

# Smart Marketing Round in Promoting Marketing Recovery A Case Study of a Tire Manufacturing Company in A Najaf Al Ashraf Governorate

Mohammed T. Kahnger Almayali <sup>1</sup>, Ihsan AbdUIAmeer Azeez <sup>2\*</sup>, Afaf Hussein Mohammed Bahr <sup>3</sup>,  
Mohammed Hameed Yasir <sup>4</sup>

<sup>1</sup> Department of Mathematics, Faculty of Computer Science and Mathematics, University of Kufa, Kufa, Iraq

<sup>2</sup> Department of Business Administration, College of Administration and Economics, University of Kufa, Kufa, Iraq

<sup>3</sup> Department of Mathematics, Faculty of Computer Science and Mathematics, University of Kufa, Kufa, Iraq

<sup>4</sup> Department of Banking and Financial Sciences, Faculty of Administration and Economics, Kufa University, Najaf, Iraq

\*Corresponding author E-mail: [ehsanb.alameer@uokufa.edu.iq](mailto:ehsanb.alameer@uokufa.edu.iq)

Received: November 12, 2025, Accepted: December 19, 2025, Published: January 1, 2026

## Abstract

This research seeks to explain the dimensions of intelligent marketing represented by (attraction, communication, sharing, retention, and learning) as an independent variable in the research of marketing recovery as the dependent variable, within the framework of the general tire industry in Al-Najaf Governorate. The research started from a discussion problem formulated in a group of intellectual and field questions, the most important being the extent of ownership of the researched company to the dimensions of the research variables, in addition to revealing the nature of the correlation and influence relationships between these variables. We try to answer these questions by exploring the theoretical and practical implications of the variables under study, as they are among the modern topics in the working environment of the company where the study is conducted. To achieve the objectives of the research, the questionnaire was designed to collect data, and it was placed on a sample of the company's employees, with the distribution of 49 questionnaires, out of which 43) valid questionnaires for statistical analysis. The response rate reached 88%. The researchers relied on descriptive and analytical statistical methods in data analysis using SPSS V.24 software, and the research reached a group of conclusions and proposals. I highlight the conclusions of the existence of a spiritual relationship between the dimensions of smart marketing and marketing recovery in the research sample, and it also shows that the dimensions of smart marketing have a spiritual effect on marketing recovery at the overall level. In the light of these results the theme of presenting a group of suggestions, the most important of which is the need for the company under study to adopt effective and sustainable policies to keep up with environmental changes, to contribute to strengthening the image of marketing recovery in the minds of customers and supporting the powers of competition and staying in the market for a long time.

**Keywords:** Smart Marketing; Marketing Recovery; Attraction; Retention.

## 1. Introduction

Smart marketing is a modern method in the world of marketing, as it relies heavily on modern techniques, technology, and big data to analyze customer behavior and direct marketing strategies in a more effective way. Smart marketing also gives companies the ability to improve the customer experience and provide customized offers, which ultimately leads to loyalty and sales. And also, Marketing is defined as everything that contributes to attracting and receiving the largest number of new customers and maintaining original customers through a set of means, including studying consumers' desires. Marketing has dimensions, one of which is described as the marketing situation, which is represented in the orientation towards gaining consumer satisfaction, and this requires a deep understanding of market mechanisms and consumer behavior (Plank, 2022). Therefore, integrating modern methods with the marketing strategy has become an important matter to maintain competitiveness and meet consumer needs. As for smart marketing, it depends on many things, including collecting data, then analyzing it and applying it to marketing strategies. Thus, it has become more effective than traditional marketing in terms of the ability to customize offers and messages for each customer independently. The study aims to understand and tailor marketing messages to increase return on investment by improving customer experience, enhancing marketing efficiency, and enabling better market forecasting. Using modern technologies and deeper insights into market needs helps companies anticipate trends and gain a competitive advantage (Purwanto, 2021). In the ever-evolving state of business and marketing, it is imperative to stay ahead of the curve to be adaptable and innovative. Emerging technologies and methods have become a stepping stone to adaptability because they provide unprecedented opportunities for organizations and businesses to connect with consumers and improve their business (Abdullah et al,2020).

He also emphasized the importance of the concept of marketing recovery, which has become increasingly prominent in marketing literature, especially in recent years marked by various crises that significantly impacted the service, tourism, and commercial sectors. Challenges posed by the COVID-19 pandemic, economic downturns and political instability have drawn both scholars' and practitioners' attention to the importance of recovery strategies due to their critical role in restoring customer relationships, maintaining organizational image, and preserving customer loyalty (Plank, 2022, Uysal&Kılıç,2020, Schwarz,2010, Palmeira et al, 2020, Scott et al, 2008). Marketing recovery is not just a reactive response to service failures; it strategically rebuilds customer trust, improves satisfaction, and strengthens organizational resilience for future challenges.(Ramadhan & Jathir, 2020). Academic interest in this concept has grown significantly due to its profound impact on organizational continuity and reputation. It has become integral to many post-crisis marketing activities, particularly in service-oriented industries such as tourism, hospitality, and financial services (Beshay&Morsy, 2024; Najar & Saini, 2018; Purwanto,2021).

