Investigating the Impact of Sports Marketing Strategies and Organizational Performance in Iraqi Premier League Clubs

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Abstract

Purpose: The aim of the current research was to investigate the dual interaction of sports marketing strategies and organizational performance of the clubs of the Premier League of Iraqi Football.

Method: This applied research was based on structural equation modeling (SEM) and was carried out in a descriptive-inferential way. The statistical population of the research included all the chiefs, executive directors, marketing and communication managers, technical managers and supervisors of the clubs of the Premier Football League of Iraq, numbering 151 people. Using the total number sampling approach, 151 questionnaires were distributed among the statistical population and analyzed By SPSS26 and PLS3 software. In order to collect data, questionnaires of sports marketing strategies (El Momeni et al., 2019) and organizational performance (Hersi and Goldsmith, 1980) were used.

Results: The results showed that there is a positive and significant relationship between sports marketing strategies and all its components with organizational performance (P<0.05) and 82% of changes in organizational performance are related to the components of sports marketing strategies.

Conclusion: The results showed that the marketing and marketing methods of competitions and tournaments can better predict changes in organizational performance and the more the heads of Iraqi Premier football League clubs focus on their sports marketing strategies and improve these strategies, the more the teams organizational performance will increase.

Keywords: Marketing Strategies, Organizational Performance, Soccer league, Iraq.

Introduction

Strategy is a tool that can be used to achieve long-term organizational goals; In other words, strategy is to explain the way or general plan (a set of strategic goals, policies and general orientations) to achieve major goals that shows the relationships between strategic variables on the phenomenon under investigation (Talebpour et al., 2019). On the other hand, in the third millennium, sports organizations, like most other organizations and institutions, have become strategy-oriented organizations for survival and durability in the field of global competition because strategic thinking is in search of generative and sustainable cycles for the organization, so that many sports organizations of different countries have designed the necessary strategy according to their mission and have achieved good success by implementing strategies (Rasooli et al., 2021).

Today, the top leagues in different continents of the world do not only hold football matches, but each of them has potential funds that are millions and sometimes billions of dollars exchanged among their league organizations, clubs and federations (Parnell & Brady, 2019). Therefore, each of the world's prestigious leagues is trying to improve its standards to maintain its growing path to professionalism for years to come. Income from transfers, television broadcasting rights and the presence of sponsors or very large funds, multi-million dollar deals of the professional league organization for advertising around the field and etc, all of them are among the factors that have turned professional football from a simple game and sport into an international business or industry (Pham, 2020). Considering the changes that have occurred in the holding of the Asian Champions League and the emphasis of the Asian Football Confederation on the professionalization of clubs in Asia, it is inevitable to make changes in the club ownership system of the countries of this

continent (Hosseini et al., 2015).

For many years, sports managers have not believed in the role of marketing and its importance in sports; But over time, the landscape of this industry is becoming more competitive, the needs of sports consumers are becoming more complex and trying to make money from these consumers and also, the presence of loyal fans in sports, which has turned it into one of the best spaces for advertising goods and services, and has encouraged companies to pay a lot of money to advertise their products in order to place their brand in the minds of consumers caused sports managers to revise their attitude. Nowadays, many big sports clubs have decided to open a marketing department in their club, and even smaller sports organizations employ marketing specialists to manage their sports planning issues. The growth of sports marketing and its forward movement has been able to bring huge financial resources and many political, cultural and social benefits (Esmaeili Mahyari et al., 2022). Marketing is the right decision of businesses and organizations to determine market opportunities, market dominance strategies and market development methods; and more specifically, the process of gathering and analyzing market-related information in order to achieve marketing goals. In fact, it can be said that marketing can create a competitive advantage for businesses. Today, organizations operate in a dynamic, ambiguous and alternative environment. One of the most obvious features of the current era is the tremendous and continuous changes and transformations that occur in social and cultural conditions, their transnational social values (Zardoshtiyan & Azizi Chenari, 2023).

