

The Impact of Human Capital on Sustainable Marketing: An Analytical Study of the Opinions of a Sample of Employees of the General Company for Electrical and Electronic Industries¹

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ABSTRACT

The current research aims to know the impact of human capital in the process of sustainable marketing, and sustainable marketing was chosen for the novelty of this concept and to keep pace with developments taking place in the world, and the dimensions of human capital were adopted, which are (knowledge, skills, capabilities, experiences), while sustainable marketing the following dimensions were adopted (the economic dimension, the social dimension, the environmental dimension), and the General Company for Electrical and Electronic Industries was chosen to conduct the research in it, where the questionnaires were distributed to a random sample that included managers and workers alike, and the number of the sample was (90) individuals from the company's employees, and the methods were relied upon The statistical analysis of the questionnaire data, including the (SPSS V.23, AMOS V.23) program. One of the most important conclusions reached by the research is that the company relied on the knowledge dimension because it has a great impact on human life, because without knowledge, the current technological development would not have been reached. Human capital is one of the most important sources of wealth for any company, as they are the ones who possess the knowledge necessary to develop companies. We conclude through the statistical analysis of the sustainable marketing variable that there is a high perception of The surveyed individuals who work in the company under study accepted the dimensions of this variable, and the economic dimension came in the first place.

Keywords: *Career Maturity, Human Capital*

INTRODUCTION

The variables of this research are among the basics for every organization at the present time because of the continuous and rapid developments that the world is witnessing, Human capital is the basis for the establishment of the organization, and because the human resource is the basis in any place chosen to be an independent variable with sustainable marketing, so the researcher tended to choose these variables and study them for their obvious importance at the present time. Therefore, this study came to be applied to the most important sectors in Iraq, which is the industrial sector. The General Company for Electrical and Electronic Industries / Al-Waziriyah was chosen, and the Electrical Transformers Factory was chosen to be the research sample. A random sample of the employees of the company, whether they were managers, technicians, or administrators, was chosen.

The sample included (90) employees. The questionnaire was distributed to them and answered by them .

THE FIRST AXIS: - RESEARCH METHODOLOGY

First: - The Research Problem

The research problem is the starting point from which the researcher proceeds and tries to analyze it and reach the reasons that led to it and then know the possible solutions to it, Human capital was chosen in this research because it

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is one of the most important resources of the company in the wake of the trend and keeping pace with environmental changes, In order to determine the significant role of human capital, sustainable marketing was chosen as a dependent variable because it reflects the ability of working individuals to adapt among themselves and work on marketing sustainable services and products that characterize the researched company.

Thus, the main research problem, which was adopted through the main research title, is (the impact of human capital on sustainable marketing).

It is possible to put a set of questions that we will try to reach an adequate answer to at the end of this research, including the following:-

- A- What are the conceptual and intellectual bases of the research variables (human capital, sustainable marketing) in the researched company.
- B- B- Is there an effect of human capital on sustainable marketing in the researched company.
- C- What is the level of experience possessed by the individuals working in the researched company.

Second: The importance of research

The importance of the research lies in clarifying the extent of the interest of human capital in the researched company in the process of sustainable marketing of the products offered by the company and in educating customers about the importance of sustainability in all its fields, The current research derives its scientific importance from the nature of the variables that will be discussed, as it focused on clarifying the intellectual and philosophical foundations of the topics (human capital, sustainable marketing), Which can contribute to increasing the intellectual enrichment and knowledge accumulation of researchers in the field of study variables.

Third: Research objectives

The research objectives are the result that the researcher is trying to reach through the research he is conducting, As for our current research, it aims to indicate the type and nature of correlation relationships and the impact that human capital dimensions have on sustainable marketing, Standing on the standards of each variable of the research variables and the extent to which they can be applied, Provide solutions to the problems experienced by the researched company (Electrical Transformers Factory) in the field of functional maturity and its ability to improve sustainable marketing.

