

The Role of Competitive Vigilance in the Face of Marketing Challenges: A Survey Study of the deployment of same workers in the Dayna Market Shopping Mall in Mosul City

By

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Abstract

The intellectual and field premises of the current study were established on the reality of the relationship between two dimensions, (competitive Vigilance, marketing challenges). Competitive awakening is the process and means that informs organizations about all the new information in its external work environment and provides it with it in order to face competition. It is worth noting that when the organization works to analyze the competitive environment surrounding it in order to identify the marketing opportunities that can be exploited, it should put in the account that this environment can provide marketing opportunities to achieve the goals and also marketing challenges that stand in the way of achieving these goals and change the path to achieving success, marketing challenges are anything that reduces the capabilities and marketing capabilities and closes the window of marketing opportunities to the organization.

Keywords: Competitive Vigilance. Marketing challenges

So, the aim of the research is to a set of objectives, the most important of which are:

1. Studying competitive vigilance and the mechanisms for providing competitive information that develops its competitive position in its environment
2. Setting some solutions for marketing challenges that hinder the course of marketing activities in organizations after they are diagnosed.

The researchers sought to raise some expressive questions about the research problem, the most important of which are:

1. Is there a correlation between competitive Vigilance and marketing challenges?
2. Do competitive vigilance influence marketing challenges?

To answer these questions, the Dania Market Mall for Family Shopping in the city of Mosul was chosen as a field for conducting the research, and some of its employees have a sample for research of (35), and after analyzing their answers many conclusions were reached,

the most important of which is that the organization is constantly working to compare its performance with competitors as well as the existence of correlations and impact between the two dimensions of research, the study concluded with a number of proposals compatible with the conclusions.

The first axis

Research methodology First: The research problem: The research seeks to find the nature of the relationship between competitive vigilance and marketing challenges facing organizations, as there are organizations that do not give priority to competitive information that can be used in the face of the marketing challenges they face and that hinder the conduct of marketing activities important to them, so from this basis the research problems are represented by the following questions: How important is competitive vigilance and its variables in the researched organization? Does the researched organization attach importance to addressing the marketing challenges it faces? Is there a correlation between competitive vigilance and marketing challenges? Does competitive vigilance affect marketing challenges?

Second: The importance of research

The importance of research stems from several basic things, the most important of which are: its treatment of an important and contemporary topic, especially with regard to competitive vigilance and the detailed information it provides for the development of competitive advantage. Draw the attention of the researched organization to the need to work on studying the marketing challenges it faces to ensure that its marketing activities continue as planned. The importance of research is highlighted by knowing the nature of the relationship between competitive vigilance and marketing challenges because of its great role in achieving competitive strategic goals.

Third: Research Objectives

The research aims to achieve the following: the study of competitive vigilance and mechanisms for providing competitive information that develops its competitive position across its environment. Try to develop some solutions to marketing challenges that hinder the conduct of marketing activities in organizations. Identify the nature of the relationship and the impact between the dimensions of our current research. An attempt to enrich the marketing thought with some topics that contribute to discouraging the marketing aspects and activating them in a way that develops the aspects that contribute to avoiding obstacles that hinder its work.

Fourth: Research hypotheses

Hypotheses are hypotheses and guesses that require verification of their validity and are formulated based on the hypothetical research model, so the research adopted the following hypotheses:

The first hypothesis

Competitive vigilance does not contribute to facing marketing challenges. The second hypothesis: There is no correlation between competitive vigilance and marketing challenges. The third hypothesis: There is no impact relationship between competitive vigilance and marketing challenges. Fifth: Research Methodology: In their current research, the two

researchers adopted the descriptive and analytical approach in order to achieve the objectives of the research, answer its questions and test its hypotheses through the two axes of research, namely the theoretical structure and the field aspect in order to enable compatibility between these two parts by research and analysis. Sixth: Limits of Research: The basic limits of research revolved around the following:

