

Analytical Study of the Influence of Strategic Intelligence on the Development of Strategic Marketing Decisions: A Study of Selected Hotels in Kurdistan

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Abstract— Changes and difficulties that have happened in the previous twenty years have constrained an extreme move in the essential establishments of how business is directed. Inner, just as outside powers have constrained associations to continually screen their general climate so as to make a consciousness of chances and dangers to permit them to make due in their serious climate. Associations need to accumulate all the data available to them, and transform the crude information into insight through a cycle of investigation and an activity of human judgment. By using the potential offered by data frameworks during the time spent producing insight and making a corporate information base to be utilized in key dynamic will prompt upper hand and steady development. Vital Intelligence has data as its establishment. This exploration recommends that through its capacity to retain wellsprings of data, the cooperative energy of Business Intelligence, Competitive Intelligence, and Knowledge Management consolidated to frame Strategic Intelligence, will permit associations to join the entirety of their data and scholarly capital into a solitary information base or framework which will meet the insight necessities of the board. The examination study shows that associations have not yet completely grasped a model for a helpful worldwide interior corporate Strategic Intelligence System or Portal that will fuse all parts of Strategic Intelligence into a solitary, effectively reasonable asset for the board's key arranging and dynamic cycle, despite the fact that it could improve their capacity to withstand the on butcher of worldwide contenders and grow their business into new business sectors, secure their nearby market or recognize expected consolidation or obtaining targets, and increment advancement inside the associations.

Keywords— Business Intelligence, Competitive Intelligence, Strategic Management, Kurdistan.

I. INTRODUCTION

Knowledge that is needed for arranging and leading strategic tasks this is the Pentagon's legitimate meaning of vital insight: Intelligence that is needed for the detailing of technique, strategy, and military plans and activities at public and theater levels. Or on the other hand, in less words, key insight is that knowledge important to make and execute a procedure, commonly a terrific methodology, what officialdom calls a public system. A procedure isn't generally an arrangement however the rationale driving an arrangement. Intelligence that is required for planning and conducting tactical operations this is the Pentagon's official definition of strategic intelligence: Intelligence that is required for the formulation of strategy, policy, and

military plans and operations at national and theater levels. Or, in fewer words, strategic intelligence is that intelligence necessary to create and implement a strategy, typically a grand strategy, what officialdom calls a national strategy. A strategy is not really a plan but the logic driving a plan. A strategy furthers one's advance towards goals by suggesting ways to accommodate and/or orchestrate a variety of variables-- sometimes too many for the strategist alone to anticipate and understand. When foreign areas are involved, in depth expertise is required, which is what strategic intelligence provides. Without the insights of deep expertise--insights based on detailed knowledge of obstacles and opportunities and enemies and friends in a foreign area--a strategy is not much more than an abstract

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theory, potentially even a flight of fancy (Shapira, 2020). The better the strategic intelligence, which is why the definition of strategic intelligence should not be so mysterious. Under globalization, privatization and secretions of information technology and the digital economy, the different business organizations find themselves governed by competitive advantage and struggle for survival, therefore entail obligations are great at making decisions, so that decision making in business organization should be based on scientific methodology, based on the number of tools and techniques that would work to rationalize decisions down to the best results that guarantee the Organization's discrimination between other active organizations in the same market and we are today in the States Particularly in developing Erbil and their organizations need strategic intelligence and organizational innovation to develop solutions for the case of repetition and impasse and stereotypes in our organizations and identify a mechanism to follow up these only active and open new horizons for business organizations.

The Concept of Strategy Intelligence And Definition

Analysts and scholastics started to understand the significance of key knowledge, majority definitions given by authors and specialists who hurried to this style of insight, and shifted assessments of essayists, researchers and specialists on the idea of key insight, this divergence is because of innovation Comparative investigation of its measurements and the various angles that were centered around, Strategic insight is an employment managing the market climate and request and corporate personality and get sources, with ecological factors and social and mechanical determining, so as to accomplish enduring and powerful, gain insight and mental astuteness (Venegas, 2020). It additionally keenly describes the pioneers who have the vision of things to come (planned, the reflection the getting sorted out, association, capacity to propel workers, instinct, inventiveness). Furthermore, the killings of bi gives them enlightening framework and handled, so they employ article bringing about viable goals industry scholarly (Fatima, et al. 2020). Furthermore, knew (Tripathi, et al. 2020) key insight that enlightening cycle through which the Organization tunes in to her current circumstance, to decide activities and recognize exercises needed to accomplish their objectives. Referring to as characterized (Keding, 2020) that astutely portrays pioneers its components (planned, precise reasoning, vision, association, capacity to spur workers).

