

**MARKETING RESEARCH OUTPUTS STRATEGY REQUIREMENTS: AN ANALYTICAL STUDY IN THE UNIVERSITY OF BAGHDAD**

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**ABSTRACT:** *The research aims to shed light on the marketing of scientific research outputs strategy requirements through a sample survey of experts and specialists views in the areas of administrative and economic sciences at the University of Baghdad, and formed the research sample of (107) people, has been the adoption of the resolution as a tool head of the collection of data and information on the research and analyzed the responses using SPSS statistical software and statistical methods were adopted in the research is (weighted average, standard deviation, percentile weight, factor analysis, Cronbach's alpha coefficient, Chi-square) and research found to several conclusions, including;The results showed that the mean public responses sample researched for requirements of marketing research outputs strategy was greater than the mean premise selected on the scale space which indicates achieve a state of high importance and perception has researched the concept of the sample and the importance of those requirements in the marketing of scientific research output process. Vary the degree of importance of the marketing strategy of scientific research output requirements and the percentage of their contribution to the interpretation of variation (83.456%), a high percentage was the order of those requirements in descending order of importance (the physical environment and promotion, research service planning, pricing, Benefiting parties). Vary sample researched responses about marketing research outputs at the macro-level strategy and the level of dimensional requirements.*

**KEYWORDS:** Marketing Strategy Requirements, Scientific Research.

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## **INTRODUCTION**

No society, whatever the resources to apply without scientific research, which is a key factor in improving and the establishment of a knowledge society, which will be able to meet the challenges of the times, therefore, the available scientific way for educational institutions to catch up with developed societies is through a strategic approach in the marketing of the output of the process scientific research, as the educational institutions were not only services institution, but productivity Foundation contributes to the importance of her research for the benefit of the community. The thinking in the marketing of scientific research output of the modern trends that are expanded in recent years in developed societies have a significant role in addressing the issues and problems affecting the community, Due to the growing interest in and taken to the Ministry of Higher Education and Scientific Research recently on the development of marketing Scientific Products Division in formations universities is just a step on the right path. From here, the researcher studied the marketing strategy of scientific research

outputs at Baghdad University requirements to identify those requirements and diagnosed clearly to become an effective tool by which to be a deep understanding and this vital subject. And it ensures Find detectives following:

First section: research and previous studies methodology

The second section: Framing theoretical research

The third section: the reality of field research

Section IV: Conclusions and Recommendations

First section: research and previous studies methodology

First: Research Methodology

1. Find a problem

Experiencing the world today scientific and technological developments reflected on the various aspects of life, it has accelerated the industrialized countries to invest in scientific research to know the importance of this activity and its role in development, as the civilized world is based mainly on the educational and research institutions that shopping her research on their own and to serve the party that want to benefit from this research to provide quick solutions to the problems they face, so the research is in the industrialized countries the best way to develop and own new technologies. From here he went researcher to conduct this research is the heart of the nature of her work as a researcher in one of the educational institutions and research of this research was to try to determine the marketing of scientific research output requirements in order to focus on the completion of doing research touches the reality and field work to be marketed and utilized to benefit the community in solving its problems.

Based on the foregoing, we can define the research problem by answering the following questions:

1. What degree of importance of the marketing strategy of scientific research output requirements from the point of view of the surveyed sample?
2. Is there a difference in the surveyed for marketing research outputs at the macro-level strategic requirements of the sample responses?
3. Is there a variation in the sample researched responses for each dimension of marketing research outputs strategy?

2. The importance of research

1. This research comes in response to the approval of the Ministry of Higher Education and Scientific Research on the formation of Marketing Scientific Products Division to take over the marketing research outputs of universities tasks.
2. Search will monitor the props and pillars upon which the marketing research outputs to be the basis of the evaluation process for the production of scientific research and quality of Iraqi universities
3. Find gaining importance in drawing the attention of officials researched the importance of the marketing strategy of the university administration to identify the needs and interests of the beneficiaries of scientific research output in solving the problems to be focused on more.
4. The importance of research emerge through careful and aware of the university administration researched to support applied scientific research, materially and morally.