Knowledge Limits

In our research, we addressed all the competitive vigilance and marketing challenges. Spatial Boundaries: The research was completed at Dania Market Family Shopping Mall in Mosul. Human Borders: In our research, we adopted a survey of the opinions of some of the 35 individuals working in Dania Market Family Marketing Mall in Mosul. Seventh: The research sample: The selection of the research sample is the essence of the research and a justification for choosing its variables and hypothetical model, in accordance with the sound scientific foundations of the researched field in order to achieve the objectives and directions of the research, so the choice of Dania Market for family shopping in the city of Mosul came as a community for research, and the number of the sample researched was (39) individuals researched and the questionnaire was distributed, and retrieved from it (35) valid forms, i.e. by (89.7%). Eighth: Methods of collecting data and information: We have adopted many methods to collect data and information, whether primary or secondary, to accomplish the current research in both theoretical and field aspects, as secondary data derived from sources related to research variables were the main basis for establishing theoretical frameworks for research from books, periodicals, letters and dissertations as well as sources...

The second axis

The theoretical aspect of competitive vigilance First: The concept of competitive vigilance: The analysis of competitors constitutes an essential step in the process of analyzing the competitive environment of the organization by examining and understanding the behavior of competitors, anticipating their future actions and identifying the forces that determine their directions. It also allows the organization to reveal the strengths that constitute an opportunity for the organization if it makes good use of them. (Ben Nafleh and Mazreik, 2010, 10) In the same vein, the intense and continuous competition imposed by markets on organizations, and the race towards new creative ideas, force the economic organization to adopt the concept of competitive vigilance, as the biggest challenge facing the organization today is to control the management of information and how to develop and develop competitive advantages, and this is what competitive vigilance ensures.

Mindfulness has generally been defined as a systematic analysis of publicly available information about developments in the environment that help prepare, modify and make various decisions (AL-Mulla Hasan, 2012,30), and is "a continuous, repetitive and ethical process, through which an organization carefully monitors and analyzes its environment, looking for possible indicators to create opportunities or threats that could affect its survival, and to use vigilance outputs to guide managers' decisions in order to improve the performance of the organization" (Al-Qotaje). AL-Mulla Hasan, 2019,5). Competitive vigilance is expressed as "that activity through which an organization recognizes the type of competition it faces economically and financially (human power, investment marks, projects under implementation) with the aim of identifying competitors' strategies in a way that allows decisions and forces affecting the organization to be anticipated in advance." (Eskaken, 2003, 21) defined it (Chaponieh, 2008, 127) as the activity through which the organization recognizes its current and potential competitors, and it is also concerned with the environment in which

the competing organization develops by collecting, processing and disseminating information about the competitor to its beneficiaries to use...

Second: The importance of competitive vigilance and its objectives

In the face of the acceleration of change and technology and the fluctuations of working conditions and markets, information has become vital to organizations and strategic vigilance is a real force for the latter if it translates into its distinct ability to anticipate the future, it not only allows the exploitation of opportunities and avoids threats, but seeks to analyze the movement of economic actors and ensure their protection. As such, it is a genuine decision-making tool that allows the Organization to position itself in the competitive arena in the best possible way to achieve a competitive advantage (Buchmakhem, Misbah, 2010, 1), and competitive vigilance has positive effects on the Organization and its activity. It helps in research and development, in decision-making, and information adds value resulting from its analysis and extraction of results that correspond to the needs of the Organization. If competitive vigilance allows: (Belazouz, Saliha, 2010, 11) good time management in all its activities. Reach a serious solution to problems. Awareness in decision-making. Continuous improvement of goods and services. The www.mpep.gov.me/esi/veulle.html.1998,8 believes that the importance of competitive vigilance is highlighted by enabling the organization to continuously monitor the BP.

Competing organization's products, full assortment, market segments, market shares. Sales and distribution technology, distribution network, distribution plan, applicable prices. Partners, supplier network, contractors, relationship with other partners. Production. Production system, materials and skills used, production cost. Research and development, technology, and patents registered.

From here we can say that an organization that seeks to continue and grow in its competitive performance and exploit opportunities before competitors and face the threats that emanate from competition well must know its competitors and what are their movements, abilities and ability to develop and focus on the weaknesses of competitors equally with a focus on strengths, and this is what competitive vigilance ensures in terms of obtaining legitimate information that allows making competitive decisions and building a competitive strategy that is the basis of successful performance. Strategic.