Stages of Development of Strategic Intelligence

The versatility of this type of intelligence (adopted by the multiplicity of countries and political organizations, and public and private organizations, companies, and individuals) was essentially sketching out this theme, especially after witnessing the last decade of the twentieth century and increase in requirements and potential of intelligence, After that she lived now lived organizations continuing challenges and threats imposed on them (new mechanisms and adopting strategic approaches to anticipate and prepare to face crises before they occur), turning the activity of these organizations to proactively activity rather than therapeutic, and strategic intelligence was among those port lets invalid and (Alomian, et al. 2019). Strategic intelligence began for the first time in military operations in the fourth century BC, and hired strategic goal as (Regens, 2019), one of the world's most prominent military strategic, "so that could be a wise Commander military domination to achieve things beyond the ability of the Ordinary leaders are former knowledge, beyond knowledge outputs of wits with highlighting their importance in leading armies and build their estimates, as well as essential in formulating diplomatic frameworks, and strategic industry for armies and States, he's back in that "strategic defense intelligence" which depends on the General layout Military organization and allocate the necessary resources, and create multiple sources for information on the security of States and their relationship with other States and making the first beneficiary of army strategic intelligence, in obtaining the information needed to assess and predict enemy movements (Gioe, et al. 2019). The use of strategic intelligence in military operations is not the only use, it has been expanding prospects for strategic intelligence to play a major role in business organizations (Levine, et al. 2017). Organizations have begun to realize the importance of this mode of intelligence and featured several indicators on the evolution of this intelligence, many agencies began in Europe and North America to create groups of strategic intelligence within organizations, to provide information to decision makers and academic training programs on smart style (Marrin, 2017). Many organizations today continues to build strategic intelligence and developed by a group of specialists, who provide basic analysis that forms the basis for senior management decisions on issues such as the Chairperson integration with other organizations and new product development (Arcos, 2016).

The Concept of Marketing Decisions

The decision process is not simple in conditions where markets are experiencing considerable growth in various directions, in terms of products, there is the case of new

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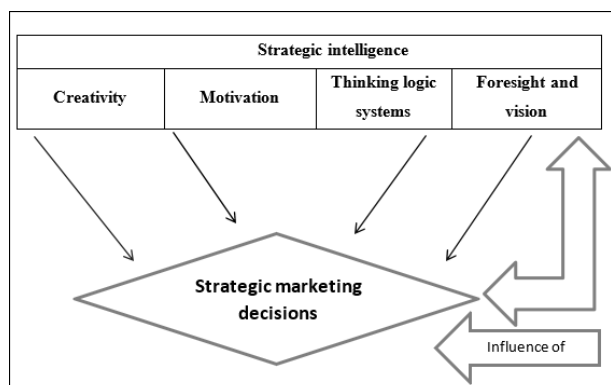
products and other disappearance and developing products and an increase in the number of sellers or producers and other things that have an impact on the decision of

. This concept of time marketing decisions feature being complex and it's more complicated than that other decision in the Administration, as the complexity of this return to a sentence of reasons mostly focuses on the nature of variables (Alnoukari & Hanano, 2017). There is a fact that must be recognized and that all administrative activities per project responsible for adhering to reduce Melisma, or marketing activity is bilateral responsibility lies in the reduction and access configuration. Perhaps the problem in marketing activity focused primarily on marketing decision is rarely taken without the external data, but use external data used heavily and frequent and particularly those data relating to this consumer did Dodd on the one hand, on the other hand again, the marketing decision makers are realizing h Another: it is not possible and easy to get the desired data and information that if it would be at the expense of time and cost. The choice of appropriate data and quality information is an important area, so that the outcome will most Parties interest catalog, not teaser decisions in regards to the consumer and how to satisfy his needs and desires, but the decision will take into account competition agencies and stock and bond holders and aspects Many others interested in resolution and benefit (Walsh, 2017).

II. RESEARCH METHOD

The Study Conceptual Model

In light of the problem of study and directions set out in the model design objectives study shows correlation effect between the independent variable and strategic intelligence dimensions of b (foresight and vision, thinking the logic systems, motivation, creativity) and variable adopted strategic decisions Marketing. Figure 1: Default study paradigm figure



(Fig. 1 Research Model)

The Study Hypotheses

Emerge from default study paradigm set of hypotheses and sub f as follow:

H1-The first major premise

There are significant moral influence among strategic intelligence dimensions combined between marketing strategy and decisions emanating from the first major premise several subsidiary assumptions.