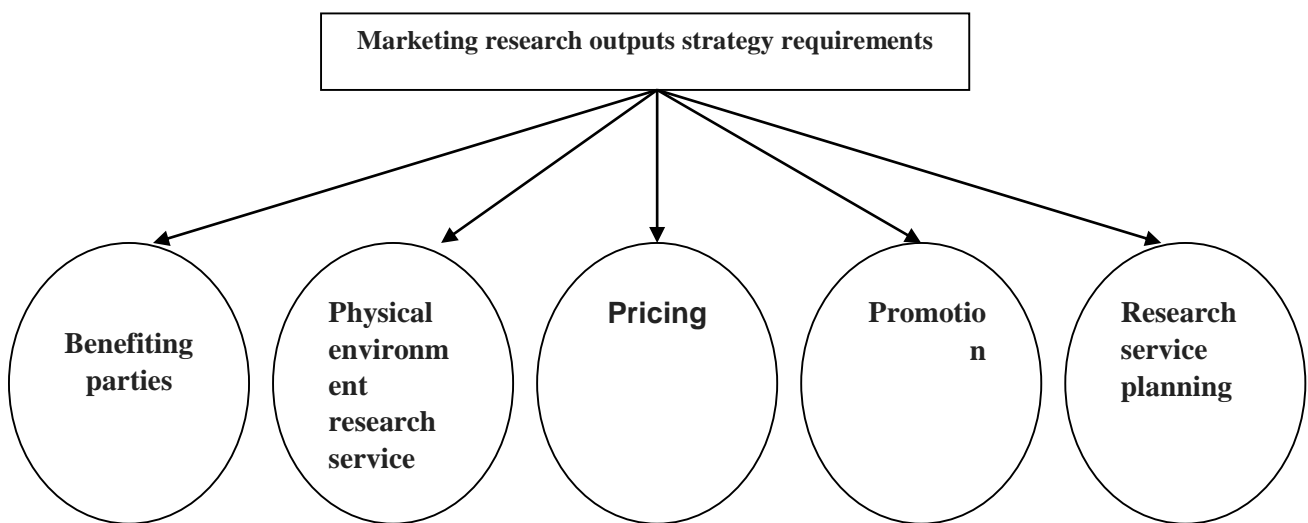
5. The current research contribution in the field of management studies related to marketing thought it was a new addition to the local environment for studies and research in this area, as well as to enrich the contents of the library this topic.

**Research Objectives**

1. Identify the marketing strategy of scientific research output requirements through a sample survey of experts and specialists in administrative and economic sciences views.
2. Identify the degree of the order of marketing research outputs strategy requirements are prioritized and relevance.
3. detect variation in The sample researched responses for marketing research outputs at the macro-level strategy requirements.
4. detect variation in the sample researched responses for each dimension of the marketing strategy of scientific research output requirements.

**A Model Search**

Was constructing a model search to benefit from the proposals and ideas of all of (Kotler, K, 2006) (Al-Tai et al., 2006) (Alaak ,2002) and applied in harmony and the Iraqi environment after studying the problem and the importance of the goals of the research and it shows (Figure 1) a model search



*(Figure 1) a model search*

**Hypotheses**

1. vary the degree of importance of marketing research outputs from the point of view sample researched strategy requirements.
2. vary sample researched response at the level of significance (0.01, 0.05) in determining the marketing strategy of scientific research output requirements and at the macro level.
3. vary sample researched response at the level of significance (0.01, 0.05) in determining the marketing research outputs at the level of dimensional strategy requirements.

## RESEARCH METHOD

The current research was adopted approach (descriptive - analytical) in the diagnosis of marketing research outputs strategy requirements, description, description of qualitative and quantitative analysis and revealed the correlation between the different dimensions in order to be interpreted enough to reach general conclusions contribute to the understanding of the present and the diagnosis of reality and causes.

### Find the limits

A- human limits: limited research on the faculty who specialize in administrative and economic sciences.

B- the spatial boundaries: the application of research in the University of Baghdad.

C- border temporal: represent from 01/01/2014 until 11/31/2014.

### Find a site

Baghdad University was selected to conduct a field research in order to come:

1. The development of marketing Scientific Products Division at the head of the University of Baghdad building on His Excellency the Minister authentication in 11/01/2013 linked structurally and organizationally Assistant Rector for Academic Affairs Office.
2. Number of research carried out by the faculty by the University of Baghdad formations of the Year (2012-2013) as shown in Table (1).

Table (1): The number of the research presented by the teaching staff

College / Institute / Center Name	Number of research completed 2012/2013
Education Ibn Rushd for Humanities	37
Political Science	19
Canadian Medicine	104
Law	28
Education Pure Sciences / Ibn al-Haytham	298
Media	37
Dentistry	180
Physical Education for Girls	6
Letters	134
Nursing	74
Pharmacy	128

Veterinary Medicine	59
Fine Arts	36
Science for Girls	158
Agriculture	235
Languages	51
Education for Girls	102
Islamic Sciences	21
Physical Education	61
Engineering Khwarizmi	31
Administration and Economics	116
Medicine	165
Science	395
Engineering	254
Genetic Engineering Institute and techniques biogenic Graduate Studies	32
Laser Institute of Higher Studies	10
Graduate Institute of Accounting and Financial Studies	14
Market Research and Consumer Protection center	51
Educational and Psychological Research Center	18
Continuous development and education center	35
Planning Center of Urban and Regional Graduate Studies	19
Center for Strategic and International Studies	75
Heritage Revival Center	123
Research Center and the Museum of Natural History	33
National Center for Research on Cancer pioneering	18
Scientific Assistant	5
Media and public relations	16

Scientific Affairs	2
Sports and University Art Education	16
Government Contracts Division	6
Total	3202

Actual scientific reached total marketable and configurations from the university to the marketing Scientific Products Division (32) Search as shown in Table (2) According to the university configurations.