Marketing challenges First: The concept of marketing challenges: Marketing organizations in general and marketing in particular witness in light of the global economic crisis and the information revolution has made it one of the challenges imposed by the current business environment, and regardless of the opportunities that this environment may provide, these challenges may lead those marketing organizations to exit the market, thus posing an urgent problem on their marketing function and thus necessitating the recruitment of various marketing methods and practices to face it. There is no doubt that the crystallization of this problem is in itself a great indicator of the importance of marketing and the need for it, but this importance is more and more evident through the ways of interaction, confrontation and treatment of those marketing challenges, which marketing may play its role in solving chronic problems and achieving its objectives (monotonous and Nouvel, 2005, 1), and marketing is the chronic problem in our Arab landmarks, whether we want or not, even if the protest for the success of some establishments is marketing. Continuing this success is the basis of progress, but the dimensions of development in the world of marketing and selling and the difference of variables despite the risks we carry give you the opportunity to start if you...)www.abahc.co.4k, 2006, 1.

Marketing is one of the general activities that are related to the community that influences and is influenced by it. Marketing is characterized as often a dynamic activity based on challenge and represents many benefits and its study of the future of marketing carries a lot of opportunities and threats "Threats" where many new goods and services will find their way to competition, while there will be other products outside the field of business and as the writings indicate, the dynamism and universality of the marketing environment forces marketing managers to rethink and consider their marketing goals and practices every decade because the rapid changes in the business environment make it the strategy of yesterday. Winning strategies are not suitable for the future. (Abdelkader, 2006, 1)

Marketing challenges have been defined by Rue & Hdland as assumptions that carry negative consequences (Rue & HDLAND: 1989: p.109) and have also been defined as environmental trends that negatively affect the organization's profits (Khalil, 1994: p. 53), marketing challenges are referred to as "any idea, situation, or location whose disregard or poor handling may hinder or harm the organization's march according to its current or future strategic vision (source, 2.), and the concept of Marketing challenges are what threaten the prospects of achieving the marketing goals pursued by management and describe (Qahoon et al., 2006, 642) marketing challenges as a particular challenge, risk or problem that arises as a result of some unwanted environmental disturbances and factors and negatively affects the organization and results in a decrease in profitability and sales or obsolescence of products, especially in the absence of marketing efforts., As well as marketing challenges are defined as "anything that would reduce the capabilities and possibilities of the market or close the window of marketing opportunities. On the organization (Al-Alaq, 2008, 8)

It should be noted that when the organization analyzes the surrounding environment to identify marketing opportunities that can be exploited, it should bear in mind that in this environment it can provide marketing opportunities that stand in the way of achieving those goals and change the path to success. (2017, 83). Finally, in the presence of threats and risks, it is not possible for any organization to turn all marketing opportunities into products because of the possibility of contradiction or conflict among themselves or because it does not have the necessary funds to exploit them. It accompanies a process of exploiting marketing opportunities (Al-Gothji, 2017, 84.)

Types of marketing challenges

The decade of the nineties represents the first time decades in which organizations began to think high, the boundaries of time and distances were folded through rapid communications, means of transportation and the flow of money (Abdelkader, 2006, 1), and although many companies had their international activities, the intensity of global competition currently threatens companies that are convinced to stay in their local markets in order to practice their activities safely, where they will soon find global competitors sharing the arena and then It will lose the opportunity to enter the global markets and face the risk of losing its local markets, and the topic of the challenges facing marketing in the twenty-first century in light of the dynamics of the global marketing environment has received the attention of many writers. One of the most important marketing challenges is that he identified (p.4.)

Growth of marketing in non-profit organizations

In recent years, marketing has become a key component of the strategies of non-profit organizations such as hospitals, universities, museums, art teams and even places of worship. We also note the interest in government marketing such as water conservation campaigns, energy campaigns called "social marketing campaigns" This continuous growth puts more limitations in front of the marketing manager to determine the roles that marketing can play

and the applicability of traditional methods of marketing in people, ideas and public organizations. Environmental protection: This is one of the most important challenges for marketing in the future, as consumers will continue to be moving towards ordering good products without damaging the environment. Rapid Prosperity in Information Technology: This boom in computer technology and communication has had great effects on the production and marketing methods followed by various organizations such as selecting marketing managers in Sydney, Tokyo, Paris remotely through what are known as television conferences without any of them stepping outside their office.