H1.1: There's a moral influence to prospective and vision in strategic marketing decisions.

H1.2 There's a moral influence to thinking logic systems in strategic decisions marketing.

H1.3: There's a moral influence in strategic decision marketing motivation

H1.4: There's a moral impact of creativity in marketing strategy decisions.

H2- The second major premise

No statistically significant differences in strategic intelligence and marketing strategy decisions according to their personal characteristics (sex, age, education, years of service, the number of years of service in hotels).

H3- The third major premise

Thoughtful organizations don't differ in their marketing strategy decisions depending on the differing impact on strategic intelligence.

The Study Materials and Method Second

The primary purpose of this study is to investigate the relationship between strategic intelligence and strategic marketing decisions in the five star hotels in Erbil. The method adopted by this study is the discussion in the directorates of the five star hotels in Erbil. This study is descriptive that uses hypothesis testing. The hypotheses will base on the role presented in the study model. Data collection through the scanning tool will support the cross section. The use of the survey method is the most appropriate way to collect information from the population in a short time and with the lowest budget. The present study will examine the relationship between strategic intelligence and strategic marketing decisions, to analyze the role, research questions will be formulated based on the objectives of the study. Consequently, the section discourses the study approach and design, data sources, and the limitation of the study

Data collection methods and information

The researcher adopted in collecting data and information on research methods: scientific sources: Arabic and foreign

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sources as well as periodicals and University and elaterin messages and information network (Internet) and related research subject and support field profile.

Personal interviews: through field visits were conducted by a researcher at hotels for information about books on the raw data necessary to diagnose a problem, nature and objectives of the study and the feasibility of their implementation in those hotels. Questionnaire form: the President and reliable tool to collect data and information relevant to the practical aspect in this study, due to the nature of the current study focused on analyzing the views of five-star hotels managers in Erbil, the study has adopted the descriptive to analytical.

The Study Design and Approach

In regard the study design and approach, this study implemented the quantitative method. So, a quantitative approach reveals suitable for the study is to investigate the relationship between strategic intelligence and strategic marketing decisions. The quantitative method usually practiced in the study when working with statistical data. The quantitative research includes typically quantities and analytical measures that support explain, describe, search and brighten the relationships among the study topics. Furthermore, the quantifiable study can comprehend as a study process that through statistical and quantified outcomes that establish the actuality attempts to measure

the study purpose. The study design is more appropriate as it permitted respondents to provide their related information on the subject of interest to the study.

Study Population and Sample

As summarized in a table (1) and (2) the population of this study consists of head departments in five star hotels So, the managers of hotels selected as the study population, although they are possible to well recall on strategic intelligence and strategic marketing decisions, as they have knowledge and information on the talented leader and administrative. However, the manager of hotels is the authentic targeted population size, where the study pursues to determine their head departments strategies and thoughts on their decisions. Thus, the study sample technique presented as well as the sampling procedure. The persistence of sampling procedures is, by establishing a range of processes to narrow down a study population to classify the proper sample. Accordingly, (128) managers selected and they contributed to the survey by replying to the survey questionnaire questions which is self-administered and distributed in the hotels particular. Nevertheless, the analysis data transferred to (108) forms that not analyze due to some incomplete information.

Therefore, (120) questionnaires obtain for analysis. The following table shows the number of manager in five star hotels as well survey sample.

Table (1): Study Population and Sample

Population		Sample
Five star hotels	Number of manager	Sample size
Total Sample	120	108

Table (2): Hotel features sample

	Name of hotel	Number of stars	Number of distributed forms	Number of sections
1	SIPAN HOTEL	5	8	10
2	VAN ROYAL HOTEL	5	8	10
3	DIVAN HOTEL	5	8	11
4	DEDAMAN HOTEL	5	8	10
5	GRAND SWES	5	8	12
6	KHANZAD HOTEL	5	8	12
7	SKY HOTEL	5	8	10
8	KRISTAL HOTEL	5	8	10
9	ERBIL INTERNATIONAL	5	8	12
10	ROTANA HOTEL	5	8	12
11	KOREK HOTEL	5	8	12
12	CAPITOL HOTEL	5	8	11
13	NOBIL HOTEL	5	8	10
14	AINKAWA ROYAL	5	8	11
15	SHAQLAWA INTERNATIONAL HOTEL	5	8	12

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Data Collection Procedures and Scale

