

Research Article



The Role of Creative Marketing Strategy in Achieving Marketing Guided by Intelligence-Supported Visions Through the Mediating Role of the Impact of Artificial Intelligence: An Analytical Examination of the Perspectives of a Sample of Employees Within Select Tourism Enterprises in the Holy Najaf Region

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Abstract: This research investigates the impact of a Creative Marketing Strategy on Vision-Guided Marketing, with Artificial Intelligence (AI) as a mediating factor, in selected travel and tourism companies in Al-Najaf Governorate (Jannat Al-Najaf Company, Al-Hikma Company, Horizon Road Police, Al-Zekra Company, and Al-Murbad). While creative marketing increasingly drives competitive differentiation, its specific role in vision-driven strategies within the tourism industry remains underexplored. The study adopts a descriptive-analytical approach, sampling 166 individuals through a questionnaire and analyzing data using SPSS V.27 and Amos V.23. Results confirm that Creative Marketing Strategy significantly influences Vision-Guided Marketing, both directly and indirectly, with AI enhancing the strategy's effectiveness by increasing the perceptibility of marketing impacts. The study recommends that companies heighten their focus on creative marketing, vision-driven initiatives, and AI, emphasizing senior leadership and employee training in these areas to deliver customer-focused, quality services.

Key words: Marketing strategy, Creativity, Marketing orientation, Artificial Intelligence



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Introduction

The majority of study on digital and technological advancements in marketing has been conducted at a rapid pace, with the goal of examining the ways in which these advancements affect an organization's cognitive capacities for managing consumer requirements and providing solutions. Numerous studies assessing the impacts and applicability of various approaches on marketing performance are abundant in the present body of marketing research. But only recently, as calls for study have pushed further investigation of subjects pertaining to artificial intelligence (AI) and its functions in marketing, has greater emphasis been given to research at the nexus of AI and marketing. Because of this, we define AI for the purposes of this review as "intelligently acting computational agents." This concept differs from earlier beliefs that AI was only applicable to computers capable of exhibiting intelligence comparable to that of humans.

In an era of unprecedented technological advancement, artificial Intelligence is emerging as a transformative force that has permeated almost every aspect of our lives. Among the countless sectors experiencing significant change, marketing stands at the forefront of this AI-driven revolution. The fusion of data science, machine learning, and automation has given rise to innovative tools and strategies that redefine how companies interact with their audiences, analyze data, and make critical marketing decisions. This study explores the profound impact of Artificial Intelligence on marketing strategies to reveal the complexities and implications of this symbiotic relationship. As AI technologies evolve, marketers have unprecedented opportunities to enhance customer experiences, improve advertising efforts, and extract actionable insights from massive data sets. This exploration delves into the multifaceted ways AI is reshaping traditional marketing models and examines the ethical considerations associated with its adoption.

The rapid spread of AI in marketing can be attributed to its ability to decipher patterns, automate processes, and augment human capabilities. Artificial Intelligence catalyzes a paradigm shift in how companies conceptualize and execute their marketing strategies. Understanding the nuances of this shift is essential for marketers, business leaders, and scholars alike as they navigate the dynamic intersection of technology and consumer engagement. This study unfolds by examining the key components of AI that enhance its impact on Creative marketing strategy. In order to give a comprehensive picture of the body of current knowledge, we thus examine the most popular research topics linked to artificial intelligence (AI) and its marketing implications through this study.

We do this by identifying important themes, significant publications, and networks between authors and journals. To analyze the evolution and organization of the research field, we employ two complimentary analytical techniques. First, we model the topic and use statistical methods, machine learning, and natural language processing to discover notable dominant concepts. Second, we quantify keyword frequency rates, identify important publications, provide additional insights into authors and research networks, and illustrate the field's historical evolution using scientometric methodologies.

Literature review

Creative marketing strategy

A creative marketing strategy is a collection of actions designed to accomplish corporate goals by promoting goods and services to specific or all target markets. Using an inventive approach is the only way to maintain your competitive edge. The first stage in conceiving unique marketing department techniques is marketing inventiveness. A company with a distinctive, imaginative, or cutting-edge approach can hold a strategic position in the market and deters rivals from copying it. [1] that businesses can only succeed if they have a strong belief in a methodical approach to decision-making, inventive approaches, and creative tactics. [2] Innovative and creative companies create new strategies, think innovatively, and enhance their competitive space in the industry by meeting the demands of their customers.

Innovative tactics encompass several approaches such as implementing a novel pricing structure, developing unique value propositions, expanding into new markets, adopting customer-centric policies, implementing efficient sourcing practices, and employing other methods to engage with clients. The marketing mix is the primary factor influencing buyers' decision to purchase a specific product or service. This is because the distinction in customer value resulting from the marketing mix contributes to improved organizational performance. [3]

Marketing strategy focuses on developing a marketing mix that helps the organization achieve its goals in the target market. Marketing creativity refers to the degree to which marketing efforts for a product stand out from the usual practices in the product category. [4] An innovative or creative strategy enables the firm to establish a distinctive position that is challenging for competitors to replicate. Hence, the most imaginative and inventive firms possess a horizon of possibility that allows them to envision methods of utilizing a substantial new advantage in order to establish a new realm of competition or transform an existing one. Creative marketing strategies may employ novel value propositions, innovative pricing structures, customer-centric supply networks, or extended methodologies and resources. These marketing mix elements have the potential to provide customers with distinctive value or offer buyers a compelling cause to make a purchase. [5]

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Dimensions of creative marketing