In today's competitive world, organizations compete with each other and try to overcome each other, therefore, having competitive advantages in every organization and its management is important. One of the ways for organizations to succeed is to pay attention to

the new aspect in the field of management and, in addition, to pay attention to the performance of your organization (khalili et al., 2021). The life of the organization depends on the correct performance of the employees, and with the effective management of the performance, it is possible to develop the employees, highlight their strengths and weaknesses, and move them towards the goals and objectives of the organization. Performance plays a very important role in the global economy and is considered as a useful tool in obtaining economic growth and competitive advantages of the organization. From an organizational perspective, performance is often considered as the operations of members of an organization in achieving goals (Hajian et al., 2022). Organizational performance is the result of executive processes and the realization of the organization's goals. Considering the global competition, performance evaluation is needed for the survival of the organization and the main reason for evaluating and measuring organizational performance is to increase the overall effectiveness of the organization and business processes and that it allows managers to focus their attention on areas that need improvement (Abbasi et al., 2015). Also, organizational performance is necessary for organizational survival and success, and accordingly, performance measurement provides necessary feedback to the organization regarding the efficiency and effectiveness of their activities and efforts and enables better decision-making (Mohammadi et al., 2023). The adoption of customer-oriented policies and strategies by sports clubs can reduce the gap between sports service providers and their customers and provide customer satisfaction and loyalty, which will guarantee the long-term success of sports clubs (Zardoshtian & Azizi Chenari, 2023).

Therefore, due to the inseparable nature of organizational performance in improving the status of football leagues, sports marketing should be able to be effective in developing

organizational performance. An organization with superior performance is an organization that achieves better results than comparable organizations in a long-term period of time through the ability to properly adapt to changes and respond quickly to these changes, create a coherent and targeted management structure, continuously improve key capabilities, and treat appropriately with employees (Bakhsh Chenari et al., 2015). Organizational performance is an organization's vital sign, which indicates how efficiente the activities within a process are performed or how well the output of a process achieves a specific goal. Marketers, naturally, are always interested in how different strategies and trends affect the organization's performance. To clearly examine this issue, researchers and activists in this field must also agree on acceptable performance measurement methods. Researchers have used different procedures to measure performance, and there is no fixed or similar procedure in this field. The usual procedure is that at first several components related to performance are selected and then objectively or subjectively and under several questions, each of the components is measured (Behboudi et al., 2022). On the other hand, one of the characteristics of the field of activities of organizations is that it is becoming more competitive and the competitive conditions of organizations are becoming more difficult and complicated. In fact, the organization should be able to approach its goal with better performance (Naghiloo et al., 2020).

In connection with the research conducted in the field of research, it should be stated: Farida and Setiawan (2022) conducted a study on business strategies and competitive advantage, highlighting that effective business strategies positively influence competitive advantage. Enhanced business strategies contribute to the improvement of an organization's competitive position. Their findings underscore the critical role of performance and innovation in bolstering competitive advantage. Also, Khalili et al. (2021) identified that elements such as

information technology (specifically media marketing), public and cultural relations (marketing techniques), and the execution of professional competitions (marketing contests and tournaments) significantly impact the performance of the Iranian professional football league organization. Barkhas et al. (2020) emphasized that sports marketing strategies considerably affect customer marketing, differentiation strategies, and overall business performance. Furthermore, they noted that customer voice marketing significantly influences differentiation strategies and business performance. It was also observed that sports club managers in the country lack familiarity with concepts like customer knowledge management and methods to enhance performance through effective marketing and customer engagement. Also, Nazari et al. (2019) reported a positive and significant correlation between entrepreneurial marketing and its dimensions with the marketing performance of sports clubs, asserting that entrepreneurial marketing positively influences the marketing performance of these clubs. Additionally, Prinka et al. (2019) discovered that the promotion of pricing, distribution, and the standardization and adaptation of products affects sales, customer engagement, and corporate performance.

Sports organizations, especially football, which have many effects on the society and sports of Iraq, must be managed in the best possible way to achieve their specific goals. Certainly, one of their most important goals is to raise organizational performance; and since marketing is an integral part of any organization, therefore, marketing strategies must be found through which maximum productivity can be achieved; but due to the sensitivity of the issue, few researches have been done in this field. In this regard, finding the contributing components in sports marketing that increase organizational performance is an important issue that has been

tried in this research to help fill the research gap in this field by examining the effect of sports marketing strategies on organizational performance. Therefore, the main research question is as follows: Do sports marketing strategies have a positive and meaningful effect on the organizational performance of Iraqi football league clubs?

