

The role of customer knowledge management in reducing marketing gap
An analytical study of opinions of a sample of employees and agents of Asia-cell
Telecom in Middle Euphrates

Prof. Dr.
Sanaa Jawad Kadhim¹
sana.khadem@qu.edu.iq

Researcher:
Fatima Tawfiq Jabir Tarif²
mang.post26@qu.edu.iq

^{1,2} Department of Business Administration, College of Administration and Economics,
University of Al-Qadisiyah, Iraq

Abstract

According to this study customer knowledge management has a significant impact in success of a company (customer knowledge, knowledge about customer, and knowledge from customer) in reducing gap Marketing with its dimensions (supply and demand), Because of this, this study seeks to solve a real-world marketing challenge that arises when workers of Asiacell Communication Services Company interact with their agents.. Forms valid for analysis (454), that is, with a response rate of (90.8%), and they were analyzed using advanced statistical program (SPSS.V.26 & AMOS.V.25), and current study is a pioneer in its variables, as it deals with important variables that will It highlights how to improve customer knowledge management Bridging marketing gap, and study summarized a set of conclusions, most prominent of which is that dimensions of customer knowledge management with its dimensions (customer knowledge, knowledge about customer, and knowledge from customer) positively affect bridging marketing gap (supply and demand.)

Keywords :customer knowledge management, marketing gap.

Introduction

An important aspect of customer orientation is a modern management philosophy that dominates work of companies of all kinds and affects their whole operations. In particular, this is true for telecom companies, which owe their existence to a service-oriented philosophy. Should employ customer knowledge management in order to bridge their marketing gap. A key component of modern management, Knowledge Management helps to generate competitive superiority in today's market.

Organizational performance is affected by sensitive topics that are dealt with through knowledge management. However, severe competition between companies generates a marketing gap that hinders ability of corporation to comprehend client requirements, which creates need To need to generate superior cognitive capabilities that contribute to providing company with a coordination mechanism to improve investment and transform its resources into capabilities, as customers not only possess information about services provided by company, but also have ability to transfer, reinvest, use

and retrieve this information in a way that is in interest of company from By gaining loyalty and customer satisfaction.

Determining how important it is to know who your customers are will be first step in increasing and enhancing your company's ability to communicate information and grow your employees' knowledge capacities. It is customer's responsibility to help Asiacele Company bridge marketing gap (supply and demand) in central Euphrates governorates

Based on foregoing, goal of current study can be achieved by reviewing study's variables on basis of four main parts. First part included scientific methodology of study, while second part included intellectual philosophy of study's variables. Third part dealt with applied aspect of study, and fourth part was devoted to showing conclusions and recommendations it reached.

First part: Methodology of study

First: problem of study

All those who care about knowledge management agree that knowledge management is essential to long-term success for all organizations as a result of a number of rapid environmental transformations and changes. Marketing gap can be closed by focusing on customer knowledge management. In other words, organizations that can achieve desired level of customer knowledge management are organizations that are interested in achieving development of their cognitive capabilities in order to avoid environmental disturbances and inevitable loss, which generated need to invest knowledge capabilities in order to address problems of marketing gaps, and therefore essence of problem study revolves around use knowledge customer management(knowledge customer, and knowledge about customer, and knowledge of customer)in order bridge marketing gap (supply and demand), and therefore in order address this problem should restatement and clarify a of important questions, as follows:

1. What roles administration Knowing customer to bridge marketing gap, which is being practiced by studied sample?
2. What is level of marketing gap experienced by studied sample?
3. What are obstacles that stand in way of developing customer knowledge management for studied sample?
4. Can studied sample bridge marketing gap through customer knowledge management?
5. What is nature and type of relationship between customer knowledge management and marketing gap?