Table (2) List of scientific reached marketable set of Configurations University

College / Institute / Center Name	Number of research outcomes
Medicine	3
Education / Ibn al-Haytham	5
Engineering	2
Engineering Khwarizmi	2
Letters	4
Agriculture	3
Veterinary Medicine	1
Science	1
Genetic Engineering Institute and techniques biogenic Graduate Studies	4
Market Research and Consumer Protection center	7
Total	32

### The research sample

Was chosen purposely sample consisted of (107) members of the specialists in the administrative and economic sciences faculty of the University of Baghdad Table (3) the distribution of the sample members, according to Certificate, Jurisdiction and scientific title.

Table (3): Distribution of sample members, according to the certificate, Jurisdiction and scientific title

Identifying information		Repetition	Percentage%
Certificate	Ph.D.	74	69.2
	Master	33	30.8
Jurisdiction	Administrative Sciences	69	64.4
	Economic Sciences	38	35.6
scientific Title	Professor	2	1.9
	Assistant Professor	56	52.3
	Teacher	27	25.2
	Assistant Lecturer	22	20.6
Total		107	100

The table shows (3) that:

1. The proportion of doctoral degree (69.2%) compared to (30.8%) to drive a master's degree, which helps in the surveyed on the accuracy of the answer, objectivity, and to deal with the resolution properly sample enabled.
2. Proportion of specialists in administrative science was (64.4%) compared to (35.6%) of the specialists in economic sciences and this is reflected positively on the sample researched the ability to absorb and understand the questions asked.
3. In connection with the scientific title turns out that the highest rate was for the title of assistant professor who make up (52.3%) of the individuals surveyed, followed by the title Teacher who constitute ratio (25.2%), followed by the title of Assistant Lecturer they make up ratio (20.6%), while the least rate was they make up the title of professor ratio (1.9%) of the sample researched and this is a good indicator as to the questionnaire distributed to all scientific titles have not been counted scientific title without the other in order to obtain the views of the teaching staff in various scientific titles.

### Search Tool

The adoption of the questionnaire as a tool head of the collection of information for research after making adjustments and in line with the Iraqi environment have included questionnaire (45) items distributed to the five requirements for the marketing of scientific research output strategy and the Likert scale Quintet (Completely agree, Agree, agree rather, not agree, is absolutely agree) and weights (5.4, 3, 2.1), respectively. A- truth questionnaire It was a way to follow through arbitrators presented to (3) experts (\*) has been asked to determine the validity of the mentioned paragraphs were taking their opinions.

### Statistical methods

The use of statistical means the following:

- A. Percentages
- B. weighted average.
- C. standard deviation.
- E. Cronbach's coefficient alpha.
- F. test Chi-square.
- M. factor analysis.

(\*) Experts are

1. Prof. Aysel Hamdi Osman / teaching in the administrative and technical college.
2. Ass.Prof.Dr. Salem Mohammed Aboud / teaching in the Center for Market Research and Consumer Protection.
3. Ass.Prof.Dr. Khalil Ismail Ibrahim / teaching in the Center for Market Research and Consumer Protection

Second: Literature Review

Table (4):LView previous studies

year	Researcher	Title	The objective of the study	Method	Conclusions
1994	Guclu	Analysis of air conditioning problems when graduate students at the University of Ptnsberg	Identification and analysis of adaptation and funding sources that employed for these students problems	Descriptive analytical method to identify a sample 293 students and students from the upper Studies MA and Ph.D.	The results showed that students are suffering from financial problems of funding and there are significant differences between the students are coming from, according to the geographical areas which is reflected in the educational and scientific careers
2001	abd Allaah	Scientific research and educational problems as seen by graduate students at the Faculty of Education, University of Khartoum	- Disclosure of the problems faced by graduate students to complete their studies on time  - Recognize the severity of the problems and then prioritize	Questionnaire	- Graduate students are suffering from lack of balance between the theoretical and the practical side and the lack of research skills development - There is almost a consensus in the Rye