Global Business

The global economy has undergone a radical change over the past two decades, with advanced and advanced technologies in the fields of satellites, fax machines and jet aircraft leading to the downfall of geospatial and cultural boundaries and barriers and allowing companies to significantly prepare their coverage of their own geographic, purchasing and manufacturing markets. Hence, the result was a more complex marketing environment for both companies and customers, and therefore all companies, large or small, faced with global competition, and companies are no longer limited to selling their products in foreign markets only, but seek to buy a lot of components of their product resources from external suppliers "Oats arcing", as there has become a tendency among companies to merge - world even between competitors, and the challenge facing marketing managers has become related to the concept of global marketing and the differences between it and marketing. Local and how global forces and competition affect businesses and the extent to which organizations have to move towards the global One of the most prominent challenges is also the ability to build the best global business networks to ensure success in marketing. Change...

The need for more ethics and social commitment: It is currently difficult to find a business organization that can ignore the environmental and social effects of its behavior or in other words ignore the renewed demand for environmental commitment. The challenge for marketing managers is the following questions: Who are the ones who take risks socially to be taken into account? How can society develop benefits and condemn negatives? The challenges of the twenty-first century require organizations to be action-oriented and market-driven as the experience of past decades gives numerous examples of giant American companies such as GM that have failed to understand the changes in the fields of market and marketing since the decade of appointments and continue to try to understand the mystery of the transformation of their customers into Japanese companies. There are other types of marketing challenges represented by the following: - The first challenge: We do not put the intellectual philosophy to be with the customer always. The second challenge: the absence of innovative tools in marketing decision-making. Challenge Three: Marketing Research (Always Unjustified Cost) Marketing Research Challenge IV: Challenges within You.

Third: Methodology of analyzing marketing opportunities and challenges: The analysis is about following up the relationships between causes and consequences, but it is supposed to include within it the process of forecasting and setting expectations on which organizations depend in order to determine their future path. It is also assumed to take into account an important issue when predicting these opportunities, which is the issue of risk in terms of (the magnitude of the risk) that surrounds each of the strategic opportunities (Al-Zoubi, 2006, 9), and the importance of forecasting marketing opportunities and challenges and setting expectations of the increase in changes in the factors of the environment surrounding these organizations, and the analysis also includes an assessment of the costs, benefits and risks

associated with strategic decisions or decisions related to marketing. (David: 1987: p.164) This means that analysis assumes a balance between at least three fundamental aspects: the returns (benefits) and the risk involved in that opportunity, which will be decided whether to enter into its investment or not. Organizations can anticipate changes in environmental factors and can be modified by mediation.

Here are some organizations that establish information systems to follow variables in order to observe certain signals or connotations that indicate future challenges or opportunities (Sawyer: 1990: p.27), that the process of analysis depends on the characteristics of the environment itself. The most important dimension of the environment is the degree of its complexity, the rate of sudden change in the environment, the information available about it and the cost (obtaining) of that information, and that such an environmental analysis, which is carried out by studying all factors related to the market, leads to the identification of opportunities and challenges facing the organization, which will lead to positive steps to exploit those opportunities and resist challenges. (Howe: 1986: p.37 ; Asch & Bowman: 1993, p.191), in order to analyze the direction of opportunities and challenges, this analysis must include the study of economic and social forces that determine the demand for products and services, the study of expected political changes, which will affect the markets of that organization, and the study of the competitive forces operating in its markets. As for the technology factor, if the organization that contains intensive technology, the study of technological possibilities becomes important for that organization (An...