Second: objectives of study,

in addition to contribution that current study makes towards showing way in which customer knowledge management can be used (customer knowledge, knowledge about customer, and knowledge from customer) in order to bridge marketing gap

(supply and demand), it seeks to achieve a set of objectives. Among important objectives, which are:

1. Identifying roles of customer knowledge management to bridge marketing gap practiced by studied sample.
2. Statement of level of marketing gap experienced by studied sample.
3. Identifying obstacles that stand in way of developing capabilities of studied sample.
4. Identifying level of ability of studied sample to bridge marketing gap through management of customer knowledge.
5. Identify nature and type of relationship between customer knowledge management and marketing gap.

Third: importance of study

This contributes to determining extent of importance of study variables represented in managing customer knowledge and marketing gap, as well as identifying most important ways through which marketing gap can be bridged in addition to instilling organizational values among workers of studied sample, as well as defining studied sample with extent of importance of managing Knowing customer in order to accurately determine requirements and tastes of customers to bridge marketing gap that occurs as a result of failure to respond to these tastes and desires.

Fourth: Hypothetical Study Scheme

In light what been addressed him by methodology study and its goals were numbers outline study premise, see Figure (1), to express relationship between variables study, and is scheme set of correlations and influence between study variables including following:

Fourth: Hypothetical Study Scheme

1. **independent variable:** It is centered on managing customer knowledge, which can be measured through three dimensions: (customer knowledge, knowledge about customer, and knowledge from customer), and a scale was adopted (Melhem, 2016).
2. **Dependent variable :**Inclusion of marketing gap, a variable that includes two dimensions (supply and demand), as a scale was adopted (Rao, 2016).

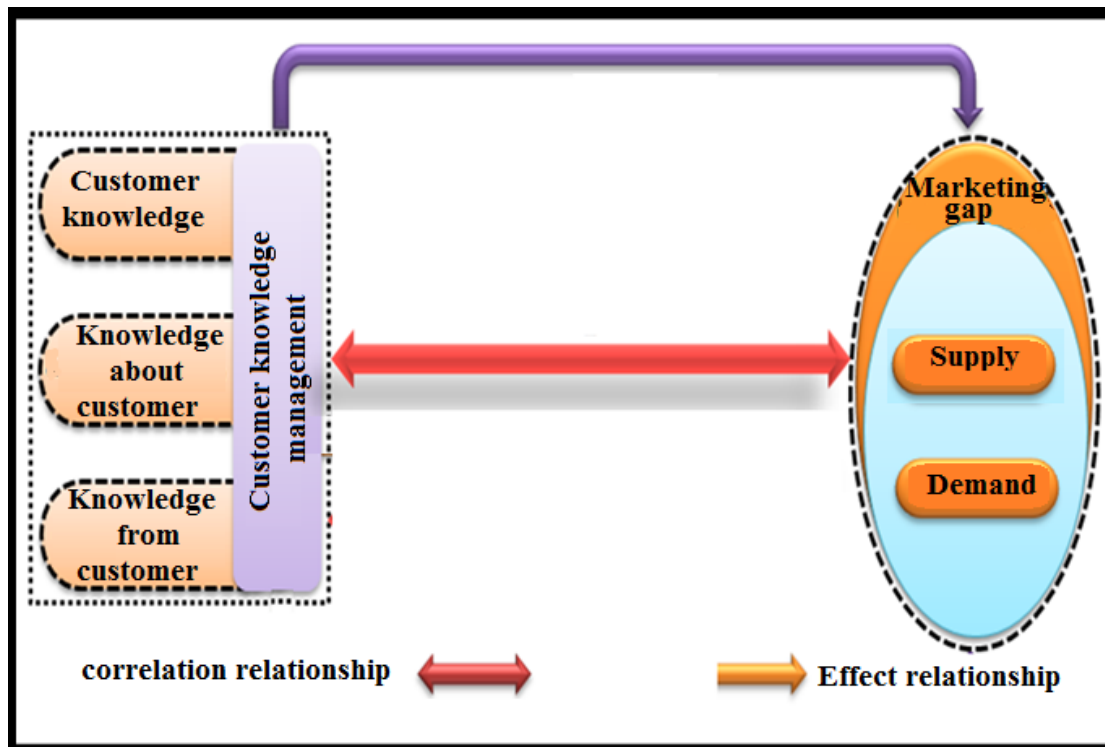


Figure (1) Hypothetical Study Scheme

Source: Prepared by researcher

Fifth: study hypothetical

First main hypothesis: - There is a significant correlation between customer knowledge management and marketing gap, and a group of important sub-hypotheses is branched from it: -

First sub-hypothesis - :There is a relationship a significant correlation between dimension of customer knowledge and marketing gap with its dimensions) supply and demand.)