This topic leads to linking and finding the relationship between the concept of creativity and the elements of the traditional marketing mix (product, price, promotion, distribution). The modern point of view on creative marketing crystallized in the second half of the twentieth century. Certain principles have crystallized and depend on specific variables, such as the market share of distinct sizes and comprehensive ranges [8] and the number of effective pricing strategies. Performance and extreme attention to product specifications, and therefore, these frameworks have been focused on according to the perception that innovative marketing is introducing something new and essential to the market. Therefore, this relationship will be in the following order [9]

1. The creative product

A product can be defined as "a set of physical and chemical properties combined in a form that satisfies a specific need," as Kotler defines it more broadly, as "anything that presents to the market the satisfaction of a need or desire." Searching for a new (creative) product is a complex and extensive process that begins with searching for the idea of the product, designing its shape, characteristics, and first experimental models, all the way to its production, marketing, and following up on its development throughout its life cycle in the market, until its deterioration and exit from the market to be replaced by another product. [10,11]

2. Creative price

Price-related decisions are among the organization's critical decisions, and the marketing literature is almost unanimous on the specificity of price as the only element that generates revenues for the organization, helping it to continue and sustain itself. In contrast, the rest of the other elements affect costs. This concept is based on the philosophy of pricing flexibility to meet the requirements of a slow or declining demand for the commodity [12]. Innovation in the price field is one of the essential approaches to achieving marketing excellence and creating a competitive advantage for the facility with one bike or another. However, such innovation has not received attention from researchers as much as other fields such as product, advertising, and promotion. Innovation can be achieved by the consumer setting the price himself on the purchased products or setting a price on the products close to or similar to the wholesale price [13].

3. Creative promotion

According to Stanton, promotion is the act of motivating and reminding the market about the organization's products, with the intention of influencing the recipient's emotions, actions, and beliefs. Promotion is a component of the market-oriented marketing mix that involves communication aimed at influencing customer beliefs about products in order to boost sales and market share. The diversity in purchasing behaviors among clients and their distribution across different geographical places has resulted in the intricacy of effectively connecting with them. Currently, this is not a strict rule, as advancements in technology are crucial in enabling the elements of the promotional mix to have an impact on individuals [14].

4. Creative Distribution

It means the process of delivering products to the final consumer or industrial user through groups of individuals and institutions through which the goods' temporal, spatial and possessive benefit is created. There are many activities and areas of distribution in which innovation can benefit both the marketer and consumers. Innovation may be in a new and unfamiliar way of distributing products, the design or shape of the distribution outlet itself, or it may be in the interior design of the distribution outlet, or it may be in the atmosphere surrounding the distribution process, which affects consumers to one degree or another and other activities and areas [15]

Marketing guided by insights supported by Intelligence

Directed marketing is a marketing technique that focuses on specifically targeting clients based on the items produced or promoted by businesses. Directed marketing refers to the strategic application of the many components of the marketing mix, including product, pricing, distribution, and promotion consistently and appropriately with the psychology and style of creativity to meet customers' needs and desires adequately. Optimal creativity enables the achievement of a level of loyalty. It is also defined as marketing efforts that seek to achieve Collecting marketing information that aligns with clients' preferences and demands to cater to their requirements and desires for goods and services. [16]

It is a type of marketing based on the mechanism of collecting data and information together to form a more complete and clear picture of clients or customers, and this type is similar in its characteristics to data-driven marketing. This marketing type depends on collecting and using the correct data effectively. This includes having an organized database that provides all the required data with easy access. The kind of data that a company needs varies depending on the field or sector in which it operates, but it includes: [17]

- a. Contact information for the customer.
- b. Demographic characteristics, including the client's gender, location, level of education, income, etc.
- c. Records or previous purchases (Purchase History).
- d. Interests and preferences.

5. Information about membership and affiliation or loyalty programs.
6. The customer's previous participation through emails, incoming phone calls to the call center, the extent of using smartphone applications, etc.

Insights-guided marketing depends on customers' behaviors and their interaction with the company. These inputs must be collected in an organized manner and updated periodically. Computer programs can be used to accomplish this. Some of these programs are designed to collect data from various interactive points and store them in one center or database, but This rule should be filtered occasionally. Customers' loyalty to the company can be verified by communicating with them via phone or email to determine the category or group whose data should be deleted from the base and which should be kept. Insights-based marketing helps all marketing agencies send special offers and rewards, often affecting the customer's character. By meeting customers' different interests and desires and considering their purchasing habits and behaviors, the best shopping experiences that suit their interests can be provided. The vision-driven marketing mechanism is based on understanding customers' needs and requests so the company can outperform other competitors by following the following points [18]

- a. Predicting new and modern trends based on signals extracted from electronic conversations with customers, where marketers can explore and know customers' desires and learn about their competitors' strategies in the markets. Thus, based on these insights, they can add the necessary elements to the products and services.
- b. Build the company's marketing strategies by segmenting the target audience, dividing them into groups, and restructuring the marketing methods used by each group. [19]
- c. Guide and redirect (Pilot and Refine) the company's marketing efforts, as marketers can analyze the impact of electronic campaigns on the target audience, know the most influential people on social media, and seek help from them to accomplish this.
- d. Evaluate marketing teams' performance to achieve the set goals by comparing their performance with the performance of competing companies.

Dimensions of marketing guided by insights supported by Intelligence

The methodology introduced by Narver and Slater (1990) is utilised in this study, which identifies three critical components of market orientation: competitor orientation, consumer orientation, and cross-functional integration. The primary goal of the initial component is to gain a comprehensive understanding of the target consumers in order to provide them with exceptional value. The seller's comprehension of the strengths, vulnerabilities, and capabilities of existing and potential competitors is essential for the second component. In order to produce superior value for consumers, the third component is dependent on communication, coordination, information exchange, and collaborative involvement.

