmony of the aga, the search sample shows the direction of this dimension. The item the institution contributes to the promotion of labor investment and available wealth was recorded as the highest ratio of agreement between the opinions of the sample with an agreement rate of (82.97%). The lowest item at the level of the understanding was item (Datax_5)(the institution is working to promote the growth of its customers' economy)with an agreement rate of (74.75%).

4. 1. Transparency

The results of the analysis indicate that there is a highly favorable agreement on this dimension with an agreement rate of (80.79%)in the middle of my account (4.040) and a standard deviation(0.526). The item (Datax_11)(the institution relies on transparency prominently as one of the drivers of customers in the complex nature of their choices and preferences) recorded the highest ratio of agreement between the opinions of the sample with an agreement rate of(85.05%). On the other hand, the lowest item at the level of the understanding was item (Datax_10) (the institution focuses on making honesty a fundamental value for it and making the privacy of the product at the forefront of marketing implementations)with an agreement rate of (77.72%).

4. 1. 3. Customer's Rights

From the results of the table, it is clear that there is a favorable agreement high on this dimension by an agreement rate of (82.34%) in the middle of my account (4.117) and a standard deviation (0.554). The item (Datax_15) was recorded (the institution is working to disclose and store information about products and services for the possibility of dangerous substances that could endanger the customer's life). As the highest percentage of agreement between the opinions of the sample with an agreement rate of (85.05%). The lowest item at the level of the deal was the item(Datax_16) (the institution pays attention to listening to its customers about decisions and plans that concern them with addressing the grievances of unsafe products and services) at an agreement rate of (80.99%).

Table(3). Results of descriptive analysis of the peace marketing variable

Relative importance	Top value	Minimum value	Lost values	Standard deviation	Weighted arithmetic medium	Item	Item code
82.77	5.00	1.00	0	0.811	4.139	The institution aims to ensure the economic and social well-being of its customers.	Datax_1
77.43	5.00	1.00	0	1.024	3.871	The Institution seeks to achieve a widespread and sustainable increase in the overall standard of living of customers within the community.	Datax_2
81.58	5.00	1.00	0	0.843	4.079	The Institution plays a vital role in establishing new development projects that will inflate and stimulate the economy.	Datax_3
82.97	5.00	1.00	0	0.784	4.149	The Institution contributes to promoting the	Datax_4

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						investment of labor and available wealth.	
74.75	5.00	1.00	0	1.095	3.738	The institution promotes the growth of its customers' economy.	Datax_5
79.90	5.00	2.40	0	0.559	3.995	Economic Development	X1
80.50	5.00	1.00	0	0.883	4.025	The organization takes customers' opinions in making decisions because of their essential and prominent role in achieving competitive advantage.	Datax_6
81.29	5.00	1.00	0	0.876	4.064	The Institution seeks to work in building trust within the relationships between the brand and the customer.	Datax_7
80.79	5.00	1.00	0	0.992	4.040	The organization efficiently discloses and transmits information to its internal and external customers.	Datax_8
79.41	5.00	1.00	0	0.863	3.970	The institution aims to adopt transparency to influence decision-making for target customers spontaneously.	Datax_9
77.72	5.00	1.00	0	0.998	3.886	The organization focuses on making honesty a key-value and making product privacy at the forefront of marketing implementations.	Datax_10
85.05	5.00	1.00	0	1.084	4.252	The organization relies on transparency prominently as one of the customers' drivers in the complex nature of their	Datax_11

						choices and preferences.	
80.79	5.00	2.50	0	0.526	4.040	Transparency	X2
81.49	5.00	1.00	0	0.997	4.074	The Institution seeks to ensure customers' rights because of their vital role in the development of society.	Datax_12
81.39	5.00	1.00	0	0.826	4.069	The institution provides a guarantee that all its products are safe for use by the customer.	Datax_13
82.87	5.00	1.00	0	0.917	4.144	The Institution recognizes customers' right to safety when awarding compensation to the customer who has been harmed due to negligence.	Datax_14
85.05	5.00	1.00	0	0.847	4.252	The Organization detects and stores information about products and services for hazardous materials that could endanger the customer's life.	Datax_15
80.99	5.00	1.00	0	.862	4.050	The Institution pays attention to listening to its customers about decisions and plans that concern them with addressing the grievances of unsafe products and services.	Datax_16
82.28	5.00	1.00	0	0.805	4.114	The organization gives the customer the right to be aware of their fundamental rights and responsibilities to make an informed decision about products and services.	Datax_17
82.34	5.00	2.17	0	0.554	4.117	Customer rights	X3
81.01	5.00	2.54	0	0.444	4.051	Peace Marketing	X

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4. 2. Descriptive analysis of the axis of strategic sovereignty

From the results of the study within table (4), it is clear that the agreement is favorable on this axis, the agreement rate (75.47 percent), which is a high positive percentage. In the middle of my account, it was valued at 3,773 and a standard deviation of 0.641. As for the dimensions, they were as follows:

4. 2. 1. Circle of Influence (Influence)

From the results of the table, it is clear that there is a highly favorable agreement on this dimension with an agreement rate of (70.92%) in the middle of my account (3,546) and a standard deviation (0.805). Suppose the consistency and harmony of the sample's responses show the direction of this dimension, the item (Datay_6)(the enterprise presents a set of distinctive products and services that make it a leader in the market). The highest ratio of agreement between the opinions of the sample with an agreement rate of (77.13%), and the lowest item at the level of understanding was item (Datay_4)(the institution maintains its competitive position when marketing its products and services to strengthen its strategic position) by an agreement of (63.86%).

