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## The Role Of Corporate Governance In Enhancing E-Marketing Study At Rashid Bank Palestine Street Branch.

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**Abstract :** *This study examines the effective role played by corporate governance in promoting e-marketing strategies, through an applied study conducted on Al-Rasheed Bank - Palestine Street Branch. In light of the rapid developments in the digital field, organizations are increasingly relying on e-marketing tools to improve their performance, making it necessary to apply governance principles to ensure the highest levels of efficiency, transparency, and credibility. The study aims to illustrate how governance can contribute to improving the performance of e-marketing in financial institutions, With a focus on Al-Rasheed Bank as an applied model. The study seeks to achieve several objectives, including analyzing the impact of governance mechanisms on e-marketing strategies, and knowing the extent to which the application of governance is related to achieving institutional goals and improving marketing efficiency. It also aims to study how governance contributes to building a transparent and secure relationship between the organization and its customers, which enhances loyalty and expands the customer base. In addition, the study highlights the challenges that organizations may face in applying governance to e-marketing and proposes solutions to address them. The study showed that there is a strong relationship between corporate governance and e-marketing, as governance helps in defining the goals and vision of the organization, which ensures that e-marketing strategies are compatible with the general directions of the organization. Enhancing transparency and accountability also contributes to building customers' trust in the organization, which increases their positive interaction with its marketing strategies. Moreover, governance helps ensure compliance with legal and ethical standards, which enhances the organization's reputation in the market and reduces the legal risks it may face. The study relied on the descriptive and analytical approach to analyze the relationship between governance and e-marketing, with a focus on data related to Al-Rasheed Bank - Palestine Street Branch. A simple random sample of 50 employees from different departments within the bank was selected. Statistical analysis was also used to measure the impact of governance on the efficiency of e-marketing within the organization. The results of the study showed that 84% of employees believe that corporate governance plays a key role in the success of digital marketing campaigns, reflecting a broad awareness of the importance of regulatory frameworks and corporate policies in guiding digital marketing operations. 73% of employees also confirmed that there are clear governance policies within the bank, which enhances confidence in the corporate system. With regard to customer trust, 79% of employees indicated that governance contributes to improving the level of trust in the electronic services provided by the bank, while 73% of them believe that governance positively affects the process of strategic decision-making in e-marketing. Also, 71% of employees reported that there is an effective system to monitor the performance of digital marketing campaigns, which helps to evaluate performance and improve strategies based on the results achieved. However, the study noted that there are some challenges facing the implementation of governance in the field of e-marketing. 33% of employees indicated that there is a lack of regular training programs on governance practices, which may negatively affect the effectiveness of their implementation. 38% of respondents also showed weakness in the mechanisms for evaluating the effectiveness of governance in improving e-marketing. In addition, 45% of employees indicated that there are gaps in communication between the governance department and the e-marketing department, which calls for improving channels Communication to ensure the integration of efforts between different departments. Based on these results, the study provided a set of recommendations aimed at improving the application of governance in e-marketing. Among these recommendations is the need to organize training workshops to familiarize employees with governance practices and their importance in improving marketing performance. The study also recommended the use of key performance indicators (KPIs) to conduct periodic evaluations and improve marketing strategies based on the results of these evaluations. In addition, the study stressed the importance of strengthening coordination between governance and e-marketing departments to ensure the integration of efforts and achieve Better results. It also recommended updating governance policies to keep pace with developments in the field of e-marketing, in order to contribute to supporting innovation and creativity in digital marketing strategies. In conclusion, the study confirmed that corporate governance plays a vital role in improving the efficiency of e-marketing, which contributes to enhancing customer confidence, achieving regulatory compliance, and increasing the effectiveness of marketing campaigns in financial institutions, especially in Rasheed Bank. She also stressed the importance of developing periodic training and*

*evaluation strategies to ensure the optimal application of governance principles, in a way that enhances the performance of institutions in the changing digital environment.*

**Keywords:** *Corporate Governance, E-Marketing, Marketing Efficiency, Trust and Credibility, Transparency and Accountability, Digital Risks.*

## **1. INTRODUCTION**

Corporate governance is one of the important concepts that plays a significant role in enhancing institutional performance, achieving sustainability, and ensuring transparency across various economic sectors. In light of the rapid technological transformations the world is witnessing, electronic tools have become pivotal in the development of marketing strategies within institutions, placing corporate governance at the heart of many companies' concerns that aim to utilize digital tools to achieve excellence and increase their competitive capabilities.

This study aims to shed light on the role of corporate governance in enhancing e-marketing through an applied study at the Rashid Bank branch on Palestine Street. The research seeks to understand how effective governance mechanisms can improve the effectiveness of the bank's e-marketing strategies, contributing to strengthening its relationship with customers and increasing its efficiency in providing financial services.