Fourth: The hypothetical scheme of the research

The hypothetical diagram of the research shows the image that expresses the basic idea of the research, and explains the nature of the correlation and influence relationships between the main and sub-variables thereof, The review of scientific literature related to the main and sub-study variables resulted in the design of a hypothetical chart that shows the nature of the relationships (correlation, influence) between those variables, Supporting the problem of the study, achieving its objectives, and clarifying its hypotheses and intellectual and philosophical premises, Figure (1) shows the hypothetical scheme of the study, which consists of two main variables:-

- A- The independent variable (human capital) includes the following dimensions (knowledge, skills, abilities, and experience).
- B- B- The intermediate variable (sustainable marketing) includes three dimensions, namely (the economic dimension, the social dimension, and the environmental dimension).

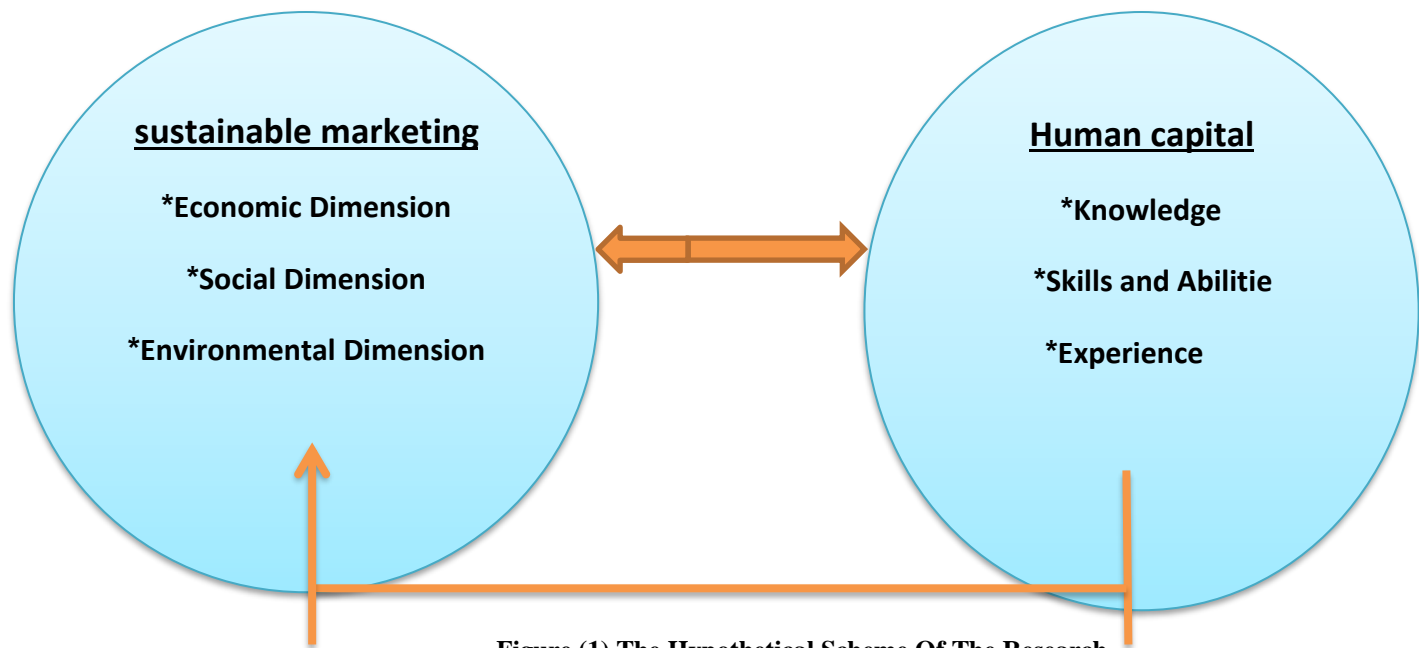


Figure (1) The Hypothetical Scheme Of The Research

Source: - Prepared by the researcher

Fifth: Research hypotheses

The first main hypothesis H1: - There is no statistically significant effect of sustainable marketing on human capital. The following sub-hypotheses are derived from it:-

The first sub-hypothesis H1: - There is no statistically significant effect relationship of the economic dimension in human capital.

The second sub-hypothesis H2: - There is no statistically significant effect relationship of the social dimension in human capital.

The third sub-hypothesis H3: - There is no statistically significant effect relationship of the environmental dimension in human capital.

