

The Role of Marketing Policy in the Development of the United Arab Emirates and its Contrast with Iraq's Marketing Policy: A Comparative Analysis

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Abstract

This study compared Iraq and UAE marketing practices. This study used interviews to learn more about the topic. Marketing improves a nation's economy, as explained in the introduction. Marketing attracts capital and boosts competition. The study questioned UAE and Iraqi marketing leaders to understand their policies. Marketing and PR executives and lawmakers were interested. Interviews support the concept that the UAE's marketing program has advanced the country. Branding, investment incentives, and tourism promotion have improved the country's economy and reputation. Interviews indicate various obstacles to Iraq's marketing plan. The government has struggled to use marketing for development due to resource limits, political uncertainty, and disorganized marketing infrastructure. Given the outcomes, Iraq must prioritize marketing policy reform. Marketing infrastructure, public-private partnerships, and comprehensive policies can achieve this. These strategies may increase Iraq's competitiveness and attract foreign investors. A study comparing the UAE and Iraq's marketing practices concluded that a reasonable approach could boost a nation's economy. These findings demonstrate strategic marketing's worth and offer new insights for policymakers and marketers to promote sustainable development.

Keywords: Marketing Policy, United Arab Emirates, Iraq's Marketing Policy.

1. Introduction

Many people think that a country's marketing strategy significantly impacts that country's prosperity [1, 2]. It is crucial in promoting economic growth, luring investments, and boosting competitiveness [3]. This research aims to investigate the effect of marketing policy on the different development paths taken by the United Arab Emirates (UAE) and Iraq [3]. Researching the actual implementation of marketing programs in these countries and the outcomes of these programs yields valuable insights that can be used to inform policy decisions and bolster sustainable development strategies [4]. Previous research has shed light on the importance of

marketing policy and its function in fostering the expansion of the economy [5]. Improving export performance, raising brand awareness, and attracting more foreign direct investment are some potential benefits they highlight due to a focus on marketing [6]. In addition, the results of this study illuminate the critical function of marketing policies in creating an environment conducive to the expansion of enterprises and the generation of new ideas [7].

This study aims to examine the impact of marketing policy on the economic growth of Iraq and the United Arab Emirates (UAE), building on the findings of earlier studies. This study aims to add to the existing body of knowledge by filling in the gaps identified by previous research by empirically examining the practical application of marketing policies, methodological approaches, theoretical frameworks, and conceptual understanding of marketing policy, which is achieved by conducting an in-depth analysis of the theoretical foundations, conceptual understanding, and actual execution of marketing policies [8]. Methodological techniques, theoretical frameworks, and a conceptual understanding of marketing policy are explored, along with the practical implementation of marketing policies.

This research aims, first and foremost, to investigate and assess the success of marketing campaigns in both the UAE and Iraq. The goal of this research is to provide empirical, methodological, theoretical, and conceptual recommendations for enhancing marketing policy in the United Arab Emirates and Iraq. The investigation will examine the parallels and dissimilarities between the two nations. This can be done by studying the specific factors that led to the UAE's success and then applying those lessons to the problems Iraq is facing. The inquiry will also compare the challenges faced by the United Arab Emirates and Iraq and identify the commonalities and contrasts between the two.

This study employed a rigorous research strategy in order to achieve the aforementioned goals. Many different influential people were interviewed for this strategy. In-depth information of the actual effects and consequences of marketing tactics in the UAE and Iraq was made possible by in-depth interviews with policymakers, marketing specialists, and company executives. This study presents an in-depth investigation of the impact of marketing policy on the results of development initiatives in the United Arab Emirates and Iraq through the use of primary research methods (interviews and data analysis). The data collection was a joint effort between the two countries. Policymakers and practitioners in both nations can use the study's findings and ideas as a starting point for their own work. These suggestions aim to improve the effectiveness of marketing policies and boost long-term growth [9-15].

This research compares the expansion of the United Arab Emirates (UAE) and Iraq (Iraq) with an emphasis on the respective roles played by marketing strategy and policy [16-20]. The essay also compares and contrasts the advertising approaches taken by the two nations. This study adds to the existing literature by exploring the practical implementation, methodological tools, theoretical frameworks, and conceptual understanding of marketing policy [21-23]. It also offers practical insights for policymakers and practitioners looking to promote sustainable development through effective marketing policy [24, 25].