Materials and Methods

This applied research was based on structural equation modeling (SEM) and was carried out in a descriptive-inferential way. The statistical population of the research included all the chiefs, executive directors, marketing and communication managers, technical managers and supervisors of the clubs of the Premier Football League of Iraq, numbering 151 people. Using the total number sampling approach, 151 questionnaires were distributed among the statistical population.

In order to collect data in this research, 2 questionnaires were used. Questionnaire of sports marketing strategies (Ismaeelzadeh et al., 2021): has 24 items and 4 components of marketing methods (items 1 to 6), advertising marketing (items 7 to 12), media marketing (items 13 to 18) and marketing of competitions and tournaments (items 19 to 24), which is based on a 5-choices Likert scale (very little = 1, little = 2, I have no opinion = 3, much = 4, and very much = 5). The minimum score in this questionnaire is 24 and the maximum score is 120. Organizational performance questionnaire (khalili et al., 2021): has 42 items and 7 components of ability (items 1, 2, 3, 20), clarity (items 4-8, 38, 39), help (items 9, 11, 12, 13, 15) , incentive (items 16, 18, 19, 21, 22, 25), evaluation (items 23, 30-37), credit (items 17, 24, 26, 27, 28, 29) and environment (items 10, 14, 40-42), which is based on the 5-choices Likert scale (very little = 1, little = 2, I have no opinion = 3, much = 4, and very much = 5). The minimum score in this questionnaire is 42 and the maximum score is 210.

In this study, to ensure the validity of the questions and items measured for the concepts used in the research, experts and researchers (8 sports management professors) were asked to remember the possible problems of the questionnaire in front of each item and question; According to the standard of the tool, no contrary opinion was found. Also, in order to check the reliability of the research tool, Cronbach's alpha coefficient test was used, and the alpha coefficient of sports marketing strategies and organizational performance was obtained as 0.84 and 0.80, respectively. Also, in this research, the collected data were analyzed in a descriptive-inferential manner using SPSS version 26 and Smart PLS version 3 software.

In the inferential statistics section, for data analysis, kurtosis and skewness tests to measure the normality of data distribution, Pearson's correlation coefficient test to determine the relationship between the independent variable and the dependent variables, simultaneous regression test to predict the changes of the dependent variables by the components of the independent variable and structural equation modeling was used in order to fit the structural equation model of the research for significance levels at $P<0.05$.

Results

In this section, the demographic characteristics of the subjects have been examined (Table 1):

Table 1. Demographic characteristics of the subjets

Variable	Domain	Frequency	Frequency percentage
Age (year)	Under 30	6	4
	31-40	35	2.23
	41-50	77	51.0
	Older than 51	33	8.21
Education	Diploma	33	9.21
	Bachelor's degree	78	7.51
	Master's degree	30	9.19
	Ph.D	10	6.6
Sports background	Less than 5	47	1.31
	6-10	44	1.29
	11-15	30	9.19
	More than 16	30	9.19
Post	Club manager	36	8.23
	Executive director of the club	51	0.34
	Marketing and Communications Manager	52	2.34
	Technical manager and supervisor	12	8

It can confered from Table 1, the highest and lowest frequency based on age is 0.51% and 0.4% respectively pertaining to the age groups "41 to 50 years" and "under 30 years". Based on education status, the highest and lowest frequencies with 51.7 and 6.6 percent are

related to "Bachelor's" and "PhD" options, respectively. The highest and lowest frequency based on sports history with 31.1 and 19.9 percent, respectively, are related to the options "less than 5 years" and "11 to 15 years and over 16 years". Also, according to the posts, the highest and lowest frequencies with 34.2% and 0.8% are related to the options "Marketing and Communication Manager" and "Technical Manager and Supervisor", respectively.

In the following, the normality of the distribution of the research data was investigated by using kurtosis and skewness tests and since the kurtosis and skewness statistics should be in the range of +2 to -2, it was found that the data distribution of sports marketing strategies, organizational performance and their components is normal and parametric tests can be used for assessments.