Sixth: Research methodology

In conducting this research, the researcher relied on the analytical descriptive approach, which is based on the survey of the opinions of the selected random sample within the General Company for Electrical and Electronic Industries / Al-Waziriyah.

Seventh: The research Community and its Sample

The General Company for Electrical and Electronic Industries / Al-Waziriyah was chosen as the site for the current study, as it is one of the important companies in the electrical and electronic industries sector, and because of its clear importance in its field of work and marketing its products to most government institutions and the private sector.

A random sample was selected from the aforementioned community, which included most of the company's employees and from all professional and scientific gradations, and their number was (90).

THE SECOND AXIS: - THE THEORETICAL FRAMEWORK OF THE RESEARCH

First: Human capital

The concept of human capital is related to the knowledge and experiences of individuals that allow them to make changes at work. According to ((Richard Freeman, an economist at Harvard University, human capital is a reference to talent and ability in order for the commercial organization to become more productive than other competitors, and human capital needs constant training and motivation, And human capital is developed through formal training, education and courses that aim to update and renew the capabilities of individuals in order to do a perfect job in society (Dakhli & Dirk, 2004:109), (Al-Taie, Al-Abadi, 2014:37) added that in order to build human capital in organizations, managers must initiate the development of strategies that help and ensure superior knowledge, skills, and experience within the workforce within the organization, And (Andrabi, Tahir, Jishnu, 2012:47) showed that human capital includes knowledge, capabilities and health that people produce over the years, enabling them to achieve their goals as productive members of society.

Human capital is the main driver for any organization, as the most important characteristic of human capital is that it is very difficult to imitate or copy by other competing organizations because its strength lies within the information, skills, experience and personal capabilities that the employees themselves possess, which turns into a profit-generating wealth for the organization, Therefore, it is important for every organization to preserve the human capital that they have, because it loses all those experiences, skills, and knowledge as soon as individuals leave the organization (A. A. Shaarabati & Nour, 2013:104).

(Duraïd,2015: 146) added that human capital is considered the main pillar of any organization, as it is relied upon greatly to achieve its goals and raise its position in the market, The good employment and preservation of human capital and its optimal utilization brings positive results to the organization, which gives it a competitive advantage and very high performance scores.

Human capital is one of the most important contributors to enhancing the performance of organizations and maintaining their position among other organizations. It is the most important resource of organization because human resources are the ones who take the best decisions and they are the ones who have the reins to deal with all the parties of the organization to reach the achievement of the required goals (Tabiu, 2013: 247).

Depending on the foregoing, it can be clarified that human capital is a mixture of capabilities, Knowledge, skills, and personal experiences of people in organizations, which are considered the main source of competitive advantage and its central focus in achieving higher value for the organization in the short and long term (Al-Saeedi, 29: 2013).

Human capital is a type of asset that allows a business to make more money or advance its goals, Human capital is the sum of a person's knowledge and skills that a company can use to further its goals, For example, a company needs people who have knowledge and skills in engineering, computer software design, manufacturing, finance, law, accounting, and management, so it starts searching and attracting those who have these experiences exclusively, Human capital also has an important role as a factor for economic growth and regional development in a very large way, Many see that capital is material or financial assets that can be used for economic activity that generates profits, but most of all is the presence of human capital because the effectiveness of use and benefit from those financial and material assets is the presence of human qualifications, competencies and experiences that drive those financial assets to serve the institution and achieve profits, Therefore, a lot of research tended to prove that the role played by human capital in economic processes is a vital and effective role, and it is considered one of the basic and main factors in the productive and economic process. (LASKOWSKA, et al, 2016:66).

Therefore, human capital is one of the most important resources that organizations possess, which is represented in experiences, knowledge and skills to achieve competitive advantage, which has led organizations to seek to obtain and maintain the best efficient human resources.

Human capital is the decisive factor in the development of innovation and the international competitiveness of all countries, especially in the twenty-first century, The main component of human capital is qualitatively new information, communication technologies and networks, Education and training, outstanding professionalism, a high level of human resource management, construction, and reproduction, The development of human capital and these factors are the basic condition for the growth of the country's competitive advantages under the conditions of globalization, Human capital under the conditions of global thought is one of the main and essential factors for the economic growth of any country, The basic criterion for measuring human capital is investment in the individual, all types of investments that contribute to the growth of labor productivity and its intellectual level, and to improving the quality of human capital (Sergii, Alla, 2019:16).