					students from a lack of financial support, which helps stimulate the quality of applied scientific research
2005	Sabieh	Funding derived Education formulas in the educational Islamic thought and their use in the financing of the Palestinian higher education	recognize the reality of funding for university education and disclosure of funding derived Education versions of the Islamic Educational Thought	descriptive analytical method supported on the questionnaire as a tool to get to know all the members of the boards of universities totaling 252	lack of government support compared to institutions established in the Islamic covenants that depend on the funding policy takes into account (social, economic, political, religious)
2005	Shrir	The reality of spending on public education in the districts of education Gaza	Reality Markup spending on public education in the Gaza Strip in the period (1995 - 2003) and to identify community	Descriptive analytical method used questionnaire was distributed to 134 charge	Public education budget represents 18% of the total education budget, and the government 88% of the education budget for the disposal of salaries and wages
2005	Al-Qahtani	Spending on scientific research in universities	1. Identify the most important factors that help to stimulate the process of scientific research in universities 2. Identify the sources of financing in some countries of the world 3. find out the reasons that contribute to the low level of spending with university scientific research	descriptive analytical method to describe the phenomenon	1. diminutive size of fiscal spending on scientific research in universities, compared with those in European countries 2. The absence of an independent budget allocations encouraging scientific research

### Discussion of previous studies

1. compatibility in the use of descriptive analytical method used by the current search enriched by this research you information and use some of them in the drafting of the questionnaire.
2. Studies agreement that the lack of funding is the reason for the weakness of the scientific research and quality.

### FRAMING THEORETICAL RESEARCH

#### First: marketing strategy: the concept and importance

1. The concept of marketing strategy.

The term marketing strategy consists of the first two concepts, strategy and plans developed by the means the organization in the long term to ensure the achievement of the correlation

between the organization and its mission. (Al- Hill& Jones ,2008: 55). As for marketing, it: (Al-Masri,2002: 185) system of integrated activities and ongoing research in which each of the workers involved in the organization, and belong to the management of an integrated marketing mix by maintaining a sustaining relationship with customers and make a positive impression in the long term. This is the trend of modern marketing concept is a primary focus on the customer as the main objective, which focus on all marketing activities. (Al-Sumaidaie & Youssef ,2001: 54). And it is a marketing function of the important functions and the key to any organization and can not imagine any activity without the marketing function and its mechanisms and transmittance depends on the nature of the product and the beneficiaries. (Al-Bakri & Rahoomi, 2008: 28). A lot of changes have occurred in the external environment in recent years, which made clear through the marketing service industry was marketing strategy is a long-term plan for the development of the marketing mix is the way by which access to key marketing objectives of the organization. (Al-Sumaidaie & Youssef ,2001: 162). Accordingly, the marketing strategy is a dynamic and interactive strategy planned in advance of her to ensure the success of the marketing process in organizations.

The importance of marketing strategy are:

1. Achieve a balance between the organization and the environment in which it operates.
2. Help the administration to identify and analyze the strengths and weaknesses.
3. Help to measure, analyze and evaluate marketing opportunities and identify targets more realistic.

### **Second: the definition of scientific research**

Search term is defined as inspection, exploration, investigation, inquiry, access to the knowledge of the facts or the discovery of new facts to study the operation of the subject. The flag is designed to raise the human ability to control nature. (Hillis , 2006: 13) and see (Lewis & Mannion, 1990: 46) that scientific research: is to reach practical solutions to the problems can be relied upon by pooling data-planned and orderly manner and then analyze the data and their interpretation. He also each activity with a curriculum designed to generate new knowledge related to human understanding of natural phenomena and eventually lead to the lifting of the human capacity to control the production of these phenomena. (Khader, 2011:5Points (Hillis ,2009: 9) that scientific research is deep and real scientific study to find the problem of the problems facing the community in any field of the natural sciences and technology and in any branch of science in order to make a comprehensive development and development solutions.

### **Third: the types of scientific research**

Classified scientific research into four categories, namely:

#### **1. Research Academy (Basic)**

Is research that contribute mainly to detect the secrets of nature and the laws that components relations controllers to increase the scientific knowledge without paying attention to any application specific goal and be scope in the fields of natural science theory mathematics, for example, and the results of this research is significant to the public only after a period as it establishes the future for Applied Research. (Khadr ,2011: 5).

## **2. Applied Research**

Research is directed to solve the problem and provide a list of new knowledge can be employed and benefit from them because it has an economic value for the production and product. (Saad Eddin ,2002: 349)

And lead to the employment of labor and profits and enhance the development and sustainability.

## **3. Research Assistance**

Such research is aimed at improving the working fluid in the academic scientific research and applied research such as maps, equipment and tools used. (Al-Sultan, 1997: 166).

## **4. developmental research**

It aims to transfer modern technology and adapted for the benefit of the country and the development of local technologies suit them to get to the application of new products and the means of producing better and at lower cost or new manufacturing.

## **Fourth: the priorities of scientific research**

In determining the priorities of scientific research is through the preparation of a short-term, medium and long-studied plans and by a team of specialists in each area, and that the decline in check and evaluation by decision makers, and are distributed to industrial research developmental and Research Academy can be identified sectors of the scientific research plan, as in:

- The energy sector (sources, finance, management, pollution, generation and distribution, etc ...)
- The water sector (sources, management, treatment, recycling, save)
- Food Sector (sources, manufacturing, operations, analysis, quality control)
- Environment Sector (sources, pollution, recycling, save, waste) treatment
- Services manufacturing sector (industrial processes, products)

To determine the priorities of this research will help to invest limited resources in the required scientific achievement contributes to the development of society.