Second sub-hypothesis - :There is a significant correlation between the dimension of knowledge about customer and marketing gap with its dimensions (supply and demand.)

Third sub-hypothesis - :There is a significant correlation between knowledge dimension of customer and marketing gap with its dimensions (supply and demand.)

Second main hypothesis: - There is a significant effect relationship of customer knowledge management in marketing gap, and a group of important sub-hypotheses is branched from it: - The

First sub-hypothesis - :There is an influence relationship significant significance of dimension of customer knowledge in marketing gap with its dimensions (supply and demand.)

Second sub-hypothesis :There is an effect relationship significant significance of dimension of knowledge about customer in marketing gap with its dimensions (supply and demand).

Third sub-hypothesis :There is an influence relationship significant significance of dimension of knowledge from customer in marketing gap with its dimensions (supply and demand).

Sixth: - Methods of collecting data and information.

• **Tools of theoretical side- :**

In order to enrich theoretical side of study, books, magazines, and periodicals were relied upon, as well as World Wide Web of Information (Internet.)

• **Tools of field side- :**

This paragraph focuses on tools that have been classified in field side in order to collect special data in studied sample. Axes can be shown in Table (1).

Table (1) Study variables and their measures

Variables	Dimensions	NO.	Code	Sources
Customer knowledge management (XX)	Customer knowledge	8	XA	Melhem,2016
	Knowledge about customer	4	XB	
	Knowledge from customer	7	XC	
Marketing gap (YY)	Supply	6	YA	Rao, 2016
	Demand	7	YB	

Tenth: population and sample of study

The sample represented employees and agents of Seysil Telecom Company in central Euphrates governorates in (Al-Diwaniyah, Najaf, Babil and Karbala), whose number is (1764) workers and agents. Accordingly, according to equation (Kergcie & Morgan, 1970:607), number of customers It is proposed that questionnaires be distributed to them (383,995), which is equivalent to (384), and accordingly, (500) questionnaire forms were distributed over four governorates, and (481) questionnaires were retrieved, with number of damaged forms equal to (27), which indicates that number of forms Its outcome is (454), which is equivalent to (90.8%), and table (2) shows characteristics of study sample.

Table (2) Sample characteristics study

NO.	variables	target group	repetition	rate
1	gender	males	273	60%
		females	181	40%
		Total	454	100%
2	age group	30 years under	133	29%
		40 - 31years	80	18%
		50 - 41Year	53	12%
		60-51years	179	39%
		61years and over	9	2%
		Total	454	100%
3	Educational	High school less	27	6%

	attainment	Technical diploma	45	10%
		Bachelor's	313	69%
		Postgraduate studies	69	15%
		Total	454	100%

1. **Gender** :Table (2) shows that target group most of total agents and employees of study sample are males with a frequency close to (273) and an answer intensity of (60%), on other hand, intensity of response of females (40%) was represented by a frequency of (181), and this This is due to fact that youth category prefers to deal with Asiacell as a result of offers offered and at low cost within network.
2. **Age Group** :The results of table show that highest category is represented in category (51-60 years) with a strong response (39) and an equal number of recurrences (179), while A category (61 years and over) with a strong response (2%) and a frequency of (9), which indicates preference of owners of this category over dealing with this company as a result of services provided compared to In rest of services, as well as compensatory bonuses provided to users of this company.
3. **Academic achievement: It is** noted from results of Table (2) that target group for certificate most of agents and employees of Asiacell reached (313), and they are holders of a bachelor's degree with a response intensity equal to (69%), in addition to company's approval of holders of preparatory certificates or less with a small percentage and a repeat rate Its value is (27), and answer is strongly (6%), and this indicates company's interest in people with expertise in order to ensure company's continuous development in its operations, its offers and its continuity.