Table 2. Results of kurtosis and skewness test for research variables

	skewness	kurtosis
Marketing practices	-0.94	1.66
Advertising marketing	-0.83	1.58
Media marketing	-1.29	1.18
Marketing of competitions	-1.01	1.94
Sports marketing strategies	-1.36	1.47
Ability	-1.05	1.09
Clarity	-1.04	1.46
Cooperation	-0.98	1.58
encouragement	-1.34	1.87
Assessment	0.28	-0.55
Validity	-1.23	1.41
Environment	-0.25	-0.96
Organizational Performance	-1.51	1.38

In carrying out the structural equation model, one must first ensure whether the research data can be reduced to several hidden factors or not.

For this purpose, KMO and Bartlett tests are used.

Table 3. KMO index and Bartlett's test

KMO	Bartlett test statistic	df	Sig
0.913	6120.667	66	0.0001

Table (3) shows the KMO value of Bartlett's statistic, degree of freedom and sig of Bartlett's

test. Since the value of KMO index is equal to 0.913 (above 0.7), the number of samples is

sufficient for factor analysis and path analysis with structural equation model.Also, the sig value of Bartlett's test is less than 5%, which shows that there is a significant relationship between the variables and factor analysis is suitable for identifying the structural model.

Considering the normality of data distribution, in order to measure the relationship between sports marketing strategies and its components with organizational performance, Pearson's correlation coefficient and in order to predict changes in dependent variables (organizational performance) based on independent variable components (sports marketing strategies), simultaneous regression test was used, the results of which are presented below.

In order to measure the fit of the measurement model, index reliability, convergent validity and divergent validity were used, Divergent validity is the degree of relationship of a construct with its indicators compared to the relationship of that construct with other constructs, which was used in this study by the Fornell Locker test (Table 4).

Table 4. Convergent validity and divergent validity

	Sports marketing strategies	Organizational Performance
Sports marketing strategies	0.803	–
Organizational Performance	0.886	0.854

Based on Table (4) of the Fornell Locker matrix, it was found that the correlation of each structure with itself is higher than the correlation of that structure with other structures. As a result, the divergent validity of the model is confirmed.

Also, the evaluation of the reliability of the indicators was followed by the evaluation of the reliability of the internal consistency. We estimated both Cronbach's alpha and composite reliability (CR) as well as the reliability coefficient of Rho_A. Evaluation of reliability estimates showed that all estimates were above 0.4 and below 0.95 and favorable, indicating no concern in terms of internal consistency reliability. Convergent validity was then assessed through average variance extracted (AVE). Examining the measurement of AVE generated from each structure showed that all AVEs were above 0.5, which indicated that the measurement models have a good fit.

Table 5. Cronbach's alpha, composite reliability and average variance extracted

	Cronbach's alpha	rho_A	reliability coefficient	AVE
Sports marketing strategies	0.915	0.935	0.931	0.645
Organizational Performance	0.950	0.964	0.961	0.735

For composite reliability, a value above 0.7 has been reported as suitable. As can be seen in the table, all numbers above 0.7 have acceptable reliability.

Finally, in order to fit the research model in PLS software version 3, new criteria have been presented to check the fit of the model. The Standardized Root Mean Squared Residual (SRMR) index is the most recent index used in PLS software version 3 and according to the opinion of Hensler et al. (2014), if the value of

this index is less than 0.1 or 0.08, it is considered suitable and the model has a good fit. Therefore, according to the results of Table (6), it can be said that the research model has a good fit.

Table 6. Summary of model fit indicators

Variables	Estimated model
Standardized Root Mean Squared Residual (SRMR)	0.08
d_ULS	0.87
d_G	-
Chi-Square	6.927
Normed fit index (NFI)	0.932

Table 7. Correlation test between sports marketing strategies with organizational performance

Variable	Pearson	Sig
Marketing practices and organizational performance	0.75	0.001
Advertisement of marketing and organizational performance	0.82	0.001
Media marketing and organizational performance	0.72	0.001
Marketing of competitions and tournaments and organizational performance	0.85	0.001
Sports marketing strategies and organizational performance	0.89	0.001

As can be seen in Table (7), there is a positive and significant relationship between sports marketing strategies and all its components with organizational performance (P<0.05), so that the correlation between them was reported as high. In the following, by using the simultaneous regression test, the prediction of organizational performance changes by the components of sports marketing strategies has been discussed.