The nature of the opportunities available must be accurately identified and described in order to know their suitability with the internal possibilities of the organization. Evaluate the opportunity available and appreciate its feasibility. This is in order to know whether the risk you take is equivalent to the return from it or not. Finding solutions to problems that can emerge and provide the material and human resources required by the process of implementing that opportunity. The risk of opportunities must be given all attention and cannot be overlooked that the implementation of those opportunities can only be initiated if we know what risks they contain in order to know what potential of the Organization is appropriate for them.

Third Theme: Description, diagnosis and testing of research variables

This theme will include three paragraphs: First. Description of the surveyed individuals: It can be said based on the data of Table (1) the maturity of the individuals surveyed, because their members, whether males whose numbers reached (35) individuals, are considered in terms of age at the peak of their giving, because most of them are within the middle age groups and confined between (less than 30-40 years), with some exceptions that reached the level of those who are higher than these ages (19.9%) and on the other hand the predominant percentage was in terms of the educational level of the individuals surveyed within the Holders of a bachelor's degree, as their percentage constitutes (80%).(

Table (1) Description of the members of the sample examined

		Sex			
		Male		Female	
	t	%	T	%	T
	27	77,1	8	22.9	
	Age				
	less than 30	30- less than 40	40 - less than 50	50- or more	
T	%	T	%	T	%
9	25,7	19	54,2	4	11,4
	education level				
	Preparatory and below	diploma	Bachelor's	Postgraduate	
T	%	T	%	T	%
2	5,7	5	14,3	28	80
				-	-

Source: Prepared by the researchers in the light of the questionnaire form

Secondly. Respondents' attitudes towards the indicators of the dimensions of the research:

The positions of the respondents and their views towards the various paragraphs contained in the questionnaire are as follows: 1. Their attitudes towards the indicators of competitive vigilance: Table (2) reflects the frequencies, arithmetic mean and standard deviations of the total indicators of this dimension, in addition to reflecting the rate of these mean and the rate of these deviations as well, which amounted to (2.458) and (0.750) respectively. It appears from the rise in the establishment of these two rates or the rise in their establishment in general as much as this relates to each of the indicators concerned, especially the indicator (X4), which states (our organization takes into account the strengths of competitors) where the amount of agreement on this indicator amounted to (76.5%) while the disagreement on this indicator was (8.8%) and the neutrality ratio was (14.7%) and all this came with a mean of (2.676) and a standard deviation of (0.638), and that the said indicators have taken possession of All respondents agree on their opinions.

List (2) Attitudes of respondents and their views on indicators of competitive vigilance

Paragraph Variables	not agree		neutral		Agree		Arithmetic mean	standard deviation
	ت	%	ت	%	ت	%		
X1	6	17.6	5	14.7	23	67.6	2.5	0.788
X2	7	20.6	9	26.5	18	52.9	2.323	0.806
X3	6	17.6	5	14.7	23	67.6	2.5	0.788
X4	3	8.8	5	14.7	26	76.5	2.676	0.638
X5	5	14.7	7	20.6	22	64.7	2.5	0.748
X6	7	20.6	8	23.5	19	55.9	2.352	0.812
X7	6	17.6	7	20.6	21	61.8	2.441	0.785
X8	4	11.8	12	35.3	18	52.9	2.411	0.701
X9	4	11.8	8	23.5	22	64.7	2.529	0.706
X10	5	14.7	12	35.3	17	50	2.352	0.733
General Average	15.58		22.94		61.46		2.458	0.750

Source: Prepared by the researchers in the light of the results of the electronic calculator Their attitudes towards the indicators of marketing challenges:

As the previous table included a number of rates and standard deviations, Table (3) included similarities to them as well, but this time they concern marketing challenges, and an examination of these rates shows the existence of satisfaction or general agreement of the respondents towards the indicators of this variable as well, which amounted to (2.484) and (0.734) respectively. It appears from the rise in the establishment of these two rates or the rise in their establishment in general as much as this relates to each of the indicators concerned, especially the indicator (X16), which states (the organization determines the reasons that lead to the occurrence of marketing crises in the future) where the amount of agreement on this indicator amounted to (82.4), while the disagreement on this indicator was (5.9), and the neutrality ratio was (11.8), and all this came with a mean of (2.764) and a standard deviation of (0.533), and that the indicators mentioned The agreement of all respondents has captured their opinions.