Several definitions reflect the richness and multidimensionality of the concept. According to Michel (2002), it is a reactive mechanism initiated by a firm to reduce the negative consequences of a service failure and to re-establish the broken relationship with the customer. (Ramadhan & Jathir, 2020). Describe it as a combination of psychological, managerial, and compensatory actions that aim to reduce customer attrition after a failure event. Meanwhile (Al-Janabi et al, 2024). define it as “an integration of reactive and proactive strategies that companies use to regain customer trust, mitigate negative word of mouth, and recover satisfaction after service-related issues.” Similarly(Najar&Saini,2018). emphasize that marketing recovery consists of systematic, structured steps taken to regain customer loyalty after a service failure or crisis. The prevalence of marketing recovery strategies has grown due to the increased visibility of customer complaints through digital platforms, especially social media. Companies are compelled to respond rapidly and strategically to restore brand image and customer confidence (Scott et al,2008). This has led to a broader institutionalization of marketing recovery across both service and non-service domains. Furthermore, recovery strategies now serve not only to address immediate dissatisfaction but also to reinforce brand credibility and emotional connection with customers (Schwarz, 2010).

It is essential to distinguish marketing recovery from general crisis management or public relations efforts. While the latter aim at protecting the corporate image at large, marketing recovery focuses more narrowly on rectifying specific customer experiences and rebuilding trust at the individual level (Palmeira et al, 2020). According to Purwanto (2021). Marketing recovery has evolved into a strategic capability that enhances customer retention, promotes long-term loyalty, and supports sustainable competitive advantage. In summary, marketing recovery is no longer a reactive afterthought but a core component of modern customer experience management. Its effectiveness lies in integrating psychological, operational, and communicative dimensions to repair the customer relationship and ensure continuity in a competitive marketplace.

## 2. Conceptual Framework

### 2.1. The importance of modern technology in smart marketing

In today's rapidly evolving business environment, modern technology, smart marketing, and smart work are crucial for companies seeking to succeed in a competitive market (Behera et al, 2021). Modern technologies, such as artificial intelligence, big data analysis, and social media, enable companies to anticipate market trends and consumer needs. Smart marketing allows businesses to deliver personalized and targeted experiences by analyzing customer data (Jain & Yadav, 2017).

Modern technologies play a transformative role in smart marketing by enhancing customer understanding and improving satisfaction through multiple points of contact (Chaffey & Patron, 2012). Tools like machine learning and artificial intelligence enable real time analysis of large datasets, providing insights into consumer behavior, preferences and trends for informed decision making and targeted campaigns (Fosso et al,2019; Diaz et al,2022).AI and ML also allow personalized customer experiences by leveraging data from purchases, demographics and browsing history, increasing engagement and relevance (Vanhala et al,2020). Additionally, predictive analytics helps marketers anticipate future trends, forecast consumer needs, and proactively develop products and strategies (Arumugam et al,2024).

### 2.2. Dimensions of Smart Marketing

Digital marketing relies on digital tools to develop digital marketing operations through communications and exchanges to attract new customers in addition to existing ones, while strengthening the brand. The dimensions of digital marketing lie in the following points: (Attract, Engage, Retain, Learn, and Relate). Our current research will rely on these dimensions. Below is a summary of these dimensions. (Zeisser,1996; Parsons et al,1998; Chan & Guillet, 2011; Ghiselli & Ma,2015)

- 1) The Attract: The Attract dimension aims to draw customers to the organization's website or app voluntarily, initiating their interaction. It focuses on building an audience, maintaining brand recognition, and ensuring marketing efforts capture and hold customer attention (Simmons, 2007).
- 2) The Engage: The Engage dimension emphasizes immersing customers in interactive digital marketing content, capturing their interest, and encouraging active participation with the services offered (Lui et al,2010).
- 3) The Retain: The Retain dimension focuses on maintaining strong customer relationships by encouraging repeat visits and continuous engagement with the organization's website. This requires improving communication, understanding customer needs, and ensuring ongoing interaction so customers return consistently (Ali et al, 2012).
- 4) The Learn: This dimension aims to identify customer preferences through interactive communication methods to obtain more information about customers or clients, such as their attitudes, behaviors, and trends. This is done through surveys and questionnaires. Many companies support the chat system in order to obtain more discussions and interactions, in order to know the customers' purchasing preferences (Chan & Guillet, 2011).
- 5) The Relate: The Relate dimension highlights communication as a key value-creation opportunity in digital marketing. It enables continuous interaction, personalized services, and updates on new offers, helping marketers strengthen customer awareness and engagement (Ghiselli & Ma, 2015).

### 2-3. The importance of marketing recovery

Marketing recovery plays a crucial role in the ability of companies to retain customer loyalty and improve their reputation, particularly in the aftermath of service failures, crises, or any events that negatively impact customer satisfaction. The importance of marketing recovery can be highlighted in the following key aspects.