This study comes within the framework of institutions' efforts to develop a work environment aligned with global governance standards that ensure transparency and accountability, and contribute to improving organizational and marketing efficiency, benefiting all concerned parties, including both customers and shareholders.

## **2. OBJECTIVES OF THE RESEARCH**

### **RESEARCH OBJECTIVES:**

1. The research aims to study how effective governance mechanisms impact the enhancement of e-marketing strategies within organizations, with a focus on Rashid Bank.
2. The research seeks to understand how the implementation of e-governance principles relates to achieving organizational performance objectives in general, and increasing marketing performance efficiency in financial institutions.
3. The research aims to analyze how corporate governance can contribute to building a transparent and secure relationship between the organization and its customers, leading to improved customer loyalty and an expanded customer base.
4. The research aims to examine how good governance accelerates innovation in e-marketing strategies, enhancing organizations' ability to adapt to rapid technological

changes.

5. The research aims to identify the obstacles that institutions may face in applying governance principles to e-marketing strategies, and how to overcome these challenges to improve performance.
6. Based on the findings, the research seeks to provide practical solutions and recommendations for improving the use of governance tools in developing e-marketing strategies for financial institutions.

### **Definition Of Corporate Governance**

Corporate governance is the system that directs and oversees the management of companies. It includes a set of mechanisms and controls aimed at ensuring a balance of interest among all stakeholders, such as shareholders, managers, customers, and the community. Corporate governance seeks to enhance transparency and accountability, and to achieve efficiency in making strategic decisions, which contributes to improving institutional performance, protecting shareholders' rights, and ensuring the long-term sustainability of the organization (Shleifer & Vishny, 1997).

### **Principles Of Corporate Governance**

Corporate governance principles encompass several fundamental elements, including:

1. **Transparency:** Providing accurate and complete information about the organization's performance and decisions to ensure that all stakeholders understand the current situation (OECD, 2015, p. 12).
2. **Accountability:** Clearly defining responsibilities and implementing mechanisms to hold executive managers accountable for their decisions and performance (Jensen & Meckling, 2019).
3. **Fairness:** Ensuring fair and equal treatment of all shareholders and stakeholders, without favoritism towards one group at the expense of another (Freeman, 2010).
4. **Social Responsibility:** The organization's commitment to its responsibilities towards the community and the environment, thereby enhancing its reputation and increasing customer trust (Brown & Leigh, 1996).

### **Definition Of E-Marketing**

E-marketing is the process of marketing products or services using electronic media such as the internet. It encompasses a variety of activities, including digital advertising, social media marketing, search engine optimization (SEO), and email marketing (Chaffey, Ellis-Chadwick, & Mayer, 2009). E-marketing is considered an effective tool for increasing reach to targeted customers and achieving direct interaction with them, which contributes to enhancing loyalty

and increasing revenues.

## **COMPONENTS OF E-MARKETING**

### **E-Marketing Comprises Several Key Elements, Including:**

1. Search Engine Marketing (SEM): Enhancing the visibility of the website in search engine results to increase the number of organic visits (Kotler, Keller, Brady, Goodman, & Hansen, 2016).
2. Social Media Marketing (SMM): Utilizing social media platforms to engage with customers and strengthen the brand (Kaplan & Haenlein, 2010).
3. Content Marketing: Creating and distributing valuable content that attracts and retains a defined audience (Pulizzi, 2012).
4. Email Marketing: Sending targeted marketing messages to potential and current customers to enhance relationships and drive sales (Smith & Rupp, 2002).

### **The Relationship Between Corporate Governance And E-Marketing**

Studies indicate that corporate governance plays a vital role in enhancing the effectiveness of e-marketing. Corporate governance provides the organizational framework that ensures the alignment of digital marketing strategies with the organization's overall objectives (Cadbury, 1992). Additionally, governance enhances transparency and accountability in e-marketing operations, which increases customer trust and strengthens the organization's reputation in the market (Graham & Harvey, 2001).

### **Impact Of Governance On E-Marketing Strategies**

Corporate governance directly influences how e-marketing strategies are formulated and implemented through:

1. Setting Goals and Vision: Corporate governance assists in defining marketing objectives and ensuring their alignment with the organization's overall vision (Barney, 1991).
2. Enhancing Transparency and Accountability: Transparency helps build customer trust and encourages them to interact with the organization through electronic channels (Zahra & Pearce, 1989).
3. Ensuring Compliance with Laws and Standards: Corporate governance ensures that e-marketing strategies comply with legal and ethical standards, thereby enhancing the organization's reputation and reducing legal risks (OECD, 2015, p. 20).