The act of generating novel and valuable ideas by an individual or a small collective is known as creativity. Hence, the level of inventiveness in a marketing program refers to the degree to which marketing strategies for a product (or service) offer clients a fresh perspective compared to conventional approaches within the product category. This definition centers on two crucial elements of creative production: significance and originality. Meaning pertains to comprehending marketing actions that are suitable and advantageous to customers. Novelty pertains to the distinctiveness of these actions in comparison to those of rivals. Therefore, innovative marketing initiatives have a significant impact on a company's competitive advantage. The novelty of marketing campaigns captures buyers' interest. The company's offerings are alluring to customers, and their simplicity or utility ensures that customers can easily recall the offer and make frequent repeat purchases.

Marketing programs, which encompass the characteristics and operations of marketing activities that consumers perceive as important and beneficial, should generate value for the intended client base. The ability of a business to innovate is demonstrated by its capacity to provide novel physical products or services, implement innovative marketing strategies, and continually acquire information and convert ideas. Marketing programs may only be deemed innovative if they are constructed upon imaginative concepts. Hence, you might endeavor to align marketing initiatives with constantly evolving tastes and inclinations. The tight correlation between creativity and innovation is seen in the intentional dimension of the actions that make up marketing campaigns.

A marketing program that effectively addresses client needs with innovative solutions can create substantial value, not only by providing a high-quality offer but also by delivering supplementary resources to assist the execution of relevant activities. Creativity and innovation are key factors in marketing, and they are characterized by their association with financial and economic strategies. The initial strategy focuses on the performance of the market or customers, whereas the second approach takes into account the financial outcome of the firm, such as sales revenue or profit. [20]

Artificial Intelligence

The abundance of data, along with the accessibility of processing power and storage on digital devices, has sparked a fresh fascination with artificial intelligence (AI) across various disciplines in recent years. The fierce competition among enterprises globally has also hastened the necessity to implement artificial intelligence (AI) in order to surpass rivals. The majority of C-level executives do not consider AI to be a fundamental skill that firms need to improve in order to maintain competitiveness in the long run. One of the crucial aspects of utilizing AI in organizational operations is the implementation of inventive business-to-business marketing strategies. In a complex business environment, it is crucial to have intelligent solutions that can enhance B2B marketing capabilities.

These solutions are necessary to handle the vast amount of complex information and enable speedy decision-making. [21] Artificial Intelligence has the potential to profoundly transform conventional processes by efficiently handling large volumes of data and offering valuable insights about business partners and critical clients. Moreover, American Journal of Business Practice

artificial intelligence (AI) transforms into a valuable resource that can be utilized to obtain a competitive edge. The lack of knowledge on the impact of AI and the potential methods for deriving value from these technologies is especially apparent in B2B marketing. [21] Emphasizing the significance of artificial intelligence (AI) in a business-to-business (B2B) setting and outlining strategies to achieve this is crucial for minimizing the occurrence of unsuccessful endeavors inside firms and expediting the implementation of AI in such operations. Similarly, recent studies performed with industry professionals have revealed that there are still many obstacles that impede the acceptance and utilization of AI in enterprises, in addition to technical issues.

Furthermore, the current hindrance in deploying AI in important organizational processes is exacerbated by the continued visible value that many managers see in implementing AI. A recent study conducted by McKinsey has emphasized that the predominant applications of artificial intelligence (AI) in enterprises revolve around enhancing service and business-to-business (B2B) marketing procedures, which participants have rated as the most valuable. Nevertheless, there are other obstacles linked to achieving the benefits of AI investments, namely, establishing a consistent AI capability that can consistently meet business needs.

In order to fill this knowledge void, this research utilizes core competence theory and formulates a conceptual framework for the implementation of artificial intelligence (AI) in businesses based on the fundamental principles of the theory. Our proposal is to consider AI competency as a fundamental skill for enterprises, emphasizing the importance of effectively and harmoniously implementing AI technology. According to our theory, firms who are able to cultivate expertise in artificial intelligence (AI) will have the ability to gain a competitive edge over their rivals. The reason for this is because AI deployments possess inherent idiosyncrasies and necessitate a thorough endeavor from various organizational entities to create AI applications that are challenging to replicate and yield value.

Materials and Methods

Research methodology

Research problem

The tourism sector in Iraq faces several problems in using a Creative marketing strategy to enhance marketing guided by insights using artificial Intelligence. Here are some common issues you may encounter:

- 1 Lack of technical infrastructure: The tourism sector lacks the technical infrastructure necessary to apply artificial intelligence techniques in travel and tourism companies. There may be a need to upgrade networks and provide the appropriate infrastructure and devices to implement artificial intelligence applications in tourism service marketing.
- 2 Lack of specialized personnel: Using artificial intelligence technologies in travel and tourism companies requires a specialized team of academics, engineers, and

experts in synthetic Intelligence. Employing and training specialized competencies in marketing tourism services may be difficult.

- 3 Cost and financing: Artificial intelligence technologies may require a significant financial investment in infrastructure, programs, training, and development. Providing adequate funding can be a challenge for tourism companies in Iraq.

Where the research problem was summarized: What is the role of artificial Intelligence in the relationship between Creative marketing strategy and enhancing vision-driven marketing in the companies studied?

The importance of research

The importance of the research is evident as follows:

- 1 "The role of artificial intelligence in the relationship between Creative marketing strategy in enhancing vision-driven marketing" is of great importance because of the challenges facing the tourism sector in Iraq and the promising opportunities that artificial Intelligence can provide in tourism marketing services.
- 2 Most travel and tourism companies have begun to compete for future trends, and reading ideas, markets, and customers has become one of the priorities for future foresight. These marketing organizations have started to think about what they will be like in the future, especially after the technical acceleration in all fields.
- 3 The digital customer has become one of the most important customers that travel and tourism companies compete for, as the marketing strategy and organizational work will be virtual, creating a virtual customer who is the customer of the future. Here, marketing organizations must search for these customers in the current market to ensure their products' future and promote them to future customers.