4. 2. 2. Competitive pressure

The results of the analysis indicate that there is a highly favorable agreement on this dimension with an agreement rate of (77.74%) in the middle of my account (3.887) and a standard deviation(0.709 Datay_11). The highest percentage of agreement between the opinions of the sample with an agreement rate of (85.64%). The lowest item at the level of the agreement was item(Datay_9)(the institution is working to create competitive strategies to maintain its competitive position) with an agreement rate of (65.74%).

4. 2. 3. Competitive formation (construction)

From the results of the table, it is clear that there is a highly favorable agreement on this dimension with an agreement rate of (77.74%) in the middle of my account (3.887) and a standard deviation (0.725Datay_15). The highest percentage of agreement between the opinions of the sample with an agreement rate of (83.66%). The lowest item at the level of the agreement was the item(Datay_13)(the ability of the institution to manipulate the rules of competition continuously) with an agreement rate of (70.40%).

Table (4). Results of descriptive analysis of the strategic sovereignty variable

Relative importance	Top value	Minimum value	Lost values	Standard deviation	Weighted arithmetic medium	Item	Item code
73.66	5.00	1.00	0	1.064	3.683	The organization has a cohesive sphere of influence by controlling competition rules in the area in which it operates.	Datay_1
74.65	5.00	1.00	0	1.031	3.733	The institution pursues particular strategies to market its products and services to each of its areas of influence.	Datay_2
71.09	5.00	1.00	0	1.176	3.554	The organization proactively controls the market to beat competitors.	Datay_3
63.86	5.00	1.00	0	1.127	3.193	The organization maintains its competitive position when marketing its products and services to enhance its strategic position.	Datay_4
65.15	5.00	1.00	0	1.173	3.257	The Institution tries to understand the behavior of influential	Datay_5

						competitors in spheres of influence.	
77.13	5.00	1.00	0	0.974	3.856	The organization introduces a range of unique products and services that make it a market leader.	Datay_6
70.92	5.00	1.00	0	0.805	3.546	Circle of Influence (Influence)	Y1
81.68	5.00	1.00	0	0.803	4.084	The institution works to identify and seek to avoid competitive pressure in the sphere of influence.	Datay_7
80.69	5.00	1.00	0	0.916	4.035	The institution accepts the presence of other competitors in the market to avoid competitive pressure.	Datay_8
65.74	5.00	1.00	0	1.136	3.287	The organization is creating competitive strategies to maintain its competitive position.	Datay_9
71.68	5.00	1.00	0	1.068	3.584	The institution is working to create barriers to the entry of new competitors.	Datay_10
85.64	5.00	1.00	0	0.801	4.282	The institution relies on creating competitive value in its excellence and considering it a significant strategic sovereignty source.	Datay_11
80.99	5.00	1.00	0	0.961	4.050	The institution works to identify and seek to avoid competitive pressure in the sphere of influence.	Datay_12
77.74	5.00	1.00	0	0.709	3.887	Competitive pressure	Y2
70.40	5.00	1.00	0	1.121	3.520	The ability of the organization to manipulate competition rules on an ongoing	Datay_13

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						basis.	
81.09	5.00	1.00	0	0.910	4.054	The organization constantly strives to create new competitiveness and proactively.	Datay_14
83.66	5.00	1.00	0	0.805	4.183	The Institution seeks to have all the resources and capabilities available to create a competitive advantage in pursuing strategic sovereignty.	Datay_15
74.16	5.00	1.00	0	0.956	3.708	The organization balances areas of influence and competitive formation to become the dominant force in the market.	Datay_16
79.41	5.00	1.00	0	0.908	3.970	Please take advantage of unique resources and competencies by collaborating with other institutions to create more excellent stability in their strategic position.	Datay_17
77.74	5.00	1.00	0	0.725	3.887	Competitive formation (construction)	Y3
75.47	5.00	1.00	0	0.641	3.773	Strategic sovereignty	and

4. 3. Testing direct impact hypotheses

This item aims to present and discuss search results to reach the validity of direct impact hypotheses, including a description and analysis of the impact relationships between search variables. He described the degree to which independent variables of the core contributors interpret their adopted variables. This is through the following division:

The main hypothesis

There is a significant and expelled relationship between the marketing of peace and strategic sovereignty

From a review of the analysis values of impact relationships described in table 5, it is clear that there is a significant impact of the peace marketing variable in strategic sovereignty. The fixed effect value ($= 1,722\alpha$). The common effect value was ($=0.506 \beta$). This indicates a high rate of impact. The interpretive capacity of the model reflected in the value of the interpretation factor was ($R^2 = 0.123$). The relationship is significantly based on the matter (F), which recorded a value greater than the scheduling value within the indication and sample size. In addition, the value of the level of significance has been recorded acceptable values and achieves the acceptance requirement, which requires that it be smaller than (0.05).