List (3) : Respondents' Attitudes on Indicators of Marketing Challenges

Paragraph Variables	not agree		neutral		Agree		Arithmetic mean	standard deviation
	T	%	T	%	T	%		
X11	2	5.9	7	20.6	25	73.5	2.676	0.588
X12	6	17.6	5	14.7	23	67.6	2.5	0.788
X13	2	5.9	4	11.8	28	82.4	2.764	0.553
X14	6	17.6	10	29.4	18	52.9	2.147	0.857
X15	10	29.4	9	26.5	15	44.1	2.352	0.773
X16	5	14.7	9	26.5	20	58.8	2.441	0.746
X17	5	14.7	-	-	29	85.3	2.705	0.718
X18	4	11.8	7	20.6	23	67.6	2.558	0.704
X19	5	14.7	7	20.6	22	64.7	2.5	0.748
X20	4	11.8	10	29.4	20	58.8	2.47	0.706
General Average		14.41		20.01		65.57	2.511	0.718

Source: Prepared by the researchers in the light of the results of the electronic calculator III. Testing the first hypothesis of research: Competitive vigilance does not contribute to facing marketing challenges in the researched organization. List (4)

Mann-Whitney and Wilconxon Competitive Vigilance and Marketing Challenges Test Results

independent dimension Approved dimension	Marketing Challenges		
	Mann-Whitney	Wilcoxon	tabular
Competitive vigilance	571.500	1166.500	0.394

AT A MORALE LEVEL (0.05

(N=34

Source: Prepared by the researchers in the light of the results of the electronic calculator

Table 4 data indicate that the calculated value of the Mann-Whitney test for competitive vigilance by contributing to marketing challenges is (571.500), which is greater than its tabular value of (0.394) at a significant level (0.05), which indicates that competitive vigilance contributes to facing the trends of the researched organization for the marketing crisis, and this result reflects the nature of the work of the researched organizations towards adopting competitive vigilance in support of their orientations towards facing marketing challenges, which supports the validity of this test is the value of the Wilcoxon test, which amounted to (1166.500), which is Greater than the tabular value (0.394) at the stated level of morality, the researchers would like to point out the rejection of the validity of the first hypothesis and the acceptance of the alternative hypothesis.

The second hypothesis: which states that "there is no correlation between competitive vigilance and marketing challenges in the researched organization." In order to identify the nature of the correlation relationships between competitive vigilance and marketing challenges, the data of Table (5) indicate the existence of a positive moral correlation between the two dimensions, where the value of the total correlation coefficient (0.687) at a significant level of (0.05)

List (5) : *Correlation coefficient between competitive vigilance and marketing challenges*

Approved Dimension Independent Dimension	Marketing Challenges
Competitive vigilance	(0.687)**

** MORAL AT THE LEVE (0.05(

N=34

Source: Prepared by the researchers in the light of the results of the electronic calculator

The third hypothesis: which states that "there is no impact relationship between competitive vigilance and marketing challenges in the researched organization"?

The results of table (6) indicate the moral analysis between competitive vigilance and marketing challenges, where the calculated value of (F) was (28.622), which is greater than the value of (F) scheduled (4.17) at degrees of freedom (1.32) and a significant level (0.05), and the value of the coefficient of determination (R²) was (0.472), which indicates that the percentage of difference explained in marketing challenges in the researched organization due to the impact of competitive vigilance is not less than (47.2%) and the remaining percentage of (52.8%) represents the percentage of contribution of unresearched variables, and is inferred from the value of (β) Adult and Test (T) have that the effect of competitive vigilance on marketing challenges was (0.686) and in terms of the calculated value of (T) (5.35) which is a significant value as well as greater than its tabular value of (1.697) and which reflects the nature of the respondents' answers about their ability to explain the impact of competitive vigilance on marketing challenges. From the above and in the light of the previous data, it has been shown that

there is an impact relationship between competitive vigilance and marketing challenges, so the third hypothesis is rejected and the alternative hypothesis is accepted.