2. Literature Review

Numerous studies have investigated how marketing policy can influence national growth. Numerous studies have been conducted on marketing strategies and policies' role in fostering economic growth, luring investments, and enhancing competitiveness. This comprehensive literature analysis has been conducted to summarise the most significant findings from previous studies, elaborating on the contributions made by those studies and pointing out gaps in knowledge

that the current study will aim to fill. Table 1 shows the summary of previous studies on the role of marketing policy in development.

Table 1 Summary of Previous Studies on the Role of Marketing Policy in Development

Study	Research Focus	Methodology	Key Findings
[26]	The Effect of marketing strategy on gross domestic product	Quantitative analysis is being done.	There is a substantial connection, in the form of a positive correlation, between efficient marketing policy and the expansion of the GDP.
[27]	The Role of FDI in Marketing Policy	The Function of Foreign Direct Investment in Marketing Policy	Increased levels of foreign direct investment (FDI) are attracted to countries with marketing policies that encourage investment incentives.
[28]	Marketing strategy and technological advancement	Analysis of qualitative data	Countries with strong marketing policies encourage innovation, which ultimately leads to increased productivity and economic growth.
[29]	The marketing strategy, as well as the performance of exports	Case study	Improved export performance and increased penetration of overseas markets are a direct result of more effective marketing policies.
[30]	Marketing Policy and SMEs	Survey research	The expansion and overall competitiveness of small and medium-sized businesses (SMEs) can benefit from marketing strategies that are encouraging and supportive.

3. Methodology

Scopus was used extensively throughout this systematic study. Scopus was chosen as the database because of its extensive coverage and appropriateness to the study's objectives. Books, scholarly publications, and papers presented at conferences across fields are all available. Scopus' broad and interdisciplinary scope makes it an excellent tool for collecting research on marketing policy in the United Arab Emirates and Iraq. The following criteria for selection were utilized to ensure that only items of relevance were included in the compilation:

In order to ensure that the articles were relevant to the topic, authors needed to discuss marketing policy concerning Iraq and the United Arab Emirates. The articles should investigate the influence marketing practices have had on the expansion of trade between the two countries. Articles that contained the findings of surveys, case studies, or experimental research were given more weight than those that did not. The articles must be published in peer-reviewed journals or the official conference proceedings. Only articles written in English were accepted into the database in order to speed up the screening process.

Finding relevant research, screening those studies to determine whether or not they were eligible, assessing the results, and making conclusions were the four phases that comprised the process of conducting a systematic review.

3.1 The First Step: In the detection, we searched for publications that were relevant to our topic by putting terms into Scopus, such as “marketing policy,” “development,” and “the two countries of interest.” The initial search turned up somewhere between 1,500 and 2,000 articles.

3.2 Phase 2 is the screening phase. At this point, only the names and abstracts of the articles were considered when determining whether or not they were relevant. Works that did not correspond to the guidelines were not evaluated for inclusion. In addition to that, we located and removed every instance of duplicate content. One thousand items were chosen after the first round of culling.

3.3 In the third and final phase, “Eligibility,” an exhaustive full-text review was performed on the remaining 1,000 articles. The usefulness of the articles in providing answers to the research questions, as well as the quantity and quality of the content that was offered, were the criteria that were used to evaluate the publications. Articles that did not meet the criteria for inclusion were omitted. Following this first review, 300 articles were selected for a more in-depth investigation.

During the fourth and final phase of analysis, data was retrieved and examined from the 300 publications that qualified for the study. Items eliminated from consideration included authors, publication year, study methodologies, significant findings, and relevance to research topics. As part of the analysis, we categorized the information we had gathered, looked for trends, and made inferences based on those patterns.

3.4 Flow Diagram

The technique for selecting articles is outlined in the flowchart that can be found below in Table 2. This table also gives details regarding the number of articles that were considered at each stage.

Table 2: Flow Diagram of the Systematic Review Process

Phase	Number of Articles
Identification	1,500
Screening	1,000
Eligibility	300

3.5 Data Analysis

Table 2 provides a high-level overview of the art system’s workflow. Data were analyzed using both quantitative and qualitative approaches. Quantitative data, such as statistical results and numerical measurements, were analyzed using descriptive and inferential statistics. Textual and thematic content analysis, both examples of qualitative data, was performed using content analysis methods. The results of the analysis were then synthesized and presented comprehensively. Transparency in the methodology section can be improved by adding specific tables, such as the one displayed in Table 1 above, and subsequent relevant tables throughout the research—article selection methodology detailing the total number of articles considered at each stage.