## **Fifth: the reality of scientific research in the states**

The League three functions (research, teaching, community service), the attention either one over the other negatively affect the three functions mentioned above, and lead them to the weakness education and scientific research is not a service process as understood by some, but the process of production gives the output of its positive impact on all levels, and that scientific research is no longer a theory lesson, but the results back to the community the progress and prosperity is not an economic power and presence in the markets and the ability to compete only through scientific and technological progress.

The search scientific needs serious desire to resettle science by the state and the establishment of the necessary infrastructure Althitah and this needs to be a high rate of financial allocations find vary from one country to another.

In developed countries, ranging from (2.5% - 5%) and table (5) the rate of spending in the gross national income shows for research and development in a number of countries around the world. (Khadr, 2011: 10).

Table (5): Spending from gross income rate for research and development in a number of countries in the world

Sequence	State	Spending rate of total income%	Sources of research funding%		
			Other	Government	Industry
1	US	2.6	13	26	67
2	Japan	3.3	12	13	75
3	Germany	2.5	14	21	66
4	France	2.1	18	29	49
5	Britain	1.8	27	23	40
6	Canada	2	40	25	45
7	Taiwan	2.2	12	25	70
8	Spain	1.1	26	27	47
9	Australia	1.8	28	22	53
10	Arab countries	0.2	8	89	3

Evident from the data table above the low funding of scientific research by the industrial sectors in the Arab countries compared to foreign countries, as well as the rate of spending on scientific research in these countries is small which means that the ratio (0.2%) of spending and this explains that the reality of scientific research in the Arab universities is weak and is not directed to address local problems, as most of the research done by the faculty is in order to complete scientific entertainment requirements do not constitute a large portion in the field of scientific research for the purposes of development.

Sixth: The marketing strategy of scientific research output requirements For the purpose of marketing the results of scientific research in educational institutions should be reminded, the adoption of a clear strategy includes plans, programs and activities integrated paint future trends to determine the goals and priorities of scientific research, there are a number of requirements adopted by the marketing strategy Which previously have been mentioned within the meaning of the concept of marketing or a marketing mix elements as one of the key variables in the marketing activity since any activity must be included in the marketing process

to Marketing mix commensurate with the nature of the service delivered to the beneficiary. The marketing mix can be defined as:

All the processes and events that aim to provide services that meet the current needs of customers and prospective manner that achieves maximum satisfaction from them. (Abu-Orabi, 2006: 81). And it will be the focus of current research to clarify the marketing research outputs strategy requirements on private research service marketing mix elements and in line with the targets Find It (Kotler K, 2006: 19) (Al-Taie et al., 2006: 30) (Alaak ,2002: 112).

### 1. Planning the research of the product (research service planning)

Intended product of this research (research outputs), one of the most important marketing mix for educational institutions elements, for being unreliable and other mix decisions and this importance it requires when designing this service is an accurate and effective planning by various educational institutions administration should also give attention to a number of aspects of service, including:

A- extent and scope of research services provided to meet the requirements of the labor market researches dealing with issues of interest to the community and contribute to solving the problems. (Al- Abdi, 2009: 30).

B- the quality and level of research services provided by directing researchers to address application areas for investment and a focus on quality topics with a view to selecting the problems affecting the community in order to develop solutions to them.

C- research service providing guarantees of training and preparation of Angels help to researchers at the drain of faculty members in order to convert them to the researchers with a new and efficient skills in the field of scientific research.

### 2. Research Service Pricing

The pricing in the area of research is so specific, it is a complex process linked to considerations of behavioral, economic, and set the price based on the study of influential ones cost factors completion of the research and the requirements of the material cost of the equipment and laboratory tests and others may be pricing process represents a harmonization between the benefits received by the service buyer values cash that could cost the completion of this research. (Al-Dmour,2008: 79).

### 3. Promoting research service

Is a key element in promoting marketing activity service he seeks to convince customers and the definition of the institution and its services and to highlight the benefits of what they offer in the service of society it represents a group of contacts that you make Organisations prospective customers for the purpose of convincing them and introduce them to the services offered. (Hafez, 2009: 27)

For the purpose of promotion of educational and research institutions for their services require them to develop promotional mix elements (advertising, personal selling, advertising) and the possible use of the following methods:

Seminars and conferences, the establishment of international exhibitions, documentation and publication in scientific journals Court, advertising and media in one of the newspapers and magazines, among others.