Table 8. Regression test

R	R^2	Adjusted R^2	Std.Errore of the Estimate	Durbin-Watson Test	Significacy
0.91	0.82	0.82	0.20496	1.87	0.001

According to the results of Table (8), the value of Durbin-Watson test, which should be a number between 1.5 and 2.5, was obtained as 1.87. Also, the amount of correlation coefficient and adjusted correlation coefficient between the score of the components of sports marketing strategies and organizational performance has been determined, in which the correlation coefficient is equal to 0.91 and the adjusted correlation coefficient is equal to 0.82 .

It can be said that 82% of organizational performance changes are related to the components of sports marketing strategies. In the following, the analysis of the regression test

has been discussed.

Table 9. Coefficients of the model

	Non-standardized coefficients		Standardized coefficients		
	B	SE	Beta	t	Sig
Fixed	1.207	0.114		10.598	0.001
Marketing practices	0.192	0.033	0.295	5.783	0.001
Advertising marketing	0.075	0.05	0.116	1.49	0.13
Media marketing	0.083	0.044	0.11	1.865	0.06
Marketing of competitions and tournaments	0.32	0.037	0.504	8.66	0.001

In path analysis and multiple regression models, the significance of path coefficients is confirmed or rejected according to the significant numbers of the t value (t-Value). If the relationship is confirmed (at the error level of 0.05) if the value of t is greater than (1.96) or less than (-1.96), the relationship will be positive and significant, respectively; Therefore, according to the values obtained (unstandardized regression coefficients, significance level, t value) in Table 6, marketing practices (B=0.295, Sig=0.001, t=5.783), and marketing of matches and tournaments (B=0.504, Sig=0.001, t= 8.660) have a significant positive effect on the organizational performance of the presidents of Iraqi Premier League football clubs. It should be noted that the effect of advertising marketing (B=0.116, Sig=0.13, t=1.490) and media marketing (B=0.110, Sig=0.06, t=1.865) Organizational performance was not significant.

Also, Table 6 is used to write the regression equation formula. According to this table, the formula for calculating organizational performance is as follows:

Organizational Performance = 1.207 + 0.295 × Marketing methods + 0.504 × Marketing of competitions and tournaments

Table 10. Regression coefficients of the impact of sports marketing strategy components on organizational performance

	Variable relationships		B	t	Sig
Sports marketing strategies	--->	Marketing practices	0.88	23.04	0.001
Sports marketing strategies	--->	Advertising marketing	0.96	89.49	0.001
Sports marketing strategies	--->	Media marketing	0.89	24.15	0.001
Sports marketing strategies	--->	Marketing of competitions	0.9	30.99	0.001
Organizational Performance	--->	Ability	0.77	11.09	0.001
Organizational	--->	Clarity	0.76	11.25	0.001

Performance					
Organizational Performance	--->	Cooperation	0.5	3.64	0.001
Organizational Performance	--->	encouragement	0.59	6.06	0.001
Organizational Performance	--->	Assessment	0.74	11.78	0.001
Organizational Performance	--->	Validity	0.82	16.05	0.001
Organizational Performance	--->	Environment	0.82	12.7	0.001
Sports marketing strategies	--->	Organizational Performance	0.97	13.15	0.001

Based on the findings of the structural equation model, it can be observed that all factor loadings (standardized regression coefficients) and t-statistics have acceptable values at a significance level of less than 0.05 and these indicators show that the measured observational variables are a good reflection of were hidden variables.
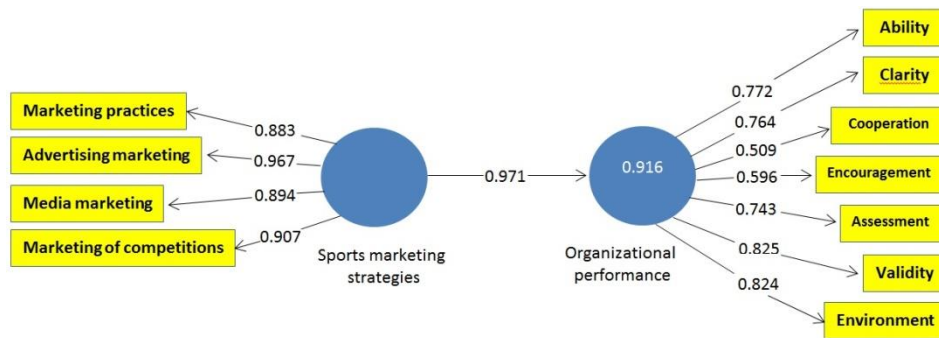