Research objectives

After defining the research problem and its importance, the research objectives are summarized as follows:

- 1 The extent to which the studied companies use creative marketing strategies.
- 2 The extent of the availability and use of artificial Intelligence for the companies studied in providing their services to customers.
- 3 The extent to which vision-guided marketing is applied in the companies studied.
- 4 Identify the direct influence of the Creative marketing strategy in enhancing vision-driven marketing in the companies studied.
- 5 Identify the indirect effect of the mediating role of Artificial Intelligence in the relationship between Creative marketing strategy and enhancing vision-driven marketing in the companies studied.

Research hypotheses and research model

The central hypothesis of the research was determined: There is a significant effect between the Creative marketing strategy in vision-guided marketing mediated by artificial Intelligence.

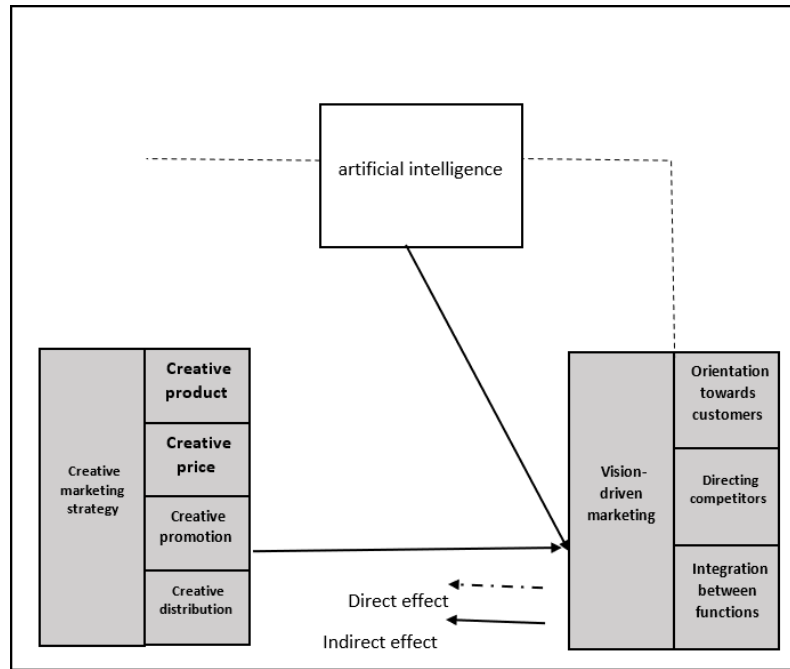


Figure 1. Hypothetical model for the research

Result and Discussion

Practical Framework

Study population and sample

The appropriate choice of the place to apply the study and the studied community are among the fundamental aspects that achieve the accuracy and validity of the results and test the study hypotheses. Therefore, a study group will be chosen practically in the private sector to test its hypotheses in a realistic Iraqi environment because these studied companies are essential. Tourism in Iraq, in general, and in the Al-Najaf Governorate, in particular, and its critical role in developing the tourism sector constitute fundamental support for developing the Iraqi economy. The sample size was determined using statistical tables, specifically Krejcie (1970: 608), where the population number was For all individuals and employees of the companies studied (210) individuals and therefore,

Based on the statistical tables, the recommended sample size is a minimum of 136 individuals. To ensure that the requirements of the study are met, the researchers distributed (175) questionnaires to a random sample of workers from the employees of (5) travel and tourism companies in Al-Najaf Al-Ashraf Governorate (Jannat Al-Najaf Company, Al-Hikma Company, Horizon Road Police, Al-Dhikra Company, Al-Marbad Company), As indicated in the table provided.

Table 1. Presents the responses of the participants in the sample under investigation.

the condition	Distribut or	Non-refundable	suitable for analysis
the number	175	9	166
Percentage	100.0%	5.14%	94.86%

The study sample obtained different characteristics, whether in terms of personal or professional characteristics, which were represented by (gender, age, educational attainment), as indicated in the table provided:

Table 2. presents the personal information of the study sample.

Gender	Repetition	The ratio
Male	144	86.75%
Feminine	22	13.25%
the total	166	100
the age	Repetition	The ratio
31 years or less	37	22.29%
From 32-41	41	24.70%
From 42-52	55	33.13%
53 or more	33	19.88%
the total	166	100
Academic achievement	Repetition	The ratio
Preparatory school	28	16.87%
Diploma	26	15.66%
Bachelor's	87	52.41%
Higher Diploma	11	6.63%
Master's	9	5.42%
Ph.D	5	3.01%
the total	166	100

Descriptive statistics / describing, diagnosing, and analyzing the data of the study variables

In this part of the analysis, we seek to identify the reality of the study variables by studying the dimensions of each variable for the opinions of a sample of workers in a group of some tourism and travel companies in the Al-Najaf Governorate (166 respondents), where the level of response to the opinions of the sample studied will be determined according to their answers based on a scale (Likert quintile based on the sample's answers to the questionnaire questions. The following table presents the results of calculating the average range of the respondents' answers.

Table 3. Calculation of the weighted average and determination of the response level.

Weighted average		Weights		Direction of the answer	Answer scale
1	1.8	%20	%36	I strongly disagree	Very weak
1.81	2.6	%36.2	%52	I disagree	weak
2.61	3.4	%52.2	% 68	neutral	middle
3.41	4.2	% 68.2	%84	I agree	good
4.21	5	%84.2	%100	I strongly agree	very good

The comparison and dimensions were evaluated by determining the lowest coefficient of variation and the highest level of relative importance. These measures indicate high consistency and responsiveness. Additionally, the level of availability, practice, interest, and homogeneity among the studied companies was identified for the main dimensions and variables. The level of stability was assessed using Cronbach's alpha coefficient, which is considered reliable when it is equal to or greater than 0.70, based on.