As reveals in the table (3) a questionnaire is established dependent on the literature reviewed. The questionnaire scale reflected an essential method of data collection for this study. However, this was precisely designed for this purpose and spread in the five star hotels, so, these hotels participates in the service of public interest. Also, the current study uses probability sampling technique using random sampling. Moreover, the study selected the survey questionnaire for data collection since of its significance for the study approach and design and for the likely succor

it offers. The survey questionnaire divided into three sections, as demographic variables; gender, age, academic degree, and overall job experience. The first scale is strategic intelligence which have 20 question. The second scale is strategic marketing decisions that has 12 questions, all strategic intelligence and strategic marketing decision questions measured by using a five-point Likers scale getting from “Strongly Dis agree “1 to “Strongly agree”

5. See Appendix (1) show the survey questionnaire structure

Table (3): The Questionnaire Scale Structure

Main Variables	Dimensions and Subdimensions	No of items	Scale Symbol	
First: Demographical Variables	Gender, Age, Academic Degree, and Overall Job Experience	5		The researcher
Second: strategic intelligence	Foresight and vision	5	A1- A5	
	Thinking logic systems	5	B1-B5	
	Motivation	5	C1-C5	
	Creativity	5	D1-D5	
Third : Strategic marketing decision	Strategic marketing decision	12	E1-E12	

III. ANALYSIS AND FINDINGS

This aim of this section is to illuminate analysis and findings for the demographic data collected from the respondent’s managers in five star hotels in the Erbilcity. The demographic data includes frequency distributions. While, the second part statistical results from the data analysis presented by testing descriptive statistics, ANOVA and t-test, correlation and regression analyses. Gender, the study demographic data the samples

demographic data in the study were collected to provide a reliable demonstration of the sample in this study. So, the below demographic data was collecting: gender as revealed in a table below as indicated in the table (4) distribution of gender based surveyors, the male managers who participated in the survey constituted 84.26% or (91) individuals of the sample compared to 15.74% or (17) female managers in five star hotels in Erbil city. This indicates the assignment of males to administrative tasks for hotels with a large population.

Table (4): Distribution of gender based surveyors

Gender	Frequency	Percentage
Male	91	84.26%
Female	17	15.74%
Grand Total	108	100.00%

Marital states as revealed in a table below As indicated in the table (5) distribution of marital states based surveyors, the married managers who participated in the survey

constituted 81.48% or (88) individuals of the sample compared to 18.52% or (20) single managers in five star hotels in Erbil city.

Table (5): frequencies of participant's marital states

Marital Status	Frequency	Percentage
Single	20	18.52%
Married	88	81.48%
Grand Total	108	100.00%

As given in table below the frequency of participates linking to their academic degree, it was obtaining that of the complete survey whom contributed: 29.63% or (32) in five stars hotels in Erbil city are bachelor degree owners in administration and economic; while 28.70% or (83) individuals of the respondents were diploma holders in tourist hotel. Further, 14.81% or (16) diploma in hotel

institute, also 6.48% or (7) mechanical engineering, 5.56% or (6) bachelor degree owners in Accounting, 3.70% or (4) high school owners respectively and tourist management, as well as 1.85% or (2) individuals of the respondents" tourist college, medical institute, hotel management and engineering college. Grand total 100.00% or (108).

Table (6): Frequency of participates academic degree

Graduation Level	Frequency	Percentage
Accounting	6	5.56%
Administration And Economic	32	29.63%
Engineering College	2	1.85%
High School	4	3.70%
Hotel Institute	16	14.81%
Hotel Management	2	1.85%
Mechanical Engineering	7	6.48%
Medical Institute	2	1.85%
Tourist College	2	1.85%
Tourist Hotel	31	28.70%
Tourist Management	4	3.70%
Grand Total	108	100.00%

Table (7): Frequency of age

	Frequency	Percent	Cumulative Percent
25 years	2	1.9	1.9
26-35	54	50.0	51.9
36-45	36	33.3	85.2
46-55	14	13.0	98.1
56 and over	2	1.9	100.0
Total	108	100.0	

In the above Table, variable Age is divided into five classes. The age of majority participants is (2) within (to) years old (50.0%

of the data) followed by the group of (3) (to). In the mean while the other groups covered with small percentage.