Figure 2. The structural equation model of the impact of sports marketing strategies on the organizational performance of Iraqi Premier League football clubs in the standard mode
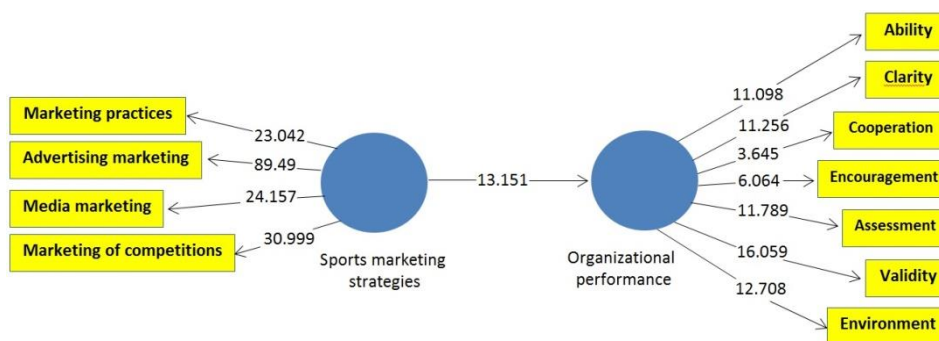

Figure 3. Structural equation model of the effect of sports marketing strategies on the organizational performance of Iraqi Premier League football clubs in a significant state

According to the coefficients obtained in the model (Figure 2), the direct relationship between sports marketing strategies and organizational performance (0.97) is in a very good condition.

Table 11. coefficient of determination

Variables	R^2	Adjusted R^2
Organizational Performance	0.916	0.913

Based on the results of Table (11), the index values of the coefficient of determination obtained for organizational performance are 0.91, and the acceptance criteria are 0.19, 0.33, and 0.67, respectively, interpreted as weak, medium, and strong. According to the obtained explanatory coefficients, it can be seen that these criteria have a strong fit.

Table 12. Impact coefficient

Variables	Sports marketing strategies	Organizational performance
Sports marketing strategies	0.86	-
Organizational performance	0.88	0.81

Based on the results of Table (12), the value of the effect size index obtained according to the acceptance criteria is 0.02, 0.15 and 0.35, which respectively indicates the small, medium and large effect size of each construct on another construct (Cohen, 1988). The results of the research indicate that the obtained effect sizes are high.

Table 13. Predictor fit criterion (Q2)

Variables	Q^2
Sports marketing strategies	0.92
Organizational performance	0.736

This criterion, which was introduced by Stone and Geiser (1975), determines the predictive power of the model in endogenous constructs. According to them, models that have an acceptable structural fit should be able to predict the endogenous variables of the model. This means that if in a model, the relationships between the structures are correctly defined, the structures have a sufficient influence on each other and in this way the hypotheses are correctly confirmed. Hensler et al. (2009) have determined three values of 0.02, 0.15 and 0.35 as low, medium and strong predictive power. According to the results of Table 8, it can be said that this criterion is strong in all variables.

Also, the GOF index is used to check the fit of the model. To obtain the fit of the model, first of all, the common value of the independent variable (sports marketing strategies) (0.92) and then the value of the coefficient of determination of the dependent variables (organizational performance) (0.73) should be considered, and then these values placed in the formula below:

$$GOF = \sqrt{Communality \times Rsquare}$$

$$GOF = \sqrt{0.92 \times 0.96 \times 0.73 =}$$

$$GOF = \sqrt{0.644}$$

$$GOF = \underline{\mathbf{0.802}}$$

As a result, the value of the GOF index is equal to 0.802, which indicates an overall strong fit considering the three values of 0.01, 0.25, and

0.41 as weak, medium, and strong values for GOF.