- 1) **Enabling the Rebuilding of Customer Trust:** Marketing recovery enables organizations to rebuild trust and restore brand image after service failures, reducing customer dissatisfaction and strengthening company customer relationships (Schwarz, 2010; Ramadhan & Jathir, 2020).
- 2) **Strategic Tool for Restoring Competitive Advantage:** It acts as a strategic tool that helps companies regain competitive advantage and re-establish their market position after experiencing a crisis. By effectively managing recovery efforts, companies can outperform competitors who fail to respond adequately to similar crises (Michel, 2002; Al-Janabi et al, 2024).
- 3) **Facilitating Customer Retention:** Marketing recovery helps retain customers by resolving dissatisfaction and restoring satisfaction, with prompt and thorough issue handling, boosting long-term loyalty (Purwanto, 2021).
- 4) **Enhancing Organizational Resilience and Long-Term Sustainability:** A well-executed recovery strategy helps businesses stay resilient and aligned with crisis management strategies, ensuring long-term sustainability by adapting to market shifts (Beshay & Morsy, 2024).
- 5) **Support for Business Continuity and Revenue Recovery:** Effective marketing recovery enables companies to maintain operations and recover lost revenue by engaging in targeted communication and service improvements, especially during critical times (Purwanto, 2021).
- 6) **Promoting Organizational Learning:** Marketing recovery fosters organizational learning by enabling businesses to integrate feedback from recovery efforts into future planning, allowing them to better handle potential crises in the future (Scott et al, 2008).
- 7) **Internal Alignment Across Departments:** Marketing recovery promotes better internal alignment between marketing, operations, and crisis management teams, which enables a more coordinated and effective response to customer issues (Najar & Saini, 2018).
- 8) **Contributing to Brand Loyalty and Emotional Connection:** When companies show empathy and responsiveness through effective recovery strategies, they foster stronger emotional connections and increase brand loyalty (Ramadhan & Jathir, 2020). This emotional connection can also act as a competitive differentiator, especially in saturated markets.
- 9) **Increasing Customer Satisfaction:** A direct impact of marketing recovery is the enhancement of customer satisfaction. By addressing complaints quickly and efficiently, companies are able to ensure that customers feel valued and satisfied, which increases the likelihood of repeat business (Schwarz, 2010).
- 10) **Supporting Continuous Improvement:** Marketing recovery also provides insights into areas of improvement within business processes or services. By addressing customer issues and feedback, companies can refine their operations and deliver better service in the future (Purwanto, 2021).
- 11) **Adapting to Market Changes:** Recovery strategies also enable companies to adapt quickly to sudden market changes or external challenges. This flexibility allows businesses to maintain their competitive edge by responding rapidly to evolving market conditions (Beshay & Morsy, 2024).
- 12) **Boosting Operational Efficiency:** Effective marketing recovery mechanisms streamline processes, improving overall operational efficiency. This ensures that companies are better equipped to respond to customer complaints and resolve issues swiftly, leading to better internal processes and a more efficient response (Michel, 2002).
- 13) **Achieving Competitive Advantage:** Finally, Organizations with effective marketing recovery systems can gain a competitive advantage by responding quickly to crises, addressing customer concerns, and restoring satisfaction. This approach strengthens long-term customer relationships and enhances overall market performance (Scott et al, 2008).

### 2.4. Objectives of marketing recovery

The objectives of marketing recovery are multifaceted, focusing on several aspects related to improving a company's relationship with its customers and restoring their trust following crises or issues. Through the strategies and actions applied in marketing recovery, companies aim to achieve specific goals, as outlined below:

- 1) **Restoring Customer Loyalty:** One of the main objectives of marketing recovery Marketing recovery seeks to restore customer loyalty by promptly addressing issues, rebuilding trust, and ensuring ongoing relationships with the company (Ramadhan & Jathir, 2020).
- 2) **Improving Customer Experience:** Marketing recovery also seeks to enhance the overall customer experience. By addressing issues quickly and providing tailored solutions, companies can ensure an improvement in the general customer experience, thereby increasing satisfaction (Purwanto, 2021).
- 3) **Minimizing Negative Impact on Company Reputation:** Marketing recovery helps minimize reputational damage from crises by implementing effective strategies that protect and strengthen the company's image (Al-Janabi et al, 2024).
- 4) **Strengthening Customer Relationships:** Marketing recovery strengthens customer relationships by enhancing communication and providing opportunities to rebuild trust after a crisis or problem (Beshay & Morsy, 2024).
- 5) **Achieving Better Competitiveness:** Marketing recovery also aims to gain a competitive edge in the market by demonstrating the company's ability to respond quickly and effectively to issues. This can help strengthen the company's position in the market compared to its competitors (Schwarz, 2010).
- 6) **Achieving Long-Term Sustainability:** Effective marketing recovery supports long-term sustainability by retaining customers, attracting new ones, and demonstrating the company's ability to manage challenges (Michel, 2002).
- 7) **Improving Internal Efficiency:** Marketing recovery helps companies to improve internal operational efficiency, as it assists in organizing processes and increasing the team's capacity to handle problems quickly and effectively (Scott et al, 2008).

### 2.5. Dimensions of marketing recovery

Marketing recovery encompasses five core dimensions that collectively shape an organization's ability to restore trust, satisfaction, and loyalty following service failures or crises. These dimensions, compensation, apology, response speed, assistance, and problem-solving, are widely acknowledged in the marketing literature and reflect both operational and psychological mechanisms critical to recovery success.