Second part: intellectual philosophy of study

First: Customer knowledge management

1. concept of customer knowledge management

The research began in customer knowledge management in early nineties (Yu-Pei et al., 2016:460) as customer knowledge management appeared as a result of development of knowledge management practices and increasing number of organizations Customer-oriented (Al-Hafiz and Al-Sulaimawi, 2018: 212) as well as increasing need to acquire knowledge and build social interactions with customers (Skotis et al., 2013: 269). Therefore, knowledge management is one of components of good management that helps create competitive excellence in global environment. Today, knowledge management meets a number of sensitive issues such as organizational adaptation, and ability to grow and survive in face of changes, as knowledge management is an important support function by providing organization with a coordination mechanism to improve transformation of its resources into capabilities, and this mechanism requires that individuals not only know their jobs However, they are also able to transform, reuse and retrieve information for benefit of organization (Al-Ibrahimi et al., 2019: 747). Therefore, role played by customer

knowledge management represents an important role in predicting behavior of customers and anticipating concerns, as well as diagnosing and analyzing factors affecting them, which indicates need for organization to understand and know customers (Lunas, 2015: 23). From this point of view, Table (3) reflects views of a number of researchers towards concept of customer knowledge management.

Table (3) concept of customer knowledge management from viewpoints of a number of researchers

NO.	Researcher	Concept
1	Ping,2010:1	Application of knowledge management methods, customer relationship management models, and advanced ideas and models.
2	OSU, 2011-152-153	Operations concerned with diagnosing, acquiring and using ideas and information that organization obtains from customers.
3	Allameh et al.,2012:66	Process that includes identifying, acquiring and using knowledge outside boundaries of organization, with aim of building an added value for organization.
4	Skotis et al.,2013:269	Integration of customer relationship management and customer knowledge by providing necessary means to support customer knowledge, improve services and customer relations and ensure their continuity.
5	Vaezitehrani,2013:20	A structured approach to communicating knowledge and information to customers.
6	Mohammadzadeh et al.,2016:679	Use of knowledge management tools and techniques to support knowledge exchange between organizations and their clients and enable organization to make appropriate business decisions.
7	Jokubauskiene&Vaitkiene,2017:58	Acquiring knowledge directly from customers, to share and develop it.
8	Kaoud,2018:1039	Process of capturing, sharing, disseminating and applying customer knowledge.
9	Ziyae et al.,2019;12	Organization's ability to use its activities to gain, shares, and expand customer knowledge in order to provide mutual benefit to customers and organizations.
10	Castagna et al.,2020:2	set of organizational practices and dynamic skills related to creation, storage and transfer of knowledge about customer .

From above it can be said that customer knowledge management is a continuous process of applying knowledge tools and mechanisms (capturing, sharing, acquiring

and applying knowledge) in a way that develops organization's knowledge capabilities in making appropriate decisions.

2. Dimensions of customer knowledge management

.Standing on a set of dimensions in measuring customer knowledge management is a matter This is very difficult and this is due to divergent opinions of researchers, writers and academics, and accordingly study resorted to adopting a trade-off between levels of agreement for measuring customer knowledge management

1. knowledge of customer :this type of knowledge refers to customer relationship management, so knowledge here is information Meaningful that organization's management carries about current and potential customer, and it includes extent to which it distinguishes organization's brand, and future perceptions of extending customer's loyalty to organization through his continued dealings with it, as well as knowing his needs and desires (Osu, 2011: 15). and is customer knowledge within market an important resource can be managed to support R & D and improve innovation and facilitate market opportunities emerging sensor and support management long-term customer relationships, as customer knowledge refers to understanding customers and their needs and desires and goals which is essential if organization needs to harmonize its operations, products and services to build Genuine and intimate customer relationships, focused on customer preferences for new products, knowledge derived from joint research and development, design improvements from suppliers aimed at reducing manufacturing cost and knowledge of trends within business environment (Olodude & Oladejo, 2013:130).