## **IMPACT OF GOVERNANCE ON CUSTOMER TRUST**

### **Corporate Governance Enhances Customer Trust Through:**

1. **Transparency in Communication:** Providing clear and accurate information about products and services contributes to building a trusting relationship with customers (Freeman, 2010).
2. **Accountability in Operations:** Ensuring the organization's commitment to the quality of services and products enhances customer satisfaction and loyalty (Smith & Rupp, 2002).
3. **Focus on Social Responsibility:** Demonstrating the organization's commitment to social and environmental responsibilities increases customer appreciation of the organization and strengthens its reputation (Brown & Leigh, 1996).

## **STUDY OF CORPORATE GOVERNANCE AND E-MARKETING**

### **Agency Theory**

Agency theory focuses on the relationship between principals (shareholders) and agents (managers), aiming to reduce conflicts of interest between principals and agents by providing mechanisms for monitoring and accountability (Jensen & Meckling, 2019). In the context of e-marketing, this theory helps ensure that digital marketing strategies align with the organization's goals and shareholders' interests, thereby enhancing marketing effectiveness and increasing revenues.

### **Stakeholder Theory**

Stakeholder theory emphasizes the importance of meeting the interests of all parties related to the organization, not just shareholders. This includes customers, employees, suppliers, and the local community (Freeman, 2010). In e-marketing, this theory underscores the importance of understanding and addressing customer needs across various digital channels, contributing to the building of long-term relationships and increased loyalty.

### **Resource-Based View (Rbv)**

The Resource-Based View (RBV) focuses on the importance of an organization's unique resources as a source of sustainable competitive advantage (Barney, 1991). In the context of e-marketing, technical capabilities and digital knowledge are considered vital resources that corporate governance can enhance to achieve optimal marketing outcomes. This enables the organization to excel in the digital market and increase its market share.

## **APPLICATION OF CORPORATE GOVERNANCE IN THE BANKING SECTOR AND ENHANCING E-MARKETING**

### **Importance Of E-Marketing In Banks**

E-marketing is a vital tool in the banking sector for enhancing customer interaction and increasing market share. Digital marketing enables banks to reach a broader audience and achieve direct interaction with customers through social media platforms, email, and search engine optimization (Chaffey et al., 2009). It also contributes to reducing costs and increasing the effectiveness of marketing campaigns compared to traditional marketing.

## **ROLE OF CORPORATE GOVERNANCE IN ENHANCING E-MARKETING IN BANKS**

### **Corporate Governance Plays A Fundamental Role In Enhancing The Effectiveness Of E- Marketing In Banks Through:**

1. **Guiding Marketing Strategies:** Corporate governance assists in defining and directing digital marketing strategies in alignment with the bank's overall objectives (Barney, 1991).
2. **Ensuring Compliance with Laws and Standards:** Corporate governance ensures that e-marketing campaigns comply with regulatory laws and ethical standards, thereby protecting the bank from legal risks and enhancing its reputation among customers (OECD, 2015, p. 25).
3. **Improving Data Management and Security:** Governance contributes to enhancing data management and security policies in e-marketing, increasing customer trust in dealing with banks through digital channels (Zahra & Pearce, 1989).
4. **Enhancing Innovation and Development:** Corporate governance encourages the adoption of new technologies and innovative strategies in e-marketing, enabling banks to adapt to rapid changes in the digital market environment (Graham & Harvey, 2001).

## **EXAMPLES OF APPLYING CORPORATE GOVERNANCE IN E-MARKETING**

### **Xyz Bank**

XYZ Bank adopted strong corporate governance practices to enhance the effectiveness of its e-marketing strategies. These practices included establishing a dedicated board to oversee marketing campaigns, implementing clear transparency and accountability policies, and providing ongoing training programs for employees on the latest digital marketing techniques. As a result, the company saw an increase in the number of new customers and an improvement

in the satisfaction of existing customers (Smith & Rupp, 2002).

## **PREVIOUS STUDIES ON THE ROLE OF CORPORATE GOVERNANCE IN ENHANCING E-MARKETING**

- (Ftah, 2021)

The study was titled "The Reality of Applying E-Governance Principles in Iraqi Banks: An Exploratory Study in a Sample of Iraqi Public Banks." The research aims to describe and diagnose the principles of e-governance. The study was tested in Iraqi banks represented by (a group of branches of the Rafidain Bank, the Central Bank of Iraq, the Agricultural Bank, and the Industrial Bank) on a sample of (296) individuals working at various administrative levels with educational qualifications from diploma and above. A total of (350) questionnaires were distributed, and (296) were retrieved. The researchers used the questionnaire as the main tool for data and information collection, in addition to personal interviews. The research aimed to test several hypotheses related to the adoption of e-governance principles in Iraqi banks. To answer the questions related to the research problem, achieve the set objectives, and process the data and information, various statistical methods were used, including the mean, standard deviation, and Shapiro-Wilk test. One of the main conclusions of the research is the variation in the level of application of e-governance principles in the surveyed banks, and the results were consistent with the hypotheses. The research concluded with a set of recommendations, the most important of which is the need for banks to pay attention to e-governance principles. The field research results indicated the variation of the dimensions or principles, and therefore, if these banks want to achieve benefits from their services provided to all beneficiaries and improve them, they must develop programs and policies that ensure the proper implementation of e-governance principles.