Creative marketing strategy

Overall, the results pertaining to the creative marketing strategy variable are succinctly presented in the table and figure that follow. It is evident that the variable attained a mean value of (3.446) and a standard deviation of (0.989), which corresponds to its coefficient of variation of 28.7%. As a consequence of the fact that the examined businesses must reconsider the processes and strategies used to develop creative marketing strategies, the results indicate that the level of interest among the examined businesses in developing and developing such strategies was average. which is related to developing their websites, which are characterized by simplicity to provide the opportunity to be used by their customers and create training programs for workers in the field of Creative marketing strategy to develop their skills, which will lead to employee

satisfaction and performance. And renewing the procedures for using the Creative marketing strategy while keeping pace with developments in marketing information and, ultimately, the performance of the companies studied in which they work. As for the dimensional level, the results showed the following:

- a. It achieved the highest mean in the (Creative Product) dimension, reaching (3.622) with a deviation of (0.861), where its coefficient of variation was recorded at (23.8%), as it occupied the (first) level in terms of the order of importance.
- b. It achieved the lowest mean in the (Creative Price) Dimension, as it reached (3.178) with a deviation of (1.135), where its coefficient of variation was recorded at (35.7%), as it occupied the (fourth) level in terms of order of importance.
- c. It achieved a mean on the (Creative Promotion) Dimension, reaching (3.451) with a deviation of (0.988), where its coefficient of variation was recorded at (28.6%), as it occupied the (third) level in terms of the order of importance.
- d. The creative distribution dimension ranked second with a mean of (3.532) with a deviation of (0.971), with a coefficient of variation of (27.5%).

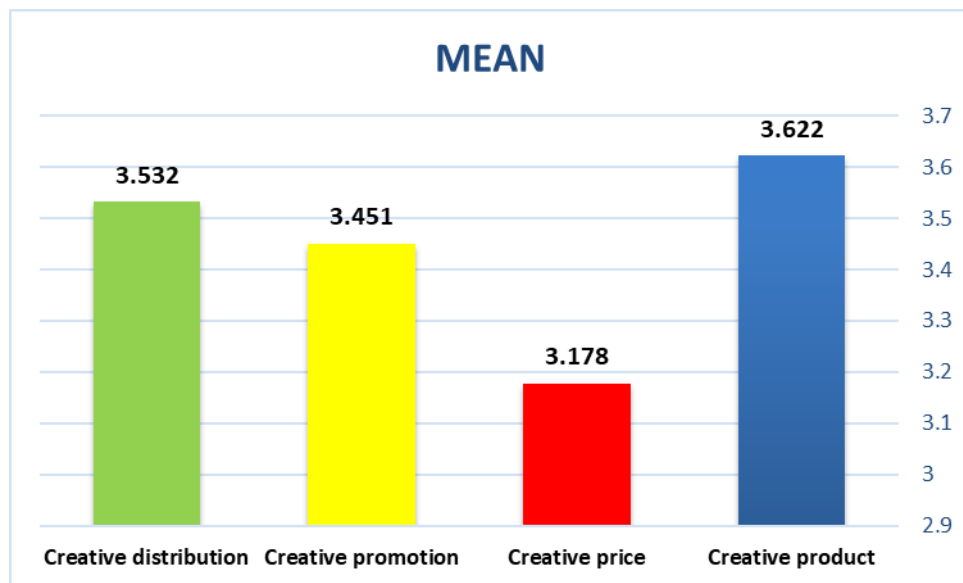


Figure 2. Arithmetic means for the dimensions of the Creative marketing strategy variable

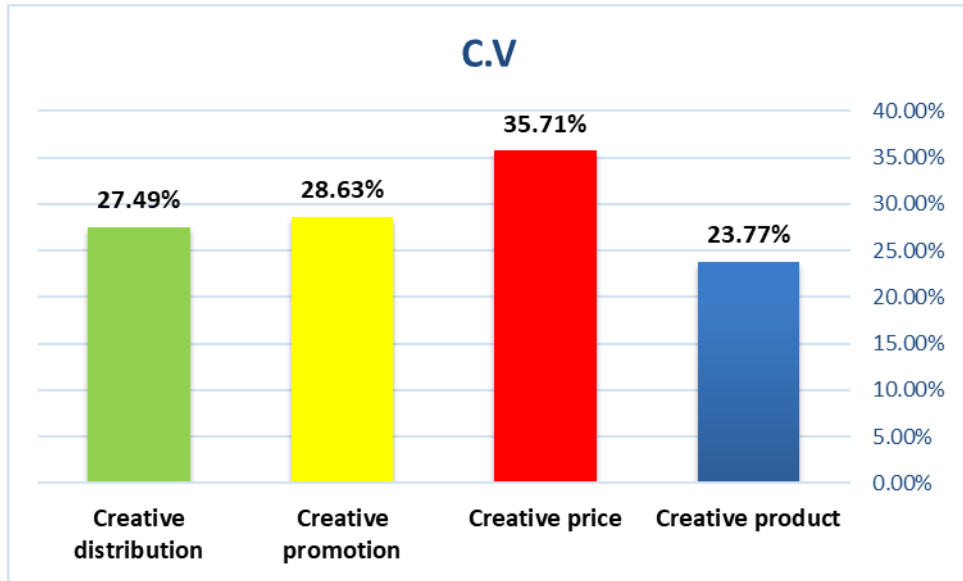


Figure 3. Coefficient of variation for the dimensions of the Creative marketing strategy variable

Table 4. Summary of descriptive indicators for the dimensions of the Creative marketing strategy variable