- 1) **Compensation:** Compensation involves tangible benefits offered to customers to address service failures or negative experiences. It serves as a crucial tool by directly mitigating the customer's perceived loss and demonstrating the company's commitment to fairness. Examples include monetary refunds, discounts, or added-value services. According to (Ramadhan & Jathir, 2020). Compensation aims to restore customer satisfaction and loyalty (Michel, 2002). emphasizes its role in encouraging customer return after service failures. Additionally, Palmeira et al (2020; Beshay & Morsy, 2024) stress that the type and adequacy of compensation should correspond to the severity of the failure to ensure effectiveness.
- 2) **Apology:** A sincere and timely apology plays a central role in the emotional component of recovery. It demonstrates empathy, accountability and a willingness to mend the customer relationship. (Purwanto, 2021) noted that apologies can calm aggrieved customers and reestablish trust. According to (Scott et al, 2008), apologies are more impactful when accompanied by genuine regret and clear steps to avoid future problems. (Michel, 2002) and (Schwarz, 2010) also underscore that a well-executed apology can reduce negative emotional responses and improve perceptions of fairness.
- 3) **Response Speed:** The promptness of an organization's reaction to complaints or crises is critical. Fast responses help reduce dissatisfaction and show attentiveness, positively influencing customer satisfaction (Palmeira et al, 2020) and signaling care and professionalism (Al-Janabi et al, 2024). Delays, however, can increase frustration and weaken recovery efforts (Ramadhan & Jathir, 2020).
- 4) **Assistance:** Active support provided throughout the recovery process, using channels like live chat, phone, or email, and tailored to the customer's needs. Multi-channel support helps build rapport (Al-Janabi et al, 2024) while quick and personalized assistance restores trust (Beshay & Morsy, 2024) and signals commitment to resolving issues (Scott et al, 2008).
- 5) **Problem-Solving:** Effective recovery requires addressing the root cause, implementing corrective actions, and preventing recurrence. This demonstrates commitment to improvement and accountability (Schwarz, 2010) and enhances reputation while converting dissatisfied customers into loyal advocates (Michel, 2002; Najar & Saini, 2018). Together with other recovery dimensions, problem-solving supports a strategic model that combines emotional acknowledgment and operational effectiveness to restore service and strengthen long-term customer relationships.

### 3. Research Background

A summary of research relevant to the topic and variables of this study is provided in the table below.

**Table 1:** Presents A Summary of Selected Prior Studies Related to This Research.

No.	Authors & Year	Title & Context (with Summary)	Conclusions
1	Purwanto, 2021	Recovery Marketing Strategy for Custom Bag Producer-Home Industry During the Covid-19 Pandemic. This study examines how a home-based custom bag producer in Mojolaban, Central Java, recovered during the COVID-19 pandemic. Using a qualitative approach, the research shows that recovery efforts focused on segmentation, targeting, positioning, online promotion, partnerships, strong customer service, and providing awards.	The study found that the custom bag home industry in Mojolaban effectively recovered during the COVID-19 pandemic by applying a marketing strategy based on segmentation, targeting, and positioning. This strategy was strengthened by online promotion, partnerships, excellent service, and incentive programs. These efforts improved product and service quality and successfully rebuilt customer trust and loyalty.
2	Ramadhan & Jathir, 2020	The Role of Marketing Recovery in Improving the Organization's Reputation: An Applied Study on a Sample of Private Bank Managers in Baghdad This research examines how marketing recovery dimensions, compensation, apology, response speed, assistance, and problem-solving contribute to improving organizational reputation in private banks in Baghdad. Using a questionnaire of 35 items distributed to 110 bank managers, the study employed statistical analyses to explore these relationships. The results show that all marketing recovery dimensions have a positive and significant impact on enhancing the organization's reputation.	The study shows that modern, sustainable marketing recovery practices are increasingly adopted by marketing organizations to enhance customer value, improve efficiency, and strengthen bank reputation. The surveyed banks are committed to delivering value quickly and accurately, though they fall short in offering apologies when mistakes occur. Managers vary in how much they prioritize response speed, but consistently place strong emphasis on improving bank reputation and achieving service excellence.
3	Scott & Prideaux, 2008	Tourism Crises and Marketing Recovery Strategies. This paper highlights the growing research interest in crises affecting the tourism industry but identifies a gap in studies addressing the post-crisis phase. While existing literature focuses on the causes and impacts of tourism crises, less attention is given to how destinations and tourism services rebuild after major disruptions. The paper argues that post-crisis recovery is far more complex than simply restoring normality, as organizations must navigate chaos, learn from the crisis, and adapt their strategies for future resilience.	The study highlights the vital role of post-crisis recovery in tourism, stressing that efforts must extend beyond restoring normal operations. Because no universal recovery model exists, organizations must adopt adaptive and context-specific strategies. Effective recovery involves rebuilding infrastructure, using targeted marketing to rebuild visitor confidence, and strengthening organizational learning to improve future resilience.
4	Rusilowati et al, 2023	(Innovation in Smart Marketing: The Role of Technopreneurs in Driving Educational Improvement) This study examines the impact of marketing strategies, technological adoption, inclusive education policies, and collaboration with the industrial sector on shaping a positive image of educational institutions. The research utilizes the SmartPLS approach along with statistical analysis.	The study shows that adaptive marketing strategies, effective use of technology, inclusive educational policies, and collaboration with industry significantly strengthen the image of educational institutions. Marketing efforts that align with market needs are especially influential in shaping a positive public perception. Overall, the findings emphasize that adopting flexible marketing strategies and advanced technologies is essential for building and maintaining a strong institutional image.
5	Briez et al, 2021	(Smart Marketing Usage in Egyptian Domestic Tourism: Opportunities and Challenges) 1-This study aims to identify smart marketing methods and examine the opportunities and challenges associated with their application in domestic tourism in Egypt. 2-It adopted a descriptive methodology and employed a mixed-method approach, collecting data through both quantitative and qualitative techniques.	1-The main findings of the study revealed that while smart marketing methods offer numerous benefits for domestic tourism in Egypt, several obstacles still significantly affect their effectiveness. 2-The study recommends that travel agencies and tourism associations in Egypt establish formal platforms to promote domestic tourism and enhance their marketing strategies to fully leverage the advantages of smart marketing methods in