The human resource is considered the most important type of wealth that organizations possess in that researchers consider it the most important element in the production process that helps economic and social development (Al-Ani, 2002).

To serve the goals of the organization and work hard to preserve the skills it possesses by not losing employees, and this only comes by ensuring a safe and motivating work environment in order to provide appropriate conditions for the employee to ensure the best performance.

The importance of human capital in outputs and good results increases whenever they are at a high level of importance, the greater the importance of human capital. (Gorda, et al, 2018: 80)

Therefore, human capital is one of the most important resources that organizations possess, which is represented in experiences, knowledge and skills to achieve competitive advantage, which has led organizations to seek to obtain and maintain the best efficient human resources, Where (Marshall) indicated that the most valuable form of capital is what is invested in human beings, given that thought, whether it is sciences, literature, arts, or that through which machines and devices arose, Scientists and researchers emphasized that in the coming time, man will be in control of everything with his knowledge, experience and skills. The more the human resource is invested in the right way, the more nations will advance with their knowledge and capabilities that cannot be copied or imitated. (36: 2011 Abdel Samad)

There is an agreement that the challenges that the new era brings will only be addressed by ever-growing human capital, whether at the individual level or at the level of societies, so that everyone can participate in the new world from a position of power and under an extremely competitive context, As (Shfei, 1970) indicated that man has the ability to create and develop material wealth, meaning that man is the one who makes material wealth and not the one who makes it, because material wealth ends if there is no thought and experience that knows how to invest and develop it, As the upgrading of human wealth will not be achieved without an education that meets the conditions of total quality in all its stages and levels through the development of the system that provides it in all its stages, from pre-school to university and higher education. (Kovalchuk,2016:33)

Dimensions of Human Capital

The researcher relied on a set of dimensions, which appeared to be the most frequent and reflect the importance of career maturity, which are as follows:-

- 1- **Knowledge:** Knowledge has a great impact on human life, because without knowledge, we would not have reached the technological development that we are currently witnessing, The world witnessed a tremendous change in life, namely the technological or nuclear revolution and even the physical one (Al-Hashemi, Al-Azzawi, 2007:99, Al-Hashemi).

Knowledge refers to the ability of workers to benefit from all the training programs that they enter on an ongoing basis, It is not a modern concept, but rather a concept that has accompanied man since his awareness, through all levels of education and access to knowledge (Attia,;149,2008), (Al-Khashab ,2000:17) defines knowledge as “a set of ideas, opinions, and intellectual perceptions that are formed in a person as a result of the attempts he makes in order to understand all the phenomena that surround him.”

The link between human capital and the knowledge-based economy is evident from the balance of knowledge itself present in human minds, represented by experiences, education and skills, which must be invested in and work to provide a suitable environment for these resources for their development for the economic and social advancement of the state, and according to UNESCO in its report towards The knowledge society indicated that abstract technology is of little use unless it is accompanied by the knowledge and creativity that the human resource possesses, as it itself is a product of this knowledge, Where societies developed radically, especially at the end of the twentieth century, a development based on knowledge. After the development in societies and their transition from agricultural, industrial and commercial character to societies with advanced technology, knowledge became a major resource of economic resources (Hanafi2018:40).

- 2- **Skills and Abilities:** Skill is defined as the application of theoretical knowledge on the ground, or it is a set of personal characteristics that an individual enjoys (G. Le Boterf, 2001:36), If the skills are not conscious, then they do not benefit the organization, but on the contrary, they can harm it. Skills are considered the bridge between individuals and employment, It is the skills that help the individual to switch from one job to another with perfection. As skills and abilities are of great importance and useful to individuals because they enable him to

perform all the roles of his daily life on the professional and personal levels and give the individual the opportunity to advance and develop in light of his preservation of acquiring new skills and capabilities.

As for Al-Omari, he defined ability as an energy or a general aptitude formed in a person due to internal or external factors that allow him to acquire that ability, Whereas, skill is defined as a special readiness that is less specific than the ability that is formed in a person due to the continuous training he receives, whereby he becomes more proficient in performing his work and is ready to acquire a specific thing.

