

## **INNOVATIVE MARKETING AND ITS IMPACT ON STRATEGIC PERFORMANCE ANALYTICAL RESEARCH OF THE OPINIONS OF A SAMPLE OF EMPLOYEES OF THE DAJLA PHARMACEUTICAL COMPANY IN SAMARRA**

*Eshaq Yousif Hamdan*

*Research Scholar, College of Administration and Economic, University of Samarra, Samarra Iraq*

### **ABSTRACT**

*The research examined the impact of innovative marketing on strategic performance, and accordingly developed a hypothetical scheme explains the direction of relationships, and used the introspective approach to research to derive his hypotheses according to the situational theory, and then a sample was selected Non-random made up of (30) employees of The Dajla Pharmaceutical Company in Samarra to represent the research community, the researcher adopted the descriptive analytical approach in analyzing the problem of research, and the research included two hypotheses Two main hypotheses emerged from which four sub-hypotheses were subjected to statistical tests, and the researcher used the questionnaire as a key tool for collecting data and information, and used the program (SPSS V.24) to analyze the data by using the test of simple linear regression and correlation factors, and the research reached a set of conclusions and recommendations, among the conclusions a strong correlation and effect and moral impact between innovative marketing and strategic performance at the total and branch level, On the other hand, recommendations were made in line with the reality of the conclusions.*

**KEYWORDS:** *Innovative Marketing, Strategic Performance*

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### **Article History**

**Received: 28 Feb 2022 | Revised: 08 Mar 2022 | Accepted: 09 Mar 2022**

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