6	Ma & Zhang, 2022	(Construction of Smart Marketing Model of Agricultural Products E-Commerce in the Era of Big Data) This paper compares the e-commerce marketing model for agricultural fruits with the traditional sales model by examining turnover, market share, profitability, and popularity. Using a fuzzy evaluation method, the study develops an assessment model to analyze these differences.	the tourism sector. The internet-based sales model for agricultural fruits significantly outperforms the traditional model, showing a 50% increase in sales, a higher market share, and about 15% growth in profits. It also helps build a stronger product brand with rising popularity. As a result, agricultural products become more attractive and competitive in the market.
---	------------------	---	---

The study highlights the importance of mastering the conceptual framework of intelligent marketing, a contemporary topic closely linked to developments in the modern business environment. It also emphasizes presenting the theoretical framework and dimensions of the concept through a scientific methodology to explain its role in customer satisfaction research.

Academically, the study is grounded in two vital topics still central to modern research: intelligent marketing and marketing recovery. The aim is to explore the relationship between these concepts and examine how intelligent marketing influences customer satisfaction, specifically within the General Company for Tire Industries of Al-Najaf Al-Ashraf.

Practically, the study is significant for the industrial sector, particularly as the company is part of the public sector and a key economic pillar. Being a leading company in marketing activities, the study's results have practical value, potentially contributing to improved marketing performance and higher customer satisfaction in this vital sector.

## 4. Data Analysis and Discussion of Results

The study was based on the study of the case of a single company, the General Company for Tire Industry in Al-Najaf Al-Ashraf Governorate, Iraq and the total size of the study group was (49) in general, while the sample was (43) in general the subjects were selected randomly which is the limit of generalizing the results outside the organizational context of the study. Starting from these methodological limitations, the theme of testing the main and sub-hypotheses related to the relationship and influence between the variables of the study, analyzing the results using SPSS V. 24.

### 4.1. Testing and analyzing hypotheses of correlation between research variables

The purpose of this topic is to test and analyze the correlation between research variables (intelligent marketing and marketing recovery) based on the correlation matrix shown in Table 2.

**Table 2:** Kendall's Correlation Matrix

Sequence	Dimensions of intelligent marketing	Marketing recovery
1	Attraction	0.214
2	Communication	0.599
3	Sharing	0.057
4	Learning	0.339
5	Retention	0.371
intelligent marketing		0.566

It is clear from Table 2 that there is a positive relationship between smart marketing and marketing recovery, as the correlation value between them reached 0.566. The results also show the existence of positive relationships between the dimensions of smart marketing and marketing recovery, which indicates that the company's increased attention to smart marketing practices actively contributes to its marketing recovery research. However, the strength of these relationships varies between the different dimensions of intelligent marketing, as it was found that the strongest relationship was between the dimension of communication and marketing recovery, followed by the dimension of retention, then the dimension of learning, and finally the dimension of attraction. As for the participation dimension, there is a statistically significant relationship between the marketing recovery and the correlation value (0.057), which is less than the table value at the significance level (0.05).

These results indicate that four of the dimensions of intelligent marketing are positively related to marketing recovery, except that the dimension of communication is the most important and the most effective, and should be given priority in the company's efforts to achieve marketing recovery, followed by the other dimensions in the order of the strength of the relationship, until the least effective and represented by the dimension of attraction.

### 4.2. testing and analyzing the hypotheses of the relationship between the main variable and the subject of discussion

The research assumes the existence of a statistically significant relationship between the independent variable (smart marketing) and the dependent variable (marketing recovery). This relationship has been expressed through one main hypothesis supported by five sub-hypotheses. These relationships will be analyzed and discovered according to the following.

The main hypothesis: The hypothesis is based on the existence of a spiritual significance effect relationship between intelligent marketing (X) and marketing recovery (Y). Based on this hypothesis, the simple regression equation indicates that intelligent marketing is an effective factor in marketing recovery, which indicates the existence of a statistically significant relationship between the actual values of the independent variable (X) and the dependent variable (Y). Based on that, this relationship is represented by the following simple regression equation:  $\beta X + a = Y$ . So (a) is a relatively constant representation (Constant).

This relationship indicates that the marketing recovery (Y) is a sign of the actual value of smart marketing (X) as soon as the statistical indicators of this relationship are calculated based on the research sample that reached 43 samples. And he will analyze the influence relationships between the variables as follows.

**Table 3:** The Relationship between the Main Variables

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.566a	0.321	0.304	0.45089

a. Predictors: (Constant), smart marketing

**Table 4:** Analysis of Variance for Study Variables ( Anova )

ANOVAa		Sum of Squares	Df	Mean Square	F	Sig.
Model	Regression	3.935	1	3.935	19.355	0.000b
	Residual	8.335	41	0.203		
	Total	12.270	42			

a. Dependent Variable: the marketing recovery

b. Predictors: (Constant), smart marketing

Table (3) shows that the value of the bilateral correlation coefficient between the two variables reached (0.566), while the coefficient of determination ( $R^2$ ) reached (0.321), which indicates that about (32.1%) of the changes in the level of marketing recovery can be explained by the effectiveness of the company at the place of study in Anjaf Governorate. But in table (4) the value (F) calculated at (19.355) appears, which is higher than the tabular value, and the level of statistical significance (Sig) is (0.000), which is less than the level of reliable significance (0.05), which confirms the existence of a statistically significant relationship and supports the validity of the main hypothesis.