- 3- **Experiences:** - Experiences that a person acquires permanently and continuously through work, watching, or work, and all the experiences that a person goes through in his daily life are what give the individual experiences, Experiences are divided into two types, namely (work experience and experience in public life matters), both of which give the individual experiences that enable him to confront the issues of professional or personal life. acquired from their previous work.

(Devenport & Prusak) stated that experiences are "an accumulation of knowledge gained about what we have done in the past, as experiences provide us with a historical perspective through which we can view and understand the situations and events that take place." (Thomas,1997:22)

The more intense the experiences of the individuals in their field of work, the more experience they have because of the work they do. Therefore, the relationship between experience and experience is a direct relationship, It is very important for the individual to acquire his experiences through experience and not only from education and training courses, as the experiences enable him to participate in all activities and events that take place within the organization in which he works and these experiences can be refined through education and continuous development, The process of acquiring experiences is one of the continuous processes throughout the life of the individual and continues to develop during the different stages of his life. (Al-Salami, 2017,:80).

Second: Sustainable Marketing

Sustainable marketing is a process that obliges this organization to make continuous improvements towards the goals of increasing the resilience of the social environment and restoring the natural environment in which it operates in addition to thriving as an economic entity, Actions that an organization might take to achieve greater sustainability include increasing operational efficiencies, For example by spreading the principles of lean manufacturing, and often this process includes a commitment to reduce the use of virgin raw materials and increase the use of recycled and reused materials. Sustainable marketing also obliges the organization to reduce the discharge of waste into the natural and social environment that poses a health risk or presents an environmental, societal or economic risk in the future (Siru, 2021:53), Sustainable marketing is an approach to marketing in general that ideally coordinates internal organizational processes and organizes resources that create value for stakeholders (owners, shareholders, employees, partners) and through which the external natural and social environments are enriched by the organization's activities, This approach is used most effectively by organizations that have clearly defined values and goals in order to have the desired impact on their economic viability as well as on the natural and social environments in which they operate (Govindan ,2018: 419).

(Sheth & Parvatiyar) was one of the first to propose the concept of sustainable marketing as the path leads to sustainable development for the reason that traditional marketing is mainly responsible for excessive consumption directly because the goal of sustainable marketing is to promote sustainable consumer behavior and offer appropriate products with the aim of achieving economic and environmental sustainability, but in At the same time, the social dimension of sustainability is completely excluded according to this view, Sustainable marketing was defined as "a process that integrates the social, political, ethical, market leadership, and market perspectives into the concept of management, where sustainable marketing leads to capturing conceptual considerations from overall marketing, whether societal or environmental." (Janina, 2012, p. 19), Sustainable marketing is not considered a case for a specific stage, as this process requires the organization to continuously make improvements towards certain goals of the organization, including (increasing environmental and social flexibility, restoring the natural environment in which it operates, The prosperity of the organization as an economic entity), and sustainable marketing has benefits for customers, the environment, and the organization as a whole. Therefore, it must be emphasized that sustainable marketing is not only about innovation, product formation, environmentally friendly features, waste reduction, product cost, brand awareness, natural ingredients, and product availability, while also including variables. Others that fall within sustainable marketing and represent solutions for both customers and networks with business partners in order to increase barter and reduce all types of costs and provide attention to the environmental and social aspect and

customer costs that include affordable prices, fair prices for the consumer, fair profits for the organization, and the appropriateness of purchasing the product (Cheben et al.: 859 ,2015).

Sustainable marketing is of great importance to organizations, as the reputation of the organization increases due to the high percentage of its participation in achieving sustainable development. Organizations in general, whether governmental or non-governmental, have the right to try to encourage customers and convince them to buy sustainable products that are not harmful to the environment. It is also possible through sustainable marketing to open new markets. It does not exist in advance, because customers tend to buy new products, not only because of their prices, but also because of the brand and its reputation in the market. (Smolinski,2016:11-12)

(Trivedi et al., 2018:194) indicated that the importance of sustainable marketing appears through the expected results after its application in organizations, and among these results are the following:-

- A- Brand recognition because organizations with improved environmental and social performance are the ones that get the first rank among competitors in the field of business.
- B- B- Retention of customers and loyalty to the brand due to the consumer's feeling of appreciation by the organizations providing the service or products, as this leads to strengthening loyalty to the brand.