Discussion

In this regard, Farida & Setiawan (2022), examining business strategies and competitive advantage: the role of performance and innovation, stated that business strategies have a positive effect on competitive advantage. Better business strategies improve the organization's competitive advantage. These results provide evidence of the importance of performance and innovation to improve competitive advantage. Khalili et al. (2021), state that factors such as information technology (media marketing), public and cultural relations (marketing methods) and the implementation of professional competitions (marketing competitions and tournaments) are effective on the performance of the Iranian professional football league organization. Barkhas et al. (2020) state that sports marketing strategy has a significant effect on customer marketing, differentiation strategy and business performance, and customer voice marketing has a significant effect on differentiation strategy and business performance. Also, it was found that the managers of sports clubs in the country are not familiar with concepts such as customer knowledge management and ways to achieve better performance through marketing and customer attraction. Nazari et al. (2019) also state that there is a positive and significant relationship between entrepreneurial marketing and its dimensions with the marketing performance of sports clubs, and entrepreneurial marketing has a positive and significant effect on the marketing performance of sports clubs.

Also, according to the findings of the present study, it can be postulated that the more the clubs of the Iraqi Premier League focus on their sports marketing strategies and improve these strategies, the more their organizational performance and their team will increase and improve. According to the results of the

regression analysis, it was found that 82% of organizational performance changes are depend on the role of sports marketing strategies, which shows the importance of this issue. Also, it was found that marketing methods and marketing of competitions and tournaments can better predict organizational performance changes; in this connection, Tarighi et al., (2017) stated that marketing capability has a positive and significant effect on the marketing performance of the National Federation of University Sports. In addition to this, Islania (2014) also stated that among the market orientation strategies, competition orientation had the most relationship with the company's performance, but customer orientation had the least relationship. Also, Abiodun & Kolade (2020), stated that factors such as product, advertising, packaging and price were significant common indicators in business performance. Also, in order to produce quality products, organizations have to pay exorbitant costs, stabilize their position properly, use attractive packaging for their products, provide after-sales services to their customers, and consider special benefits for their special customers. Ngundo et al. (2020), found that there is a significant relationship between marketing strategies and organizational performance. Also, it was found that there is a significant and positive correlation between marketing strategies and organizational performance, pricing strategy, advertising strategy and distribution strategy. Also, Prinka et al. (2019), found that the promotion of pricing, distribution, and product standardization and adaptation has an impact on sales, customers, and corporate performance. Finally, Tinderet (2018), stated that sports marketing activities such as sports sponsorship, promotion and advertising affect the performance of manufacturing companies. An increase of one unit in sports advertising increases the performance of manufacturing companies by 200 units. Finally, there should be a statement regarding the results of the

research; In relation to the role of sports marketing strategies in their teams, the clubs of the Premier Football League of Iraq should pay attention to marketing through advertising and marketing methods and in this regard, by employing people who are experts in the field of sports marketing, they can advertise for their club's sports facilities, similar to the activities they do in European clubs, especially in Spain and England; Also, by focusing more on the financial sponsors of the club and strengthening their connection with the sponsored organization, holding news conferences with the presence of sponsor representatives, they should take more effective action towards improving the role of sports marketing strategies in their organization; In addition, the clubs of the Premier Football League of Iraq, in relation to the organizational performance of their teams, by hiring organizational behavior and organizational affairs consultants, have taken steps to improve components such as clarity of performance, organizational performance environment, and evaluation of the organization's performance and thus try to improve organizational performance.

Conclusion

Based on the research findings, it can be concluded that Iraqi Premier League football clubs' focus on sports marketing strategies and their improvement directly correlates with an increase in organizational performance. The regression analysis revealed that 82% of organizational performance changes can be attributed to sports marketing strategies, highlighting the high importance of this factor. The results showed that the marketing and marketing methods of competitions and tournaments can better predict changes in organizational performance and the more the heads of Iraqi Premier football League clubs focus on their sports marketing strategies and improve these strategies, the more the teams organizational performance will increase. Therefore, it is suggested that the heads of the

clubs of the Premier League of Iraqi Football pay attention to marketing through advertising and marketing methods, and in this regard, they can use experts in the field of sports marketing to maneuver more on the company of the sponsors of the club, and strengthen the organizational link with the sponsors. Finance and holding news conferences with the presence of sponsoring representatives have a more effective role than improving the role of sports marketing strategies and improving organizational performance.

Acknowledgement

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