Table (8): Frequency table of total experience

Class	Frequency	Percent	Cumulative Percent
2.00 - 11.00	68	63.0	63.0
12.00 - 21.00	26	24.1	87.0
22.00 - 31.00	8	7.4	94.4
32.00+	6	5.6	100.0
Total	108	100.0	

In our survey we asked the participants their overall experience of working. For this question about 63.0% said that they have experience between 2 to 11 years, whereas

24.1% of the respondents have been working between 12 to 21 years. However, the remaining is for more than 22 years' experience.

Table (9): Frequency table of year experience in hotels only

	Frequency	Percent	Cumulative Percent
<= 1.00	4	3.7	3.7
2.00 - 11.00	89	82.4	86.1
12.00 - 21.00	13	12.0	98.1
32.00 - 41.00	2	1.9	100.0
Total	108	100.0	

From our survey another important question was asked to the participants work experience in hotels and we have found that more than (82%) of the respondent worked in hotels between 2 to 11 years, while only 3.7% has 1 year or less than that experience in hotels and this gives us that our sample can match to criteria of our data.

Correlation between Dimensions

Another objective of the study was to see their relationship with each other. The correlation is an important measure to determine the strength of the relationship between variables which its value ranges from -1 and 1. If the value is close to -1, it means there is negative strong relationship between the variables, and if the value is zero means no

relationship at all. And certainly, the value of 1 means a perfect positive relationship. It is believed that there is a positive moderate relationship between Strategic marketing decisions and Foresight and vision with value 0.367 and it is statistically significant since the P-value is much less than 0.05. While the link between Strategic marketing decisions and Motivation is 0.399 and this with thinking logic systems is quite low 0.219. However, the biggest value of correlation is stated for Strategic marketing decisions and Creativity which can be labeled with positive and strong relations with value 0.712. We can also report that the values for all dimensions are statistically significant as their P-value is less than significant level 0.

Table (11): Correlation results for dimensions

	Strategic marketing decisions	P-Value
Foresight and vision	0.367	0.000
Thinking logic systems	0.219	0.023
Motivation	0.399	0.000
Creativity	0.712	0.000

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Linear Regression

In statistical modeling, regression analysis is a statistical process for estimating the relationships between variables. Regression models are used to predict one variable from one or more other variables. From above table, we used a regression model to predict a dependent variable by independent variable.

Table (12): Regression model of effect overall independent dimensions and on marketing decision.

Strategic Marketing Decision				
F	R	B	C	
53.549	0.336	0.681	0.639	Dimensions

In the coefficient table, there are two parameters, one is so called constant (Intercept) (C) and the other one is slope parameter (B). The slope indicates the steepness of a regression line and the intercept indicates the location where it intersects an axis. The slope and the intercept define the linear relationship between two variables. In our analysis, the slope is positive 0.681. When dimensions increases by 1, strategic marketing decision increases by 0.681. The y-intercept is 0.639.

Effect Overall Independent Dimensions on Strategic Marketing Decisions

The overall model is statistically significant because p-value for F-test is less than 0.05. R-square which is 0.336, is a statistical measure of how close the data are to the fitted regression line? If it is one, it means 100% the fitted regression model explains the data.

Effect Foresight and Vision on Strategic Marketing Decision

Here we wanted to see the effect of dimensions separately on marketing decision. It is given from the result of Table 10 that the value of R square became lower and the variability term in the model which is the slop (B) became lower compared to overall model. The weight of effect Foresight and vision on decision is 0.432, it means that independent variable (Foresight and vision) has impact on decision making by 0.423 units.

Table (13): Regression model of Effecting Foresight and vision on marketing decision

Strategic Marketing Decision				
F	R	B	C	
16.526	0.135	0.432	1.142	Foresight And Vision

Effect Thinking Logic Systems on Strategic Marketing Decision

It is displayed from the result of Table 11 that the value of R square is very low and since it is the measure of

variability of dependent variable (Marketing decision), it is reasonable to be big. The weight of influence (Thinking logic systems) on decision is 0.113, it means that independent variable (Thinking logic systems) has impact on decision making by 0.113 units.

Table (14): Regression model of thinking logic systems on marketing decision

Marketing Decision				
F	R	B	C	
5.346	0.048	0.113	1.648	Thinking Logic Systems

Effect Motivation on Strategic Marketing Decision

It is displayed from the result of Table 12 that the value of R square is very low and since it is the measure of variability of dependent variable (Marketing decision), it is

reasonable to be big. The weight of influence (Motivation) on decision is 0.353, it means that independent variable (Motivation) has impact on decision making by 0.353 units.