2. Knowledge about customer :that knowledge of customer is intended to provide customer with information about various products offered by organization, and that customer's possession of this information helps him to choose products that meet his ambitions, and then his dealings with organization are continuous and positive, which creates a vision It is clear to customer towards organization that works to achieve his satisfaction, increase his loyalty, maintain it and build positive relationships with him by providing distinguished and value-added goods and services that customers seek to obtain through his consumption of provided good or service (Osu, 2011: 153).

3. Knowledge from customer :that is, obtaining knowledge from customer database and those who have expertise and experience through their use of products, as through interaction with customer, this can lead to continuous improvements in field of developing new products that meet requirements of customers. Zahari et al., 2013: 62) as customer is a strategic opportunity for organizations to learn from, as knowledge exists with customers, and organizations only have to obtain it from them, such as their merchants with organization and their feelings about organization's products, which helps to develop an effective strategy to produce distinguished services and products (Al-Tai, 2008: 150).

Second: - marketing gap

1. concept of marketing gap

works to address problems and unwanted activities at various levels at one time, in addition to marketing gap is a generalizable entrance that can be used in a variety of different environments (Rueda & Windmueller, 2006:104), marketing gap represents difference between total supply and total demand, in addition to fact that there are two types of gap (positive gap and negative gap), as positive gap occurs when supply is more than demand, which means that marketing gap It is a direct gap that can be controlled, while negative gap occurs when demand is more than supply, which means that marketing gap is an inverse gap, that is, it is difficult to control it except in case of using appropriate strategies (Green et al., 2014:7).

In order to shed light on concept of marketing gap as a result of lack of a comprehensive concept agreed upon by researchers, Table (4) illustrates concept of marketing gap due to ease of obtaining it from views of some researchers.

Table (4) concept of marketing gap shown and views of a number of researchers

NO.	Researcher	Concept
1	Yauk et al.,2002:6	difference between costs of obtaining a larger market share and purchase price at which market share of organization will be supported
2	Alshawi et al.,2004:454	Evaluation of processes provided by organization's system compared to operational processes needed to accomplish required tasks
3	Inganäs et al.,2007:457	preferences and expectations of customers and stakeholders.
4	Chew& Gottschalk,2009:131	method for evaluating specific information and capabilities of organizational processes that operates in light of current technology in order to meet strategic requirements of market.
5	Shrestha et al.,2010:282	is a powerful approach to explore comprehensiveness of various systems in organization
6	Ptacek&Kaderabkova, 2014:3-4	Aversion to risk and incomplete information as a result of technological developments and marketing innovations that generate need for company to adopt and adopt methods and techniques Modern in order to reduce this marketing gap
7	Li et al.,2017:1473	Laziness in requirements of organization by limiting development of its skills in meeting requirements of customers as a result of not having necessary skills.
8	ElQuliti& Elalem,2018:143	customer need is realized or group of potential customers who not been met by

9	Hansen et al.,2019:1	difference between actual structural resources Organization
10	Hloušek,2020:2	All company results Weakness in company's production skills

From above, it can be said that marketing gap represents sum of difference between current level of customer service penetration and efficiency of target market.

2. Dimensions Marketing Gap

Represents marketing gap difference between supply and demand (Qatinah, 2013), and therefore can be measured marketing gap through these two dimensions as follows:

1. Supply : indicates quantity offered by producers to sell in market of particular commodity ascertain price in A certain period of time (Al-Qasim, 2011: 146), and offer represents those ingredients and capabilities that work on displaying products that organization produces. (Ertl et al., 2016:1883) believes that offer refers to organization's ability to meet market requirements and satisfy them in terms of number of products, their quality and specifications they carry. And in turn between (Tchórzewska-Cieślak, 2014:667) that offer represents organization's ability to manage current and future market requirements and work to meet these requirements as much as possible.