The simple regression equation for the relationship between smart marketing and marketing recovery showed the following:

Smart marketing = (2.323) +(0.567) for marketing recovery. The details of this relationship will be presented in Table number (4).

**Table 5:** Transactions of the Relationship Between Smart Marketing and Marketing Recovery

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	2.243	0.625		2.669	0.103
smart marketing	0.736	0.167	0.566	4.399	0.000

In light of the regression equation, the constant index ( $a=2.243$ ), this means that there is a marketing recovery amounting to (2.243) when the value of smart marketing is equal to zero. As for the value of the limiting tendency at the level of the research sample, it is significant ( $\beta=0.566$ ), and the accompanying (X) indicates that a change in the amount (1) in smart marketing will lead to a change in the amount (0.566) in the marketing recovery, and in light of that, we accept this hypothesis.

The sub-hypotheses: This hypothesis assumes the existence of a statistically significant effect relationship between the sub-dimensions of intelligent marketing, represented by: attraction (X1), communication (X2), participation (X3), learning (X4), retention (X5), and marketing recovery (Y). Accordingly, the multiple regression equation shows that these five dimensions of intelligent marketing have a combined effect on the level of marketing recovery, which indicates the existence of a spiritual relationship between the real values of the dimensions of intelligent marketing and marketing recovery. Therefore, this relationship can be expressed through the following regression equation:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5$$

This relationship indicates that marketing recovery (Y) is an indicator of the true value of intelligent marketing variables, which include: attraction (X1), communication (X2), participation (X3), learning (X4), and retention (X5). The statistical indicators of this relationship have been calculated based on the research sample that reached the number of individuals (43) jointly. In the following, the relationship between these variables will be analyzed through the multiple regression equation that explains the relationship between the dimensions of smart marketing and marketing recovery, which is as follows:

Smart Marketing = (2.141) +(0.239) Attraction + (0.403) Communication + (0.346) Sharing + (0.118) Learning + (0.265) Retention. We show the transactions of this equation and interpretations in detail in Table 6.

**Table 6:** Transactions of the Relationship Between Intelligent Marketing Variables and Marketing Recovery

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
	(Constant)	2.141	0.826		2.593	0.014
	attraction (X1)	0.239	0.502	0.248	4.381	0.006
	communication (X2)	0.403	0.498	0.554	4.109	0.000
	participation (X3)	0.346	0.665	0.238	3.096	0.043
	learning (X4)	0.118	0.499	0.252	2.192	0.041
	retention (X5)	0.265	0.596	0.391	2.754	0.009

And according to the test (t), the loss reached the value (t) calculated at the level of the research sample. ( $t_1 = 4.381$ ,  $t_2 = 4.109$ ,  $t_3 = 3.096$ ,  $t_4 = 2.192$ ,  $t_5 = 2.754$ ). and from the data in table (6), it is clear that all the dimensions of intelligent marketing have a positive effect on the research of marketing recovery, but the amount of the effect is different between the dimensions, because attraction (X1) came first and communication (X2) came second, while engagement (X3) came third, but retention (X5) came fourth and learning (X4) came fifth and last, This shows that the first three dimensions are the most effective in the companies' ability to achieve marketing recovery and the amount of change achieved by the whole dimension will be determined as shown below:

The marginal propensity value associated with the attraction variable (X1), estimated based on the data of the research sample, indicates that it reached ( $\beta_1 = 0.248$ ), which means that any increase by one unit in the attraction dimension leads to a height in the level of marketing recovery by (0.248), in view of the stability of the rest of the other variables.

The marginal propensity value associated with the communication variable (X2), estimated based on the data of the research sample, indicates that it reached ( $\beta_2 = 0.554$ ), which means that any increase by one unit in the communication dimension leads to a height in the level of marketing recovery by (0.554), in view of the stability of the rest of the other variables.

The marginal propensity value associated with the participation variable (X3), estimated based on the data of the research sample, indicates that it reached ( $\beta_3 = 0.238$ ), which means that any increase by one unit in the participation dimension leads to a height in the level of marketing recovery by (0.238), in view of the stability of the rest of the other variables.

The marginal propensity value associated with the learning variable (X4), estimated based on the data of the research sample, indicates that it reached ( $\beta_4 = 0.252$ ), which means that any increase by one unit in the learning dimension leads to a height in the level of marketing recovery by (0.252), in view of the stability of the rest of the other variables.

The marginal propensity value associated with the retention variable (X5), estimated based on the data of the research sample, indicates that it reached ( $\beta_5 = 0.391$ ), which means that any increase by one unit in the retention dimension leads to a height in the level of marketing recovery by (0.391), in view of the stability of the rest of the other variables. Based on the presented results, it is impossible to reject any of the hypotheses at the research level.

## 5. Research Limitations and Future Directions

Despite the theoretical and practical importance of the results of this study, they are subject to a number of limitations that should be observed when interpreting the results. The scope of the research was limited to a sample of employees in one company and within a specific geographic context, which limits the possibility of generalizing the results to other sectors or regulatory environments. Additionally, the study employed a cross-sectional design and relied on self-reports from the population using the questionnaire tool, which limits the ability to infer precise causal relationships between the study's variables.