#### 4. physical environment research service

It supplies the material support in the provision of research services are tangible presence physical evidence that leads an influential role in the marketing research service process in doing so, part of the broad range of marketing and include (buildings, furniture, appliances and equipment used in providing the service, the website, library services of sources and periodicals. (Al-Sumaidaie & Youssef, 2010: 82) (Lovelock & wright, 1999: 20).

#### 5. Benefiting parties

The recipients include research service or beneficiaries of the research service through the degree of their participation in the production of interactive service and relations between them and the service providers and care to contact and communicate with them by inviting them to attend the discussions and conduct meetings, and other meetings. (Alaak ,2010: 28).

#### Third section / reality field research

First, the analysis of the research sample responses to pry marketing research outputs strategy requirements. This variable of dimensional consists (research service planning, pricing, promotion, physical environment of the service, the beneficiary parties) has reached the arithmetic mean year for these dimensions (4.18) which is greater than the mean premise of (3) and standard deviation (0.697) and weight percentage (83.6% ) this means that the respondents agreement and a large degree on the importance of the dimensions of the marketing strategy of scientific research output requirements.

The following are the results of circles and standard deviations and weights percentage arrangement for each dimension, as in the table (6).

##### 1. Research Service Planning

Results in Table (3) that the weighted average general of this dimension has reached (4.21) and standard deviation (0.767) and weight percentage (84.2%), show that the weighted average general greater than the mean premise of (3), indicate that outcome to this dimension is a clear and largely of the sample researched, as it occupies in terms of degree of importance as a requirement of the basic requirements in the marketing strategy of scientific research output in second place. This confirms the sample members responses were positive.

2. Pricing Evidenced by the results of this dimension that weighted average general has the largest middle premise has reached (4.15) and standard deviation (0.674) and weight percentage (83%), and show that the result on the sample surveyed its importance Agreement and substantially, gaining third place in the order and importance. This means that the sample researched responses were positive direction paragraphs of this dimension.

##### 3. promotion

Got this dimension and the agreement of the surveyed sample responses ranked first in terms of the degree of significance as it was the weighted average general to him (4.26) which is greater than the mean premise and the standard deviation was (0.525) and weight percentage (85.2%), which means that the respondents agreement of the role and the importance of promoting the process of Marketing research outputs and dramatically, as the advertising and media is the main instrument for the promotion of research services and the definition of the



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kinds of research of the beneficiaries as well as the importance of disseminating the results of research and exchange between the university formations whatever in it.

#### 4. physical environment research service

This dimension has received the first of the arrangement and also important as it was the weighted average to him general (4.26) which is greater than the mean and standard deviation premise was (0.525) and weight percentage (85.2%), which indicates that the respondents also positive responses to those paragraphs.

#### 5. Benefiting parties

Came this dimension rank fourth and final terms of the arrangement and the importance and the agreement of the respondents, as was the the weighted average general to him (4.08) which is greater than the mean premise of (3) and standard deviation (0.798) and weight percentage (81.6%), which means that the sample researched responses were positive on the general level.

Table (6) the weighted average and standard deviations and weight percentage values and arrangement of the dimensions

Dimensions	weighted average	standard deviations	weight percentage	arrangement
Research Service Plannin	4.21	0.767	84.2	second
Pricing	4.15	0.674	83	third
promotion	4.26	0.525	85.2	first
physical environment research service	4.26	0.552	85.2	first
Benefiting parties	4.08	0.798	81.6	fourth
Overall dimension	4.18	0.697	83.6	

Second: The results of the analysis of the global dimensions of marketing research outputs strategy requirements

To test the first hypothesis of the research to the effect (vary the degree of importance of marketing research outputs from the point of the surveyed) sample strategic view the requirements of Table (7) results of the analysis of the dimensions of marketing research outputs strategy requirements, as it reflected the results of the factor analysis of the vertebrae resolution advanced results represented a high agreement the degree of importance of this task to the questions, the mouthpiece of all variables dimension of marketing research outputs strategy requirements, have reduced the dimensions the same in (7) main factors explain what percentage of (83.456%) of the total variance in the views of the respondents to expect from factors did not rule out any of them as in the following:

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1. The first factor, which is the most important most of the paragraphs of the physical environment of the service, research and promotion, which was interpreted as representing included (33.782%) of the total variance and them (the establishment of a database according to the disciplines and the beneficiaries of Products and researchers, providing laboratory equipment and equipment needed in university laboratories, providing office of sources services, do awareness campaigns through the media holding seminars and conferences to educate the marketing research outcomes, establishing marketing exhibitions, advertising across different media, manual work and research outputs, documentation and dissemination of the results of research carried out).

2. The second factor (research service planning) were included (8) variables interpreted ratio (20.863%) of the total variance about the importance of marketing research outputs strategy requirements and represent (the development of programs and plans for research and development in the light of the needs of different sectors, coordination between the formations of the university not to repeat conducting research, preparing and qualifying cadres assistance to researchers and specialists).