	Dimensions of the Creative marketing strategy variable	MEAN	deviation	C.V	Agreement rate	Disagreement rate	Cronbach's alpha coefficient	N O.
1	Creative product	3.622	0.861	23.8 %	72.4%	27.6%	92.2%	1
2	Creative price	3.178	1.135	35.7 %	63.6%	36.4%	89.1%	4
3	Creative promotion	3.451	0.988	28.6 %	69.0%	30.1%	88.3%	3
4	Creative distribution	3.532	0.971	27.5 %	70.6%	29.4%	90.1%	2
	Creative marketing strategy	3.446	0.989	28.7 %	68.9%	31.1%	89.9%	

Source: The researcher based on the statistical program SPSS.27

Artificial Intelligence (AI)

Overall, the outcomes pertaining to the artificial intelligence (AI) variable are succinctly presented in the table and figure that follow. It is evident that AI attained a mean value of 3.120, accompanied by a standard deviation of 0.828; this value accounted for its coefficient of variation of 26.5 percent. The findings suggest that the examined companies possessed an average degree of interest in the development of artificial intelligence (AI) and intelligence. Consequently, the examined companies ought to reassess the methodologies employed in the creation of AI. which are related to enhancing the use of the Official Aviation Guide and Airline Fare Book (OAG PAT), then introducing computer systems (Computer Reservation System), and then finally.

Completing the introduction of the latest global reservation and distribution systems and enhancing reservations that were invented and used by airlines and their agents around the world to reserve seats on aircraft, as well as the various services that the traveler needs and provided by the tourist agent, and enhancing websites through their pages and websites on the network, taking advantage of the possibilities of promotion and advertising. About its products and services, using the latest audio and video tools. When they ask questions or inquiries about the service, they receive the answer quickly. The figure below shows the development of the use of modern technologies in Iraq for the period from 2003-20.

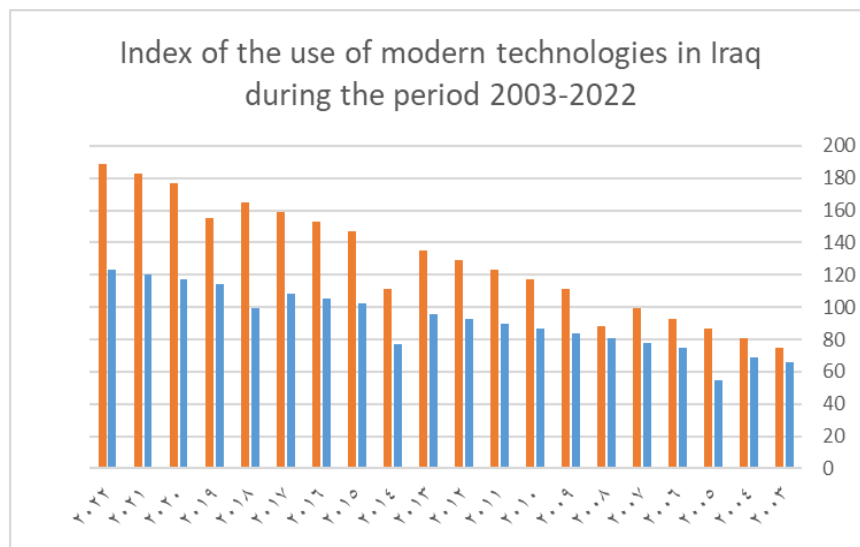


Figure 4. Index of the use modern technologies in Iraq during the period 2003-2022

Source: Compiled by researchers based on International Telecommunications Union (ITU) reports, World Economic Forum competitiveness reports

Vision-driven marketing powered by Intelligence

The table and figure below provide a summary of the results for the vision-guided marketing variable supported by Intelligence. It is evident that the variable attained an American Journal of Business Practice

overall mean of 3.237 with a deviation of 0.901. Additionally, the coefficient of variation for this variable is 27.8%. The findings suggest that the analyzed companies have a significant interest in the development and marketing The strategy informed by discernment bolstered by Intelligence was moderate, as the studied companies must reconsider the procedures followed to create marketing guided by insights supported by Intelligence, which are related to exploiting the available resources and capabilities in a way through which profits can be achieved, attracting new customers to achieve the appropriate profitability goal, and providing services to customers through. Companies study the needs and desires of customers and train their employees to develop their capabilities, each according to their needs or the company's needs. As for the dimensional level, the results showed the following:

- a. It achieved a mean on the Dimension (orientation towards customers), as it reached (3.298) with a deviation of (0.891), where its coefficient of variation was recorded at (27.0%), as it occupied the (second) level in terms of the order of importance.
- b. It achieved the lowest mean in the Dimension (Guiding Competitors), as it reached (2.982) with a deviation of (1.044), where its coefficient of variation was recorded at (35.0%), as it occupied the (third) level in terms of order of importance.
- c. It achieved the highest mean in the Dimension (integration between functions), as it reached (3.432) with a deviation of (0.769), where its coefficient of variation was recorded at (22.4%), as it occupied the (first) level in terms of the order of importance.