About sub-hypotheses, they were as follows:

The first sub-hypothesis: *there is a significant and expelled relationship between economic development and strategic sovereignty*

The analysis of correlation relations indicates a significant impact of the economic development variable in strategic sovereignty, with the value of the fixed effect ($= 2,476 \alpha$). The combined effect was ($=0.325 \beta$). This indicates a high rate of impact. The interpretive capacity of the model, reflected in the value of the interpretation factor, was ($R^2 = 0.080$). The relationship is significantly based on the matter (F), which recorded a value greater than the scheduling value within the indication and sample size. In addition, the value of the level of significance has been recorded acceptable values and achieves the acceptance requirement, which requires that it be smaller than (0.05). From the preceding, it is clear that this hypothesis is accepted.

Sub-hypothesis II: There is a significant and expelled relationship between transparency and strategic sovereignty

From a review of the analysis values of impact relationships described in the table, it is clear that there is a significant impact of the transparency change in sovereignty except strategic. The fixed effect value ($= 2,587\alpha$). The typical effect was ($=0.294 \beta$). This indicates that the impact is high, and the interpretive capacity of the model reflected in the value of the interpretation factor has reached ($R^2= 0.058$). The relationship is significantly based on the matter (F), which recorded a value greater than the scheduling value within the indication and sample size. In addition, the value of the level of significance has been recorded acceptable values and achieves the acceptance requirement, which requires that it be smaller than (0.05).

Sub-hypothesis III: There is a significant and expelled relationship between customer rights and strategic sovereignty

The analysis of correlation relationships indicates a significant impact of the customer's rights change in strategic sovereignty. The fixed effect value ($= 2,218\alpha$). The typical effect was ($=0.378 \beta$). This indicates that the impact is high, and the interpretive capacity of the model, reflected in the value of the interpretation factor, has reached ($R^2 = 0.107$). The relationship is significantly based on the matter (F), which recorded a value greater than the scheduling value within the indication and sample size. In addition, the value of the level of significance has been recorded acceptable values and achieves the acceptance requirement, which requires that it be smaller than (0.05). From the preceding, it is clear that this hypothesis is accepted.

Table(5). Influence transactions between peace marketing and strategic sovereignty

Variables	A	B	R ²	F	P
Economic Development	2.476	0.325	0.080	17.418	0.000
Transparency	2.587	0.294	0.058	12.321	0.001
Customer rights	2.218	0.378	0.107	23.824	0.000
Peace Marketing	1.722	0.506	0.123	27.977	0.000
(F, 0.05) = 3.920		(F, 0.01) = 6.851			

5. Conclusions and discussion

It turns out that the concept of marketing peace and its development was a natural result of successive developments and continuous changes in various stages in the business environment to reach where it is now. It turns out that there is an increase in academic interest in the subject of marketing peace at the foreign and Arab level, which in turn was reflected in academic studies specialized in marketing management. His money has a prominent role in the success of the organizations. The results have shown that the institution has the possibility of a sample study in investing the labor and available wealth to ensure the optimal exploitation of these resources. It also became clear that there is a weakness in the role of the study sample institution in supporting the economy of its customers and the general standard of living at the level of the individual and society and that the role is limited in this area. It turns out that the study sample institution is keen to disclose the information required to its customers, often considering the appropriate timing. Complaints by customers are weak and quick solutions have been delayed. The customer needs more time to get his problem and complaints, indicating a lack of response. The Institution is interested in disclosing and storing information relating to its products and grants the right of customers to award compensation for their resulting risk. The results also show that there is an impact of peace marketing on strategic sovereignty. The effects varied between dimensions, and the most influential was customer rights and thus economic development and transparency. It turns out that strategic sovereignty in its measurements of "sphere of influence," competitive pressure, competitive formation (construction). It is the main pillar of the organizations' work to ensure strategic sovereignty, control of the markets, and the imposition of its strength. It turns out that the institution sample study suffers from weaknesses

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in its competitive strategy. The institution sets marketing leadership as a strategic goal. It is offering more measures for new and distinctive services. It turns out that the institution sample study believes that the guarantee of sovereignty is based on competitive advantage, and the institution suffers from the inability to challenge new competitors and the possibility of limiting their acquisition of market shares. All the results indicate that the final model of relationships has proven to be the most tested hypothesis. The final model is, therefore, accepted and consequently accepted in practice. It can be said that the model is applicable in an environment similar to that of the institution addressed in this study.

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