Considering this, the study recommends conducting future research based on wider and diverse samples, including different organizations and sectors, adopting longitudinal or experimental discussion designs to examine the dynamics of the relationship between smart marketing and marketing recovery over time. It is also suggested to combine objective indicators of marketing performance with survey data, in addition to expanding analytical models by introducing intermediate or modified variables, to contribute to deepening scientific understanding and strengthening the ability to generalize the results.

## 6. Conclusion

The digital transformation in marketing activity requires the provision of appropriate organizational structures and advanced marketing and technical skills. He promises the success of this transformation based on the development of the content management and specialized technical capabilities in the field (Miller, 2015; Royle & Laing, 2014). Starting from the basic assumption that the value of resources does not lie in the volumes as much as in how they are exploited and transformed into concrete results. This study aims to explore the smart marketing cycle in promoting marketing recovery through a case study of the General Tire Manufacturing Company in Al-Najaf Al-Ashraf Governorate. The basis of this study is based on the theory of resources (Resource-Based View), where the focus is on the utilization of marketing capabilities to achieve customer satisfaction, taking into account the theoretical and methodological gap existing in the intelligent marketing literature. And based on the approach of intelligent marketing practices, the theme of developing a group of phrases directed at a representative sample of the company's employees, to gather data to enable me to infer the results of the study. To present a new set of smart marketing practices that still require further research and implementation, it has been pointed out, for example, that the company's marketing capabilities have not been sufficiently studied in this context. These capabilities include the areas of attraction, communication, interaction, customer retention, as well as rounds in marketing recovery (Moorman & Day, 2016).

In view of the rapid developments in the field of marketing and the multitude of channels and smart means available, it is important to focus on the areas of marketing recovery as a decisive factor in enhancing the ability of companies to respond to current marketing challenges. Smart marketing is one of the main focuses that companies should adopt, because it is a key factor in expanding the customer base and attracting them in an effective and targeted manner. From this point of view it becomes necessary for the companies to choose strategies in intelligent marketing with high precision, with the trust of flexible and adaptable tactical plans, which will contribute to the formulation of clear and attainable goals in line with the nature of the market and the changing dynamics. And the study sheds light on the importance of the content of communication with customers, as a central tool in the research of customer satisfaction which requires the adoption of innovative communication methods and the ability to attract various segments of the public through various international media. The study also emphasizes the need to focus on customer retention, which requires providing reliable content and credible services, as well as guaranteeing the protection of customer data privacy and activating effective loyalty programs to strengthen and sustain the relationship with them. The study also calls for the importance of continuous learning within the organization during the implementation of periodic research and surveys targeting customers through digital channels, to reveal their dream preferences and purchase behaviors with the benefit of data-based marketing decisions. The study also points out the importance of the company's adoption of creative communication methods that are aimed at emotional interaction, in order to contribute to making the shopping experience a pleasant and stimulating experience. I appreciate customer interaction with marketing offers. It is recommended to provide effective mechanisms to receive customer complaints through the company's website and to work on the solutions flexibly and quickly. In the framework of the development of smart marketing capabilities, it is recommended to study with the help of specialized academic expertise to analyze and develop the smart marketing methods used to contribute to the improvement of the company's ability to recover from marketing and achieve a sustainable competitive advantage. And the study suggests that the company's management should adopt a philosophy of action focusing on customer satisfaction research as a strategic goal, during the activation of customer attraction programs while maintaining their satisfaction level. It is also recommended to establish a specific performance indicator to measure the effectiveness of intelligent marketing, not based only on the achieved revenue, but on the level of customer satisfaction, as a long-term strategic indicator that reflects the sustainability of the company's success.

## References

- [1] Omar, N. B., Norzaidi, M. D., & Mohamed, I. S. (2012). Adoption and performance of click and mortar retailers: Malaysian evidence. *Advances in Natural and Applied Sciences*, 6(8), 1591-1608.
- [2] Al-Janabi, M. A. J., Jaffar, Z. A., & Al-Ameedi, D. A. M. (2024). The role of multicultural marketing in promoting marketing recovery, the mediating role of marketing ambidexterity-an analytical study-of the views of a sample of customers of bab al agha bakeries company in Baghdad. *Gospodarka i Innowacje* (45), 108-125.