2. Demand : represents gap in demand to gap between product and production capacity of company, and this is result of marketing fluctuations and erratic economy (Gorokhova & Lukash, 2015: 184). , 2011: 146), and (Jassim & Al-Jalehawi, 2015: 315) indicates that demand represents complete relationship between price of commodity and required quantity of commodity, as required quantity of commodity or service is amount that consumers plan to purchase during a certain period of time, at a price Specific, in other words, demand represents a set of different production and service quantities that consumers want to buy at right time and price.

third part: practical aspect of study

First: - Testing normal distribution Testing normal

1. distribution of dimensions of customer knowledge management

The results of Table (5) are presented that data included in analysis of paragraphs and dimensions of customer knowledge management follow normal distribution, which means rejecting null hypothesis that imposes that withdrawn data towards customer knowledge management variable from study population that does not follow normal distribution), and acceptance of alternative hypothesis that imposes that data withdrawn towards customer knowledge management variable from study population follows normal distribution), and this in turn means that results reached by study can be blinded to studied community, Thus, it enhances ability of study to show issues and weaknesses suffered by studied sample

Table (5) Testing normal distribution of items and dimensions of customer knowledge management

variable	Kol-Smi	P - value	Variable	Kol-Smi	P - value	variable	Kol-Smi	P - value
XA1	0.256	P>0.05	XB1	0.261	P>0.05	XC1	0.260	P>0.05
XA2	0.284	P>0.05	XB2	0.262	P>0.05	XC2	0.272	P>0.05
XA3	0.253	P>0.05	XB3	0.268	P>0.05	XC3	0.278	P>0.05
XA4	0.280	P>0.05	XB4	0.288	P>0.05	XC4	0.271	P>0.05
XA5	0.292	P>0.05	Knowledge about customer	0.147	P>0.05	XC5	0.281	P>0.05
XA6	0.281	P>0.05				XC6	0.275	P>0.05
XA7	0.289	P>0.05				XC7	0.270	P>0.05
XA8	0.259	P>0.05				Knowledge from customer	0.130	P>0.05
knowledge of customer	0.095	P>0.05				customer knowledge management	0.070	P>0.05

2. Test Normal Distribution Of Dimensions Marketing Gap

It is noted from results of Table (6) that data included in analysis of paragraphs and dimensions of marketing gap follow normal distribution, which means rejecting null hypothesis that imposes that data withdrawn towards marketing gap variable from study community does not follow normal distribution), and accepting alternative hypothesis that data withdrawn towards marketing gap variable from study population follows medical distribution p), and this in turn means that results of study can be blinded to studied community, and thus enhance ability of study to show issues and weaknesses that studied sample suffers from.

Table (6) Normal distribution test for paragraphs and dimensions of marketing gap

variable	Kol-Smi	P -value	variable	Kol-Smi	P -value
YB1	0.282	P>0.05	YA1	0.266	P>0.05
YB2	0.275	P>0.05	YA2	0.279	P>0.05
YB3	0.283	P>0.05	YA3	0.258	P>0.05
YB4	0.271	P>0.05	YA4	0.277	P>0.05
YB5	0.272	P>0.05	YA5	0.276	P>0.05
YB6	0.269	P>0.05	YA6	0.259	P>0.05
YB7	0.275	P>0.05	Supply	0.126	P>0.05
Demand	0.142	P>0.05			

Marketing Gap	0.099	P>0.05
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Second: reliability test

It is notes from results of Table (7) that Cronbach's alpha coefficients for study as a whole are (0.974), which means that dimensions and variables of study enjoy high stability and credibility, and perhaps variable that contributed to this is independent variable (customer knowledge management), and dependent variable (marketing gap) with a Cronbach's alpha coefficient equal to (0.971).