3. The third factor (pricing), which included (6) variables explain what percentage of (12.706%) of the total variance. Is the (financial support to the researchers, interest financing mechanisms, granting university and formations flexibility to act, increase the size of spending on scientific research, appropriate dimensions of services, enhancing the role of the university in financial resources for research and development investment).

4. The fourth factor was included (Benefiting parties) to (9) interpreted the variables accounted for (7.652) of the total variance.

5. The rest of the factors included the very limited variables of the dimensions of marketing research output requirements.

In light of the results of acquired can accept the first premise of the research hypotheses.

Table (7):Factor analysis of the dimensions of the marketing strategy of scientific research output requirements

Variance ratio Expositor		Chavat factor	Corresponding to the factor variables	Factors
The total variance	Variance ratio factor			
33.782	33.782	0.815	The provision of laboratory equipment and equipment needed in university laboratories and develop support for scientific research	first



		0.774	Conducting feasibility studies by the marketing department at the university with the use of experts to assist in the presentation of the output of scientific research and all sectors
		0.747	Provide a stable and well-known channels of communication for the purposes of coordination and cooperation between the formations and outside the university
		0.739	The establishment of a database disaggregated disciplines and recipients of Products and researchers
		0.739	Call officials in the press to attend the scientific discussions of the letters and research to inform them of the research activity of the University
		0,689	Action guide research outputs and distributed to all parties
		0.634	Documenting and disseminating the results of research carried out and exchanged between the formations of the university and institutions for the purpose of marketing
		0.548	Carry out awareness campaigns to convince the media sectors of society of the importance of research and feasibility through seminars, conferences and workshops for education marketing research outcomes
		0.548	The establishment of international marketing exhibitions for university productions
		0.548	Provide office of sources of B services (books, magazines and periodicals) and according to the needs of researchers
		0.548	Provide office of sources of B services (books, magazines and periodicals) and according to the needs of researchers
		0.517	The university announcement through various media (newspapers, magazines, website) for research outcomes.

54.645	20.863	0.833	Develop programs and plans for research and development of specific science-based and in the light of the needs of the different sectors in the community	second
		0.785	Coordination between formations university not to repeat the conduct research	
		0.669	Preparing and qualifying cadres assistance to researchers and specialists	
		0.669	Message routing and Alatarih of Research Academy to research for investment	
		0.661	Focus on the research centers at the university and development	
		0.654	Develop a clear strategy for Scientific Research in the light of the market needs to address the problems of society	
		0.664	Develop appropriate form for each policy at the university, according to its nature and its potential in the development of its resources to the concept of the university produced	
		0.520	Granting formations University of broad powers to conduct communications and research contracts for the marketing of ideas, research	
67.351	12.706	0.796	Financial support for researchers is a catalyst to stimulate scientific research.	Third
		0.791	Attention to the different funding mechanisms to encourage the formation of scientific research is the completion of the university	
		0.757	Grant university and formations more flexibility to act in the financial resources	
		0.743	Increase spending on scientific research	
		0.690	Focus on being research services prices (to do research in the laboratory) suitable for all researchers.	
		0.507	Strengthening the role of the university in financial resources for research and development investment	

75.063	7.712	0.798	Linking research on industrial sectors with the plans and programs of research centers and colleges.	fourth
		0.716	The formation of research groups in the field of industry-specific.	
		0.711	To give greater opportunity for researchers to work part-time advisers institutions and companies have to complete the research.	
		0.593	Ensuring communication and coordination with the industrial and service companies to view their problems and agreed to resolve them.	
		0.569	Invite businessmen in companies or their representatives to attend conferences, seminars and discussions doctoral and master.	
		0.583	Private sector involvement in the financing of scientific research.	
		0.521	Reconsider the formation of boards of colleges and research centers with a membership of representatives from different sectors.	
		0.509	Granting more flexibility for teachers to hold sabbatical in the business sector for the completion of the research.	
		0.507	Investment meetings and meetings with representatives of institutions to commercialize research.	
78.228	3.165	0.871	Call business men and professionals in institutions and companies when developing plans and research programs	fifth
		0.547	Develop a framework for joint cooperation between the university and external parties on the marketing research outputs	
		0.512	Website development of means to market research outputs	

81.118	2.889	0.849	The establishment of an integrated database for research, studies and completed projects and economic feasibility, including base	sixth
		0.664	Investment Masters and PhDs through marketed to institutions shall print, publish and publicize	
		0.549	Definition of researchers of the importance of patents and work to encourage	
83.456	2.338	0.662	Create own marketing contracts that guarantee the rights of research outcomes with others	seventh
		0.578	Allocate a budget for the marketing of scientific research	
		0.510	Focus on developing and retaining the services of research services (libraries, laboratories, Internet ...)	