Also, sustainable marketing has many goals, and the main and first goal of sustainable marketing is to open new markets for sustainable products and services. Researchers and specialists confirm that organizations seek to achieve environmental, economic and social goals, and this is done through managing the sustainable marketing process .

Also, one of the most important goals of sustainable marketing is that the services and products provided are compatible with the desires and needs of customers, in addition to meeting all environmental and sustainability standards, which are (low energy consumption and low levels of pollution. (Olsen & Moynihan, 2013: 2464)

The concept of sustainable marketing is complementary to the concept of social responsibility and an extension of it, which is of great importance at all economic, social and environmental levels,

Sustainable marketing for organizations also achieves great benefits and gains, as it places the organization in the forefront, especially organizations that have an environmental orientation and whose priorities are preserving the environment and preserving natural resources.

Thus, a number of advantages that give sustainable marketing such importance can be mentioned, namely:

- A- Sustainable marketing depends on a high level of safety in all services and products provided by the organization to customers, as it aims to preserve the consumer and the environment at the same time by recycling waste.
- B- Organizations that adopt sustainable marketing enjoy great social acceptance and enjoy great support from the surrounding community because of the harmony and harmony of their goals with the goals of society, as this support helps and gives an opportunity for organizations to consolidate their relations with their existing customers and try to win new customers.
- C- By adopting sustainable marketing, organizations can achieve a significant competitive advantage in the market. (Al-Fuqaha, 2015:386)
- D- Sustainable marketing helps organizations preserve natural resources in a way that ensures and achieves environmental sustainability. (Kotler, 2018:245)
- E- The more the organization relies on sustainability in all of its activities, the more it gets rid of legal prosecutions and obtains support from the community, the more it has general acceptance and this helps the continuity of its activities in the community.
- F- Sustainable marketing is the main reason and the first driver for innovation that helps reduce costs as a result of low material inputs, in addition to generating new revenues due to the creation of new products and the opening of new markets. (Hunt, 2011:39)

Dimensions of Sustainable Marketing

The content of the sustainable marketing philosophy is the pursuit of satisfying the needs and desires of customers and achieving the goals that the organization aims to reach, including profitability in the first place, but it must be taken into account not to harm the environment and not to waste natural resources.

- 1- **The Social Dimension** -: Sustainable marketing has an interest in the society in which it operates and equality and justice among workers. Whenever attention is paid to social conditions, this leads to improving work in a way that guarantees the safety of workers and also reduces the negative effects that may be caused by organizations bringing them to local communities in the form of sound pollution. Or antenna any other manifestation of pollution (Chuah, Manstrly, Tseng,2020:12), Social marketing is a major challenge to gain consumer support for the organization's policy, as marketing campaigns target consumers directly and encourage them to rely on sustainable products, Social responsibility for organizations is considered as the relationship of the organization with the social, economic and environmental dimensions in the society in which the organization operates, and the social dimension of organizations expresses the relationship between the work carried out by the organization and the society in which it operates.
- 2- **The Economic Dimension**: Responsible (economic) marketing can be defined as a set of operations aimed at developing and strengthening the responsibility of organizations in the field of communications, where marketing abuses can be prevented through the establishment of administrative systems or frameworks for specialized work, In order for the sustainable work to continue economically, it is necessary that the resources be used in a way that allows the work to be completed continuously and to achieve abundant profit at the same time. and cooperation between all sectors of the organization(Arnould &Press,2017:110), Of course, organizations cannot reach their economic goals without achieving social and environmental goals, as social goals require respect for the biosphere in order to enhance the well-being of individuals(Schaefer,2004:181).
- 3- **Environmental Dimension**: - Green marketing depends on marketing environmentally friendly and healthy products, as it contains a lot of activities that help modify the product, change production methods, even change packaging methods, and develop methods of promoting them, Therefore, organizations that adopt sustainable marketing must set decisions and instructions that must be relied upon to preserve the environment at all stages of the life cycle of the product or service provided by the organization, Because the impact that harms the environment can occur during one of the stages of production or consumption or during the presentation of the product or service in the market, and the growing interest in the environment and the adoption of green marketing principles helped to influence the attitudes and attitudes of consumers and their values (Dolnicar, Knezevic, Grün, 2016: 988) , The environmental dimension of sustainable marketing is represented by all the decisions that work to limit and reduce environmental pollution and the environment is affected either during the production or consumption period or in both stages, so instructions and decisions that help preserve the environment must be followed during the production and consumption stage and even during the packaging process (Amna, 2021:57)