Table (7) Cronbach's alpha coefficients for study measurement tool

Variables	Dimensions	NO.	Cronbach's alpha for Dimensions	Cronbach's alpha for all study
Customer knowledge management (XX)	Customer knowledge	8	0.973	0.974
	Knowledge about customer	4	0.973	
	Knowledge from customer	7	0.972	
Cronbach's alpha coefficient for customer knowledge management variable			0.971	
Marketing gap (YY)	Supply	6	0.972	
	Demand	7	0.972	
Cronbach's alpha coefficient for marketing gap variable			0.971	

Third: - Description of study

1. variable of Customer knowledge management

It is noted from results of Table (8) that overall rate of response intensity to customer knowledge management variable is (77%) with an average of (77%) A high arithmetic of (3.86) and a standard deviation of (0.679), and this is due to company's interest in improving its capabilities towards dimension of customer knowledge, with a mean of (3.91), a standard deviation of (0.681), a high response intensity and towards agreement by (78%), from On other hand, studied company suffers from a weakness in its interests towards knowledge dimension from customer, with a mean of (3.83), a standard deviation of (0.759), and an answer intensity of (77%). To a customer in order to handle customer complaints with least losses and costs.

Table (8) Statistical description of customer knowledge management

NO.	Dimensions	Arithmetic	mean Standard	Answer level	direction	Relative importance	Order of importance
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			deviations	Answer			
1	Customer knowledge	3.91	0.681	High	agreed	78%	First
2	Knowledge about customer	3.84	0.762	High	agreed	77%	Second
3	Knowledge from customer	3.83	0.759	High	agreed	77%	third
general average of variable customer knowledge management							
means						3.86	
standard deviations					0.679		
relative importance				%77			
level of answer			High		direction of answer		agreed

2. variable of marketing gap

results of table (9) revealed that general average of severity of answer to variable marketing gap was (77%) with a high arithmetic mean of (3.83) and a standard deviation of (0.781), and this is due to company's interest in meeting requirements of demand and with a arithmetic mean of (3.84) and a standard deviation of (0.791), and intensity of response is high and towards agreement of (77%), on other hand studied company suffers from weak interest in its offers with a mean of (3.82), a standard deviation equal to (0.842), and an answer intensity of (76%), as results show interest of studied company towards requirements and tastes of customers, which company is asked to provide offers that win largest possible amount of customer satisfaction and loyalty, and Figure (31) shows distribution of importance of arithmetic means, standard deviations, and relative importance of marketing gap variable.

Table (9) Statistical description of marketing gap

Order of importance	Relative importance	direction	Answer level Answer	standard deviations	Arithmetic means	Dimension	T
Second	%76	agreed	High	0.842	3.82	Supply	1
first	%77The	Agree	High	0.791	3.84	Demand	2
overall average of marketing gap variable for							
3.83				arithmetic circles			
0.781				Deviations Normative			
%77The		relative importance					
agreed	direction of answer			high	level of answer		

Fourth: - Testing hypotheses

1. Correlation hypothesis

results cross-sectional in Table (10) show that there is a statistically significant correlation between customer knowledge management and marketing gap, and that rate of this strength is represented by a strong rate of (0.828), and at a level of significance less than (0.01), i.e. with a confidence level of (0.99), on other hand, correlation relationship according to scale (Mukaka, 2012) ranged between customer knowledge management and dimensions of marketing gap, between (0.779) for supply dimension, which is a strong relationship to (0.807) for demand dimension with a strong relationship, which indicates studied company's interest in improving its service offerings.

Table (10) Matrix link between management customer knowledge and marketing gap

	Knowledge customer	knowledge about customer	knowledge of customer	Knowledge customer management	supply	demand	Marketing gap
customer knowledge	1	.779**	.793**	.921**	.700**	.743**	.753**
knowledge about customer		1	.781**	.925**	.688**	.714**	.732**
knowledge of customer			1	.930**	.771**	.782**	.811**
knowledge management Customer				1	.779**	.807**	.828**
Supply					1	.832**	.960**
Demand						1	.954**
Marketing Gap							1

2. Impact Hypothesis

results of Table (11) indicate existence of a statistically significant influence relationship for knowledge management customer in marketing gap, as increasing customer knowledge management variable with one standard weight leads to a reduction in marketing gap by (0.916), that is, with an interpretation coefficient (R^2 of (0.840), and with a standard error of (0.030) and a critical value of (30.533), This indicates that company's studied interest in improving customer knowledge management will contribute to improving company's offerings and responding to requests preferred by customers.