Table (15): Regression model of Motivation on marketing decision

Marketing Decisions				
F	R	B	C	
20.122	0.160	0.353	1.258	Motivation

Effect Creativity on Strategic Marketing Decision

It is displayed from the result of Table 13 that the value of R square is very low and since it is the measure of

variability of dependent variable (Marketing decision), it is reasonable to be big. The weight of influence (Creativity) on decision is 0.648, it means that independent variable (Creativity) has impact on decision making by 0.648 units.

Table 16: Regression model of on marketing decision

Marketing Decision				
F	R	B	C	
109.265	0.508	0.648	0.728	Creativity

Reliability of Test

Cronbach's alpha is key measure for reliability (Internal Contingency). It is most commonly used to find how closely related a set of items are as a group. A value of alpha close to 0 indicates a weak relationship between the

tested variables, on the other hand if alpha close to 1, it means there is a strong relationship between the tested variables. From our analysis, we can see from both tables that Cronbach's alpha is about 0.95, which indicates a strong relationship between the tested variables.

Table (17): Reliability of Test

Reliability Statistics	
Cronbach's Alpha	N of Items
0.840	27
0.849	27

IV. CONCLUSIONS

Description of the results produced and the strategic intelligence diagnosis affects marketing strategy decisions in five-star hotels in the city of Erbil a high level view of respondents. Appeared in the results that the level achieved by looking ahead and seeing the highest level which provide future Chair for hotel marketing strategies frameworks in the long run and diagnose more opportunities before other hotels could seize was too high level these close results support the existence of high level Good strategies on hotels in term diagnosis of opportunities can be grasped. The results of the analysis indicated that the thinking logic of higher level achieved and systems that handle to the eagerness of the hotel management to allocate time to gather information from multiple sources. The results of the analysis revealed that the hotel management kept on selected time to gather information from multiple sources The results showed a high level of alert to its

potential Hotel search marketing information important for strategic decisions and adopt concrete methodology in hotel management voluntary party quota requirements information making it easier to absorb and utilize marketing strategy decisions. High level analysis results on the capacity manager to analyze phenomena and factors surrounding the hotel high level efficiency The results revealed a high level of motivation and this pointer to possess the ability to pay workers to implement the vision and perceptions also formulated by the hotel achieved a higher level of motivation for other dimensions. The results showed a high level of creativity as a dimension of strategic intelligence this pointer to provide innovative solutions to marketing problems facing hotel and constantly search for new initiatives for the marketing of hotel services. High level results appeared on the hotel management marketing strategy decisions; predict the future and serving hotel. Analysis of results showed a high level hotel management

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ownership data and valuable information that serve the marketing strategy decisions. High level results revealed on hotel management marketing database, marketing information system for accurate access to strategic marketing decision. High level results to adopt scientific steps hotel in formulating strategic decision catalog and keep pace with strategic marketing developments and changes in the work environment hotel. High level results to the attention of the Manager of the things and places for investment marketing problems facing hotel. Level of analysis results showed on decentralized style treats for new marketing ideas. High level analysis results for marketing strategy decisions amid a general account and this pointer to a marketing strategy decision and always look for the best choice to represent the adoption of scientific steps in the formulation of marketing strategic. High results the keenness of the hotel management to create new opportunities and flexible alternatives to suit the nature of marketing activity in the hotel and this result supports high level on the eagerness of the hotel management to create new opportunities. High level analysis results on owning the hotel management data and valuable information that serve the marketing strategy decisions. Level of analysis results showed that the hotel management job marketing strategic decisions after a thorough research and analysis based on related information. The results of the analysis revealed the presence of moral effect of strategic intelligence and marketing strategy decisions.

V. RECOMMENDATION

Equivalent employees at the hotel using a variety of incentives as a result of their actions and their achievements and get employees to work and persevere towards achieving the objectives and reward them and encourage them to share in the decisions and bring to work towards achieving the goals. Hotel workers urged to participate in marketing decision making and responsibility. The hotel management marketing and database marketing information system for accurate access to strategic marketing decision. The need to adopt scientific steps hotel in formulating strategic decision catalog and keep pace with strategic marketing developments and changes in the work environment hotel.

Creativity in providing employees with creative solutions to problems of marketing and treated decentralized style Director considered for things and invest places to solve problems in five-star hotels in Erbil City.

Recommendations for Future Studies

Based on the findings of the current study findings researcher recommends the need for expansion in studies dealing with the main points of this study with the addition or replacement of other variables within a general tendency to represent an initial exploratory attempt within their particular administrative organization theory strategy aimed at This paragraph to determine the number of topics that future studies can be done as follows.

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