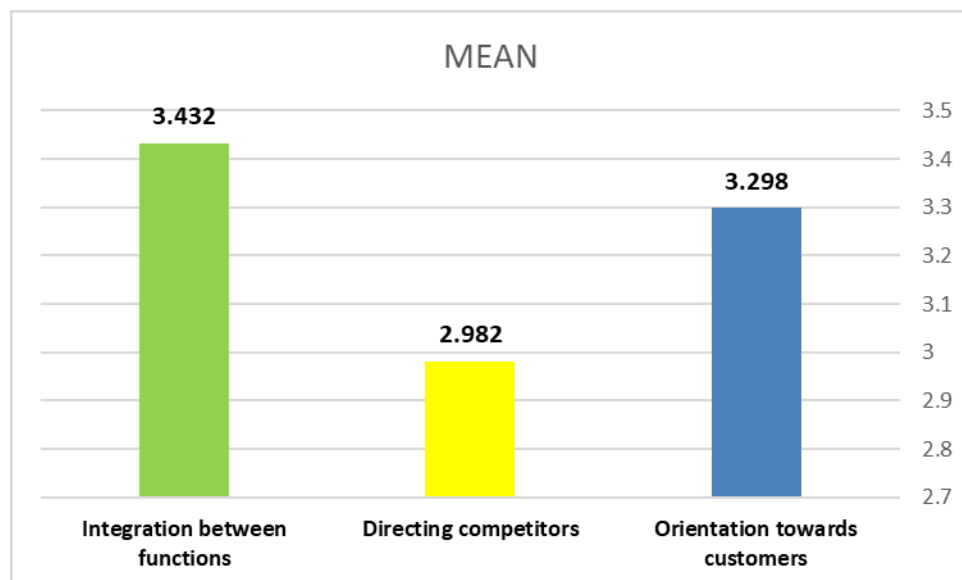


Figure 5. Arithmetic means for the dimensions of the Vision-driven marketing variable supported by intelligence

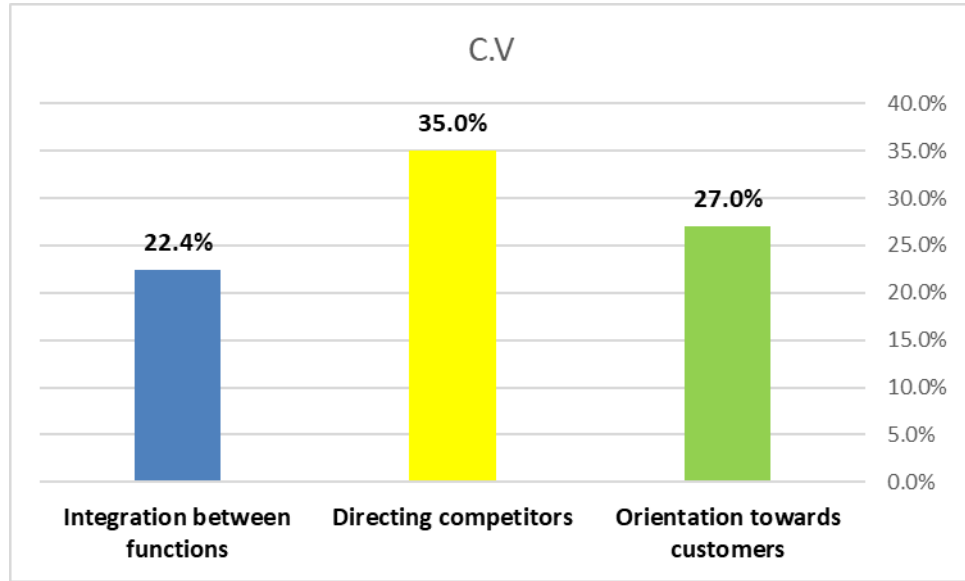


Figure 6. Coefficient of variation for the dimensions of the intelligence-supported insights-guided marketing variable

Table 5. Summary of descriptive indicators for the dimensions of the Vision-driven marketing variable supported by Intelligence

	Dimensions of the marketing variable guided by insights	MEAN	deviation	C.V	Agreement rate	Disagreement rate	Cronbach's alpha coefficient	N O.
1	Orientation towards customers	3.298	0.891	27.0 %	66.0%	34.0%	85.70%	2
2	Directing competitors	2.982	1.044	35.0 %	59.6%	40.4%	91.70%	3
3	Integration between functions	3.432	0.769	22.4 %	68.6%	31.4%	89.30%	1
	Vision-driven marketing	3.237	0.901	27.8 %	64.7%	35.3%	88.90%	

Source: The researcher based on the statistical program SPSS.27

The value of Cronbach's alpha ranges between zero and one. If the scale has high reliability, this means that the scale items are stable, and therefore, the scale is stable (Hair et al. 2019, P: 775). This means to what degree the scale gives close readings when applied in every Once, The research variables demonstrated a Cronbach's alpha coefficient over 0.70, indicating their validity for measurement. This suggests that if the questionnaire is redistributed numerous times and throughout different periods, consistent findings can be expected.

Testing and analyzing the study hypotheses

Path analysis is a statistical method for studying and modeling variables' relationships. It shows the dependence of one variable, called the dependent variable, on one or more variables, called the independent variables, and a variable and an intermediary, called the mediating variable. A mathematical model that describes the correlation between the dependent variable, the independent variables, and the mediating variables. Studying the indirect effect of the artificial intelligence variable within the research hypothesis

There is a significant effect between the Creative marketing strategy and vision-guided marketing mediated by artificial Intelligence.

The table below shows the results of the direct and indirect effects between the variables, as follows:

- 1 In light of the findings, it would appear that the calculated t value between (Creative marketing strategy in artificial Intelligence) reached (17.578), which is higher than the tabular t value (1.976). As a result, it can be concluded that there is a significant effect between (Creative marketing strategy in artificial Intelligence).
- 2 It is obvious from the results that the estimated t value between (artificial Intelligence in vision-driven marketing) was (9.248), which is more than the tabulated t value (1.976), and so there is a substantial effect between (artificial Intelligence in vision-driven marketing)
- 3 The values of direct and indirect influence clearly indicate that the mediating variable, Artificial Intelligence, plays a significant role in shaping the relationship between the creative marketing strategy and vision-driven marketing, as demonstrated by the influence values. The results indicated that the value of the indirect influence of the Creative marketing strategy in vision-guided marketing is 0.243, which is less than the value of the direct effect observed in the previous results, which is 0.512. This indicates that the influence of the mediating variable (artificial intelligence) on the relationship between the two variables (creative marketing strategy in vision-guided marketing) is partial, signifying that mediation is characterised as partial mediation.