THE THIRD AXIS: - THE PRACTICAL FRAMEWORK

Test the following research hypothesis

There is no statistically significant effect of sustainable marketing on human capital.

The following sub-hypotheses are derived from it:

- 1- There is no statistically significant effect of the economic dimension on human capital.
- 2- There is no statistically significant effect of the social dimension on human capital.
- 3- There is no statistically significant effect of the environmental dimension on human capital.

To test these hypotheses, the correlation coefficient between the independent and dependent variable will first be calculated, in addition to calculating the correlation coefficient between each dimension of the independent variable with the dependent variable, Correlation coefficient was calculated using (AMOS V.23) program.

Table (1) Analysis of variance (ANOVA) between the variables of the research hypothesis

source of contrast	sum of squares	degrees of freedom	mean of squares	The calculated (f) value	Moral level
Regression	967.600	1	967.600	0.001	7243.628
Residual	203.842	1526	0.134		
the total	1171.443	1527			

Source (prepared by the researcher based on the SPSS V.23 program)

It is clear from the results of the above table that the simple linear regression between sustainable marketing and human capital is significant at the level of (0.001), and thus sustainable marketing has a statistically significant effect on human capital in the researched company.

Thus, the main null hypothesis is rejected and the alternative hypothesis is accepted, which states: "**There is a statistically significant effect of sustainable marketing and human capital.**"

The figure below presents the correlation coefficient between "sustainable marketing" and "human capital".

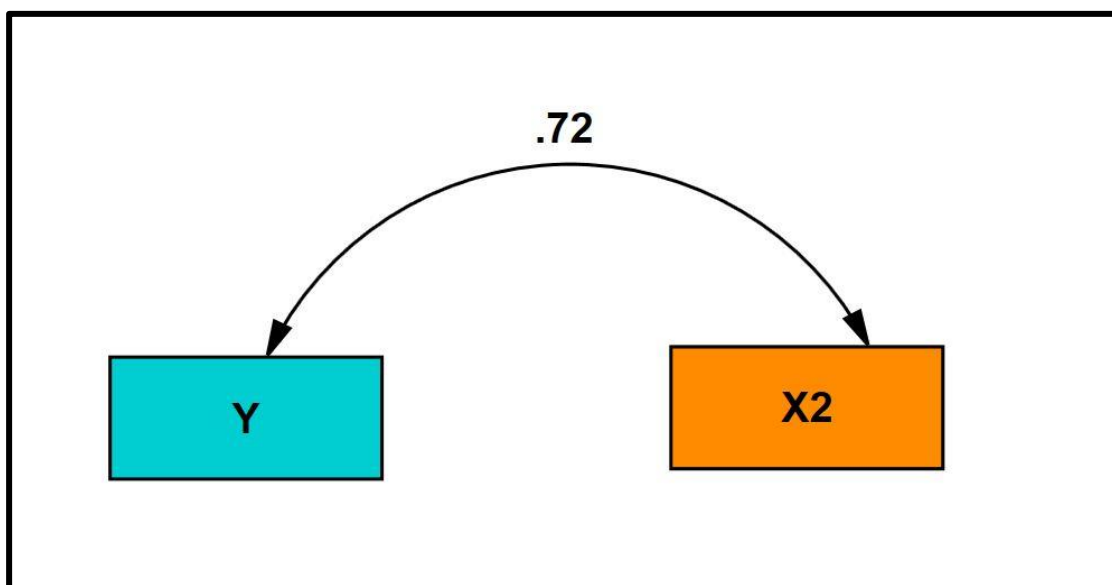
**Figure (1) Correlation coefficient between sustainable marketing and human capital**

Table (2) shows the significance of building a simple linear regression model between the research hypothesis variables, which include (sustainable marketing) with (human capital).