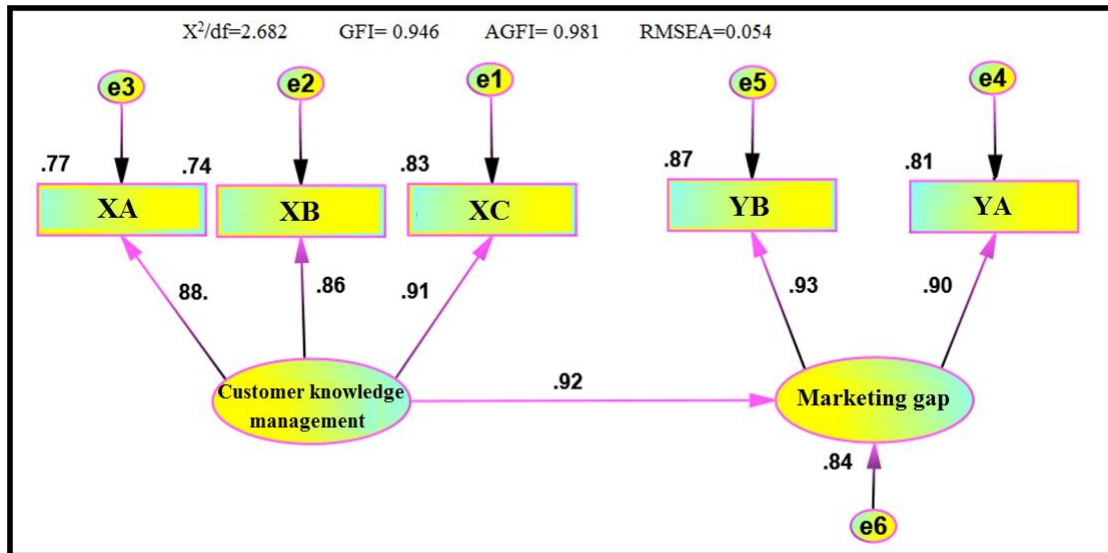


Figure (2) Standard chart of effect of customer knowledge management on marketing gap

Table (11) Results of analysis of impact of customer knowledge management on marketing gap

Type of influence	Probability (P)	R ²	C.R	Standard error	Standard weights	Regression path		
						marketing gap	-	customer knowledge management
moral	***	0.840	30.533	0.030	0.916	-	-	<

Section IV :conclusions and recommendations

First: conclusions

1. There was a statistically significant correlation between knowledge customer dimensions management (knowledge customer, knowledge about customer, and knowledge of customer) and gap marketing (supply and demand), which increases a company's ability to meet customer needs by storing all customer proposals in its databases.
2. Due to this, Asiacell corporation must govern its new knowledge in order to decide most suited clients in order to achieve maximum customer value, based on study's findings.
3. company is interested in hiring workers with adequate talents in departments that require specialists in required sector, which boosts its potential to achieve success in its customer-oriented marketing operations.
4. Customer corporation cared about changing its organizational structure on a regular basis so that new knowledge might be discovered more easily, as well as streamlining processes for knowledge sharing between its many functional divisions..

5. To achieve a sufficient level of quality in its products, study's findings show that organization is interested in investing in various ways and processes.

Second: Recommendations

1. Researchers found that it is in Customer interest to provide right price for consumer's and customer's purchasing power, which necessitates it to use capabilities and strategies to know requirements of customers in such a way that takes into account their standard of living and company's operating environment as well.

2. There was a need for Customer to design service methods to meet customer needs, and to maintain them in event of a delay in demand, which necessitated marketing goals at division and sub-unit levels that could bridge demand gap.

3. For company to be successful, it must be interested in upgrading technical infrastructure, which requires them to use an internal database for knowledge transfer and sharing.

4. In order to increase abilities of its employees on a regular basis, company must ensure that its employees are able to understand each other's tasks.

5. There's a requirement for a firm that's eager to use technology to retrieve and acquire related knowledge, which necessitates encouraging employees to share ideas and information, and implementing fundamental knowledge management systems.

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