- [3] Beshay A. N and Morsy N. A.(2024), "A Delphi-Based Analysis for Expert Consensus: Towards Effective Marketing Message Strategies in the Aftermath of Tourism Crises in Egypt", *The Scientific Journal of the Faculty of Tourism and Hotels, Alexandria University*, 21(1), 57-73.
- [4] Briez, M. G., Abd Eljalil, Ü., & Ezzat, M. (2021). Smart marketing usage in Egyptian domestic tourism: opportunities and challenges. *Minia Journal of Tourism and Hospitality Research MJTHR*, 12(1), 27-43.. <https://doi.org/10.21608/mjthr.2021.93877.1013>.
- [5] Chan, N. L., & Guillet, B. D. (2011). Investigation of social media marketing: how does the hotel industry in Hong Kong perform in marketing on social media websites?. *Journal of Travel & Tourism Marketing*, 28(4), 345-368. <https://doi.org/10.1080/10548408.2011.571571>.
- [6] Diaz, E., Esteban, Á., Carranza Vallejo, R., & Martin-Consuegra Navarro, D. (2022). Digital tools and smart technologies in marketing: a thematic evolution. *International Marketing Review*, 39(5), 1122-1150. <https://doi.org/10.1108/IMR-12-2020-0307>.
- [7] Ghiselli, R., & Ma, J. (2015). Restaurant social media usage in China: A study of industry practices and consumer preferences. *Worldwide Hospitality and Tourism Themes*, 7(3), 251-265. <https://doi.org/10.1108/WHATT-03-2015-0014>.
- [8] Jain, E., & Yadav, A. (2017). Marketing and technology: role of technology in modern marketing. *IOSR Journal of Business and Management*, 19(5), 49-53. <https://doi.org/10.9790/487X-1905064953>.
- [9] Kian Chong, W., Shafaghi, M., Woollaston, C., & Lui, V. (2010). B2B e-marketplace: an e-marketing framework for B2B commerce. *Marketing Intelligence & Planning*, 28(3), 310-329. <https://doi.org/10.1108/02634501011041444>.
- [10] Ma, H., & Zhang, X. (2022). Construction of Smart Marketing Model of Agricultural Products E-Commerce in the Era of Big Data. *Mobile Information Systems*, 2022(1), 3016554. <https://doi.org/10.1155/2022/3016554>.
- [11] Michel, S. (2002). Exploring the service recovery paradox. In *American Marketing Association* (Vol. 13, pp. 75-82).
- [12] Miller, M. (2011). *The ultimate web marketing guide*. Pearson Education India.
- [13] Moorman, C., & Day, G. S. (2016). Organizing for marketing excellence. *Journal of marketing*, 80(6), 6-35. <https://doi.org/10.1509/jm.15.0423>.
- [14] Najjar, A. H., & Saini, G. K. (2018). Reimagining conflict exhibited destinations (CED) through recovery marketing strategies. *JOHAR*, 13(1), 16.
- [15] Palmeira, M., Semperebon, E., & Musso, F. (2020). Recovery Marketing for Economies after Devastation. A Multi-Case Research. *International Journal of Economic Behavior (IJEb)*, 10(1), 65-78.
- [16] Parsons, A., Zeisser, M., & Waitman, R. (1998). Organizing today for the digital marketing of tomorrow. *Journal of interactive marketing*, 12(1), 31-46. [https://doi.org/10.1002/\(SICI\)1520-6653\(199824\)12:1<31::AID-DIR4>3.0.CO;2-X](https://doi.org/10.1002/(SICI)1520-6653(199824)12:1<31::AID-DIR4>3.0.CO;2-X).
- [17] Plank, P. A. (2022). COVID-19 and Perceived Travel Risks: The Development of a Risk Evaluation Index Using Delphi-Based and MCDA Applications (Master's thesis, Universidade do Algarve (Portugal)).
- [18] Purwanto, P. (2021). Recovery marketing strategy for custom bag producer-home industry during the Covid-19 pandemic. *International Journal of Economics, Business and Accounting Research (IJEbAR)*, 5(2).
- [19] Ramadhan H. A and Jathir S. H.(2020), "Reflection of Lean Marketing in Marketing Recovery: An Applied Study of a Sample of Managers of Private Banks in Baghdad", *International Journal of Research in Social Sciences and Humanities*, 10(2), 448-449. <https://doi.org/10.37648/ijrssh.v10i02.043>.
- [20] Royle, J., & Laing, A. (2014). The digital marketing skills gap: Developing a Digital Marketer Model for the communication industries. *International journal of information management*, 34(2), 65-73. <https://doi.org/10.1016/j.ijinfomgt.2013.11.008>.
- [21] Rusilowati, U., Oganda, F. P., Rahardja, R., Nurtino, T., & Aimee, E. (2023). Innovation in smart marketing: The role of technopreneurs in driving educational improvement. *Aptisi Transactions on Technopreneurship (ATT)*, 5(3), 305-318. <https://doi.org/10.34306/att.v5i3.359>.
- [22] Schwarz, E. C. (2010). The role of recovery marketing to recapture a sport market over the past decade: From travel and tourism to professional and amateur sport business. *Journal of Applied Marketing Theory*, 1(2), 3. <https://doi.org/10.20429/jamt.2010.010203>.
- [23] Scott, N., Laws, E., & Prideaux, B. (2008). Tourism crises and marketing recovery strategies. *Journal of Travel & Tourism Marketing*, 23(2-4), 1-13. [https://doi.org/10.1300/J073v23n02\\_01](https://doi.org/10.1300/J073v23n02_01).
- [24] Simmons, G. J. (2007). "Branding: developing the internet as a branding tool". *Marketing Intelligence & Planning*, 25(6), 544-562. <https://doi.org/10.1108/02634500710819932>.
- [25] Uysal, D., & Kılıç, İ. (2020). How Do Turkey-Based Travel Agencies Manage the Covid-19 Pandemic Crisis?. *Turizm Akademik Dergisi*, 7(2), 339-354.
- [26] Vanhala, M., Lu, C., Peltonen, J., Sundqvist, S., Nummenmaa, J., & Järvelin, K. (2020). The usage of large data sets in online consumer behaviour: A bibliometric and computational text-mining-driven analysis of previous research. *Journal of Business Research*, 106, 46-59. <https://doi.org/10.1016/j.jbusres.2019.09.009>.
- [27] McQuade, S., Waitman, R., Zeisser, M., & Kierzkowski, A. (1996). Marketing to the digital consumer. *The McKinsey Quarterly*, (3), 4-5.