Table (2) Significance of building a simple linear regression model between the variables of the research hypothesis

Simple linear regression equation						
$Y = a + b(X)$						
Y	a	b	X	t	sig	R ²
Human capital	0.141	0.951	sustainable marketing	85.110	0.001	0.826

Source : prepared by the researcher based on the(SPSS V.23 program)

Through the results of the above table, it is clear to us that increasing one unit of the value of sustainable marketing will raise the value of human capital by (0.951), This amount indicates a positive impact value, but (0.141) represents the value of the constant, As for the value of the interpretation coefficient, it is (0.646), meaning that sustainable marketing explains 64.6% of the value of human capital, As for the remaining 35.4%, it is explained by other factors outside the limits of the research.

THE FOURTH AXIS: - CONCLUSIONS AND RECOMMENDATIONS

Conclusions

- 1- The career planning dimension contributes to assisting the company in the field of research in developing awareness of skills and capabilities and knowing career opportunities and obstacles. Thus, the career planning dimension gives the opportunity to move towards strengthening the sustainable marketing process through planning for the future.
- 2- 1- The interest of the researched company in the social dimension of sustainable marketing and providing its needs leads to increasing its confidence in these products voluntarily by marketing them through its influence on its peers from customers, providing advice and sharing with them the required information about available services and products, which leads to them purchasing the services of that researched company without others.
- 3- 1- Despite the interest of the researched company in the environmental dimension by marketing environmentally friendly, healthy and harmless products, there are no clear decisions and instructions that must be adhered to and relied upon to preserve the environment in all stages of the life cycle of the product or service provided by the organization.
- 4- There is a need and desire for the company to fully rely on the economic dimension of sustainable marketing to implement new ideas and make continuous improvements to products and services, adopt new methods in marketing and distributing these products, and use modern means to inform customers of the services provided to achieve their satisfaction and maintain relations with them, It is necessary that the resources be used in a way that allows the work to be completed continuously and to achieve abundant profit at the same time.
- 5- After making the decision, it ranked third for the researched company, because the decision-making process without planning and training is improper, irregular and random.
- 6- The results of the description and diagnosis of the dimensions of the variable of career maturity represented by (career planning) showed that there is a great interest by the respondents from customers about these dimensions, as the career planning dimension achieved the highest contributions of agreement and in a way that put it in the first place, and the job training dimension came in the second place.
- 7- The results of the statistical analysis showed that there was a significant correlation between job maturity and sustainable marketing at the macro and micro levels, and the strongest correlation was between training, career planning and sustainable marketing.
- 8- The results of the statistical analysis showed that there is a significant effect of career maturity in sustainable marketing at the macro and micro levels, and the strongest effect relationship was between career planning and sustainable marketing, followed by the human capital dimension.

Recommendations

- 1- The necessity of applying sustainable marketing in the researched company and adapting its dimensions to its reality, because it is one of the modern strategies for marketing that seeks to protect the

environment, preserve natural resources for future generations, maintain the relationship with the customer, and achieve the well-being of the society, and then return to it superiority and benefit to both customers and the company.

- 2- Although the company has achieved acceptable levels of sustainable marketing, it must focus on strengthening its competitive position in the market, which emphasizes the marketing of environmentally friendly products.
- 3- The researched company should direct its focus to obtain raw materials that are less harmful to the environment and the consumer at the same time, and which can be recycled after completion of use.
- 4- Work on developing the environmental culture within the factory in a way that helps increase environmental awareness and adopt activities that are not harmful to the environment. This is done by organizing training courses for the company's employees and educating them on the importance of preserving the environment.
- 5- Expanding investment in the production of solar cells, which would be an alternative to the means of generating electric energy that are more harmful to the environment, and providing products that depend on solar energy instead of electric energy.
- 6- The need to invest the relationship between the dimensions of career maturity and sustainable marketing in the researched company in order to benefit from this relationship in improving the productive services provided.
- 7- Using modern technological applications and investing them by integrating them with sustainable marketing strategies to increase the creation of new innovative initiatives, and to provide new and high value to the customer and the company at the same time.

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