Third: test hypotheses contrast

For the purpose of testing hypotheses contrast to Gat researcher to use tool box to test whether there are variations in the sample members responses were as follows:

1. Test the contrast at the macro level

Table displays (8) test the validity of the results of the second hypothesis to the effect (vary sample researched response at the level of significance (0.01, 0.05) in determining the marketing strategy of scientific research output requirements and at the macro level).

Table (8): Test variation on the macro-level results

Details	The calculated value ( $\chi^2$ )	Tabulated value ( $\chi^2$ )	The level of significance	Degree of freedom
Total marketing strategy requirements	5056.552	13.276	0.01	4

Appears from the results table (8) that the calculated value was (5056.552), the largest of Tabulated value of (13.276) at the level of (0.01) and (9.487) from the level (0.05), and this result confirms the existence of significant differences between sample researched responses

differences at the macro level to determine the dimensions of the marketing strategy of scientific research output requirements and is due the variation in responses to differences in the characteristics and qualities of the surveyed sample.

Based on the data above, the second research hypothesis accepted.

## 2. Test the variation in responses at the level of dimensional

Table (9) test the validity of the results of the third hypothesis to the effect (varies sample researched responses at the level of significance (0.01, 0.05) in determining the marketing strategy of scientific research output requirements on the level of dimensional).

Table (9):Test variation at the level of dimensional results

Details	The calculated value ( $\chi^2$ )	Tabulated value ( $\chi^2$ )	The level of significance	Degree of freedom
Research Service Planning	1032.308	13.276	0.01	4
pricing	926.196			
promotion	850.578	9.487	0.05	
physical environment research service	365.963			
Benefiting parties	978.850			

Evident from the results table (6) the existence of significant differences between sample researched members each responses differences after the fifth-dimensional to identify marketing research outputs strategy requirements, because all calculated values the (1032.308, 926.196, 852.578, 365.963, 978.850) is the largest of Tabulated value the (13.276, 9.487) at levels (0.01, 0.05), respectively, and the degree of freedom (4) considers the researcher that the reason is due to the difference in sample researched individuals in terms of the certificate and competence and scientific titles and after the presentation and analysis can accept third hypothesis of the research hypotheses.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusion

1. The results showed that the weighted average public responses sample researched in the requirements for marketing research outputs strategy was greater than the mean premise selected on the scale space which indicates achieve a state of high importance and perception

has researched the concept of the sample and the importance of those requirements in the marketing of scientific research output process.

2. Showed the results of the global analysis of the responses researched the requirements of the sample marketing research outputs strategy that there is high agreement to the degree of importance of these requirements were high proportion Below is the order of the requirements in descending order of importance (physical environment research service, promotion, research service planning, pricing, Benefiting parties) .

3. The results showed that there is variation in the sample researched responses about the marketing strategy of scientific research output requirements at the macro level and at the level of dimensional.

4. Weakness interesting educational institutions and take them into account modern marketing and promotional concepts with respect to marketing and research outcomes. 2. showed the results of the global analysis of the responses researched the requirements of the sample marketing research outputs strategy that there is high agreement to the degree of importance of these requirements were high proportion Below is the order of the requirements in descending order of importance (the physical environment of the service, promotion, research service planning, pricing, beneficiary parties) .

3. The results showed that there is variation in the sample researched responses about the marketing strategy of scientific research output requirements at the macro level and at the level of dimensional.

4. Weakness interesting educational institutions and take them into account modern marketing and promotional concepts with respect to marketing and research outcomes.

### **Recommendations**

1. The need to adopt the university administration researched the concept of modern marketing research service and claim formations marketing policies to adopt it.

2. The trend toward marketing research Actual output to researchers at the University is a strategic option involves spreading a culture of commercialization of research in the various formations of the university through the application of modern promotional methods of dissemination of scientific research.

3. The educational institutions in the direction of emerging market research outputs, especially researched the university requires them to create and train the administrative and technical staffs prevailing community.

1. 4. Paying attention to the university administration Division of Marketing and Media Management to be specialized marketing research outcomes with the provision of specialized and qualified in the service marketing research and development staffs.
5. Adoption of the University for both the Two Methods of advertising, traditional through posters and regulations of supply and television programs and modern through online networks and e-mail.
6. Advancement of scientific research through educational institutions focus on proper planning and promotion of research and service providing the physical environment for the completion of the research, cooperation and coordination between the formations.

7. Adoption of the university budgets to support and fund research and promotional programs.
8. On the university administration attention to all the dimensions and requirements of the marketing strategy of scientific research output and lack of negligence after or without a focus on after another.
9. Possible use of research centers at universities and institutes specialized on conferences and seminars are held to extract scientific and practical news.
10. The need for openness and direct contact with the various state institutions lending to the public and private sectors to create some kind of partnership with them to the possibilities of the university are employed in the service of society in addressing the problem of different and issues.

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