Table 6. The direct and indirect effect between Creative marketing strategy and vision-guided marketing mediated by artificial Intelligence

Search Variables			Indirect effect	Direct effect	t	P	the decision	Type of mediation
Creative marketing strategy	<- --	artificial Intelligence	---	0.7691	17.578	---	Significant	---
Creative marketing strategy	<- --	Vision-driven marketing	0.243	0.5121	12.909	Partial mediation	Significant	Partial mediation
artificial Intelligence	<- --	Vision-driven marketing	---	0.3473	9.248	0.000	Significant	---

Source: "AMOS Program Output. 23"

- To verify that the mediator affects the relationship between (Creative marketing strategy in vision-driven marketing), it will be tested using the Sobel test, as is evident in the figure below, as it appears from the Sobel test value of (8.184), which is greater than the tabular t value (1.976) Therefore, this confirms that the mediating variable has an impact on the relationship between (Creative marketing strategy in vision-driven marketing).

Input:		Test statistic:	p-value:
t_a	17.578	Sobel test:	8.18441041
t_b	9.248	Aroian test:	8.17405725
		Goodman test:	8.19480301
Reset all		Calculate	

Figure 7. Sobel test based on t values

Source: Sobel test results

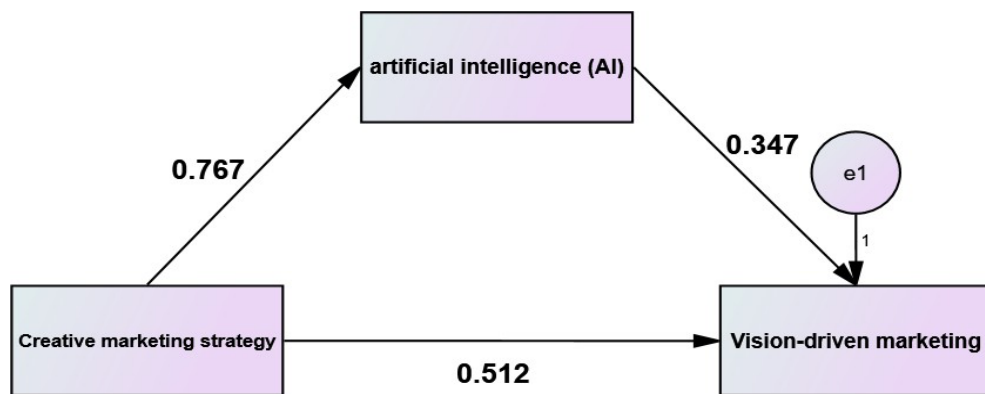


Figure 8. The effect between Creative marketing strategy and vision-driven marketing mediated by artificial Intelligence

Source: "AMOS Program Output. 23"

Conclusion

This paragraph summarizes the most important conclusions reached by the researcher, which were the following:

- a. The interest in the components of the Creative marketing strategy was moderate, as most of the respondents' answers to most of the items were neutral. This indicates weak interest in the Creative marketing strategy of the travel and tourism companies studied in the Al-Najaf Governorate.
- b. The average availability of vision-guided marketing components supported by intelligence in the travel and tourism companies studied in the Holy Najaf Governorate, where most of the study sample's answers were neutral, gives an indicator that is not positive.
- c. It is clear from the analysis of the direct impact relationships between the Creative marketing strategy and the vision-guided marketing supported by Intelligence that it was low. This indicates that whenever attention is paid to the components of the Creative marketing strategy in the travel and tourism companies studied in the Holy Najaf Governorate, it does not significantly enhance vision-guided marketing. Powered by Intelligence.
- d. It is evident through the analysis of the relationships that the indirect effect of the mediation variable of artificial Intelligence between the Creative marketing strategy and the marketing guided by visions supported by Intelligence was statistically significant, directly and significantly. This indicates that more attention is paid to the components of the Creative marketing strategy in the travel and tourism companies studied in Najaf Governorate. Ashraf, whenever this leads to enhancing marketing guided by insights supported by Intelligence towards employees of the companies, studied and researched using artificial intelligence applications in providing tourism services to customers.

Recommendations

- a. Paying attention to the website's design is characterized by simplicity to allow its customers to use it. Websites provide tourism services to help make decisions and solve problems while providing information through content because it is one of the practical tools.
- b. Urging companies to consider using artificial intelligence to a greater extent to help customers and communicate with them, benefit from this experience and from each of these interactions, and improve future transactions.
- c. Paying attention to preparing training programs for workers in Creative marketing strategy to develop their skills and obtain accreditation. It requires people who are practically and scientifically qualified in Creative marketing strategy.
- d. Recommending the studied companies to renew procedures for using creative marketing strategies while keeping pace with developments in marketing information.
- e. Recommending the studied companies to provide special offers to their profitable customers through intelligent applications of artificial intelligence programs directly without intermediaries.
- f. Recommending the studied companies to work on increasing sales by providing various services and in new fields.
- g. Recommending the companies studied to use intelligent software applications to provide their services to customers at an acceptable level of quality that meets customer needs.
- h. Pay attention to the internal operations dimension of the company's excellence, achieve the value customers expect efficiently and effectively, ensure the retention of competent and highly committed employees, and take care of them.
- i. Analyzing information through artificial intelligence programs to understand target customers to provide them with superior value.
- j. Analyzing information through artificial intelligence programs to understand the seller's current and potential competitors' strengths, weaknesses, and capabilities.
- k. Communication, coordination, information exchange, and joint participation to create superior value for customers.

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