List (6) :Impact relationship between competitive vigilance and marketing challenges

Marketing Challenges					Independent Dimension Approved dimension
B	tabular	F calculated	D.F	R2	
0.686 (5.35)	4.17	28.622	1 32	0.472	Competitive vigilance

AT THE LEVEL OF SIGNIFICANCE (0.05) () T CALCULATED N=34

Source: Prepared by the researchers in the light of the results of the electronic calculator

Fourth Theme: Conclusions and Proposals

Conclusion

The statistical results showed that there is a good interest of the research organizations regarding competitive vigilance and its variables. It turns out that companies are continuously and practically to meet the marketing challenges they face. It turns out that the researched organization is working heavily to compare its performance with that of competitors on an ongoing basis. The researched organization suffers from the openness of its global markets as one of its problems. There is a moral correlation between competitive vigilance and marketing challenges. The results of the analysis also indicated that there is a good moral impact on competitive vigilance in marketing challenges. Second, the proposals that the researched organization should give greater importance to the strengths of competitors to counter them. The researched organization should study the future business of competitors and have an easy way to maintain its competitive advantage. The need for the researched organization to work to address the negative aspects that it suffers from that lead to the obstruction and practice of its marketing activities. The researched organization should provide innovative tools that stand in the way of introducing new products. Despite reaching positive relationships (association and confiscate

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Field research questionnaire

Peace, mercy and blessings of Allah be upon you, we put in your hands the questionnaire, which includes a set of indicators related to the measurement of the variables of the research tagged: The role of competitive vigilance in facing marketing challenges / An exploratory study of the opinions of some employees of Dania Market Family Shopping Mall in the city of Mosul, hoping for your cooperation by answering those paragraphs and your constructive cooperation, and your effective contribution to the objective and accurate answer to all paragraphs of the questionnaire will play a prominent role in the success of this research, taking into account the following aspects: Give explicit opinions regarding the paragraphs of the questionnaire.

Please do not mention the name, because the research does not seek to reveal the shortcomings in the performance of the organization and the answers will be treated with complete confidentiality and are used only for scientific research purposes only and will not be seen by any (individual or entity) inside or outside the organization. There are graded alternatives to the imam of the paragraphs, and it is required to choose the alternative that reflects the preference of your view of the situation that each paragraph translates. Please use the researcher to answer any queries about the paragraphs of the questionnaire as he will be among you whenever you want.

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We take this opportunity to express to you our deep appreciation and respect for your opinions and cooperation and from God success and repayment

General information Gender-- Male –Female

Age: Less than 40 years 40 - Under 50 years 50 years - and above Level of Education: Preparatory and below Higher Bachelor's Diploma

Second: Research variables questions

1. Questions related to Competitive Vigilance

Agree	neutral	not agree	Vertebrae	T
			Our organization analyzes its own competitive environment.	1
			The organization takes into account the process of examining and understanding the behavior of competitors.	2
			Our organization continuously studies the work of future competitors.	3
			Our organization takes into account the strengths of competitors.	4
			The organization aims to identify the strategies of competitors to anticipate their decisions.	5
			The organization collects data and information about competitors in a systematic scientific manner.	6
			The organization takes into account the importance of having potential competitors in the future.	7
			Our organization works to compare its performance with the performance of competitors on an ongoing basis.	8
			The organization continuously studies the technical capabilities of competitors.	9
			Our organization places the new products offered by the competitor among its priorities.	10

2 Questions related to the axis of marketing challenges.

agree	neutral	not agree	Vertebrae	ت
			The organization suffers from the existence of possibilities that hinder the achievement of its goals very effectively.	11
			There are negative aspects that the organization suffers from that hinder the practice of its marketing activities.	12
			Some challenges diminish our ability to face competitors.	13
			The growth of marketing in non-profit organizations is a big challenge ahead of us.	14
			Not adopting the principles of environmental protection is an important challenge for us.	15
			The rapid boom in information technology is one of the challenges facing us.	16
			The universality of business and the openness of markets are one of the problems we suffer from.	17
			The organization suffers from changes that occur on the local and global economy.	18
			Social responsibility and moral commitment are an obstacle to the implementation of our activities.	19
			The absence of innovative tools stands in the way of either the introduction of new products.	20