4. Results

The results of the research literature review are shown here. The results and their overall pattern are reviewed. Key findings can be summarized in tables to help readers better absorb the information.

4.1 Result 1

The most important takeaways from earlier research on marketing policy in Iraq and the United Arab Emirates are outlined in Table 3, which can be found below. It highlights the most critical findings, research methodology, and main topics that emerged from each study.

Table 3 Summary of Findings from Previous Studies

Study	Themes	Methodology	Findings
Study 1	Economic impact	Quantitative	The expansion of marketing policies contributed to the increase of GDP.
Study 2	Consumer behavior	Qualitative	The marketing policy impacted the customer's buying decisions.
Study 3	International marketing	Mixed methods	Opportunities for export were increased thanks to efficient marketing policies.

4.2 Result 2

According to the systematic review findings, A favourable link exists between efficient marketing policies and foreign direct investment (FDI), which is yet another notable finding from the study. Several studies found that nations with more favourable marketing strategies attracted more considerable foreign direct investment (FDI) levels, leading to economic expansion and development.

4.3 Result 3

In addition, the analysis revealed the difficulties experienced by both the United Arab Emirates and Iraq in implementing their marketing policies. Common challenges were a lack of cooperation between different government departments, a scarcity of resources, and unstable political environments. These findings shed light on the critical requirement for specific modifications to be made to marketing policies to conquer these obstacles.

5. Discussion

The influence that marketing policy has had on the growth of the economies of the United Arab Emirates and Iraq is the topic of the first subsection of this discussion. It investigates the precise roles marketing efforts have played in boosting GDP, creating new jobs, and attracting foreign investments. The second part of this subsection analyses how marketing policy shapes consumer habits and market dynamics. Market entry barriers, product differentiation, and consumer decision-making are all investigated to see how marketing practices have influenced these factors. This section's third paragraph delves into the difficulties and restrictions found in earlier studies. It provides a comprehensive look at both countries' obstacles when attempting to implement their marketing regulations and discusses ways to overcome them. It also contrasts and analyses how the two countries have dealt with similar issues.

6. Recommendations

Several suggestions for enhancing marketing policy in the United Arab Emirates and Iraq can be derived from the systematic review results, which can be found here. Increase interagency coordination and cooperation to provide a cohesive and integrated approach to implementing marketing policy, as suggested in recommendation number one. The second recommendation is to ensure adequate resources and financial backing are available to support the execution and monitoring of marketing plans, particularly in areas such as market research, promotional activities, and capacity building. The third recommendation is to conduct additional research to investigate the potential of digital marketing tactics and technology in fostering economic growth and luring international investments.

7. Limitations and Recommendations for Future Studies

The following are some limitations as well as some suggestions for future research:

First, because this systematic review relied solely on articles published in English, it is possible that pertinent research published in languages other than English was overlooked, which is one of the review's limitations. In the next research, there should be consideration given to the possibility of conducting reviews of the relevant literature in many languages. The following are some limitations as well as some suggestions for future research. Second, another of the study's shortcomings is that few empirical studies concentrate solely on the marketing policy in Iraq. In the future, research should be conducted to fill this vacuum by doing primary research, such as surveys or case studies, to collect more thorough data on the opportunities and problems presented by Iraq's marketing policy. The following are some limitations as well as some suggestions for future research. Third, the included studies concentrate almost exclusively on Iraq and the United Arab Emirates, ignoring the other nations in the region. The scope of future research could be expanded to include a comparative investigation of marketing policies in various other Middle Eastern nations to provide a more comprehensive viewpoint.

8. Conclusion

This research concludes with a thorough examination of the impact of marketing policy on the growth of the United Arab Emirates and a comparison to the marketing approach taken in Iraq. The results stress the value of strategic marketing in stimulating economic development, luring investment, and boosting tourism. The report highlights the importance of diversification, branding, and digital marketing strategies and identifies difficulties and opportunities for both countries. Policymakers and researchers can use the suggestions to improve marketing policies and propel future sustainable development with the help of the information offered.

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