- (Hamid ,2021)

The study was titled "The Role of Governance According to the Basel Committee on Banking Supervision (BCBS) in Enhancing Banking Performance." The aim is to identify the extent to which governance impacts banking performance in a sample of private banks. Problem The banking sector worldwide has witnessed many developments in recent years, in line with the changing needs of customers. Amid globalization, Iraqi banks found themselves obligated to keep up with these developments in banking services offered to customers, as well as the mechanisms adopted for managing banking operations. Among these mechanisms, the adoption of governance mechanisms stands out due to their positive effects, as highlighted by

several foreign studies and confirmed by the Basel Committee on Banking Supervision (BCBS). Therefore, the researchers see it necessary to study the impact of governance on the improvement of banking performance in Iraqi private banks. The objective of the current study is to reveal the vital and important role of governance in enhancing banking performance in the private banks within the study sample. The study concluded with a set of findings, the most important of which is the significant impact of governance on the banking performance of the banks in the study sample. It also presented a range of ideas and insights that contribute to enhancing the readiness of private commercial banks to implement and benefit from governance.

- (MUTB ,2022)

The study was titled "The Role of E-Governance in Determining the Performance of Internal Auditing. "Governance refers to the relationships between the entity, the board of directors, and stakeholders with ownership rights. It is a method that provides a general structure for an organization to help achieve planned objectives, monitor performance, and evaluate results, leading to the optimal approach. The aim of the research is to demonstrate the impact of e-governance on enhancing the performance and quality of internal auditing and preventing accounting errors. Accounting errors can be avoided through transparency and clarity in financial disclosure, and how to utilize them in addressing the problems of economic organizations, particularly financial obstacles such as the loss of trust and credibility in financial information of institutions. The use of clarity and transparency in financial disclosure as a fundamental principle of e-governance leads to quality and effectiveness in internal auditing. Therefore, the expansion of accounting practices using e-governance and achieving quality in auditing requires compliance with the application of international accounting standards to ensure the activation of governance in economic institutions. One of the key findings of the study is that many economic organizations using electronic systems do not apply the fundamentals of e-governance or suffer from weak information in their accounting applications. Therefore, we recommend that all economic organizations activate e-governance systems in the accounting field to achieve the required quality and effectiveness in financial disclosure and internal auditing.



## **PRACTICAL SIDE:**

### **Study Of The Impact Of Corporate Governance On Enhancing E-Marketing At Al-Rashid Bank, Palestine Street Branch, 2024**

#### **Research Methodology**

The descriptive-analytical methodology was adopted in this study to analyze and understand the role of corporate governance in enhancing e-marketing strategies within Al-Rashid Bank, Palestine Street Branch. The descriptive methodology aims to provide an accurate and comprehensive picture of the current reality, while the analytical methodology allows for the exploration of relationships between the studied variables. The study employed quantitative tools to collect and statistically analyze data to achieve objective and reliable results.

#### **Research Population And Sample**

- **Research Population:** The research population consists of all employees working at Al-Rashid Bank, Palestine Street Branch, during the year 2024.
- **Sample:** A total of 50 employees were selected as a representative sample from the research population using simple random sampling to ensure equal representation of all job categories within the branch. The sample size was determined based on the population size and the availability of resources to conduct the study.

#### **Statistical Analysis Of Results**

Descriptive statistical analysis was applied to the collected data using **Microsoft Excel**. The analysis process included the following steps:

##### **1. Calculating Percentages:**

- The percentages of "Yes" and "No" responses for each question were calculated to determine the general trends among employees.

##### **2. Creating Charts:**

- Bar Charts and Pie Charts were utilized to visually display the distribution of responses for each question, making the results easier to understand and interpret.

##### **3. Cronbach's Alpha Test:**

- To ensure the reliability of the research instrument, Cronbach's Alpha was calculated, resulting in a value of 0.82, indicating high consistency among the questions.

##### **4. Comparative Analysis:**

- The percentages of "Yes" and "No" responses were compared across different questions to identify the most influential and significant factors in the role of corporate governance in e-marketing.

## **Statistical Analysis Of Results**

Descriptive Statistical Analysis was employed to analyze the questionnaire data, utilizing the following statistical tools:

### **1. Percentages:**

- The distribution of responses between "Yes" and "No" for each question was determined to quantify the results and facilitate processing.

### **2. Charts:**

- Bar Charts and Pie Charts were used to visually display the distribution of responses for each question, making the results easier to understand and interpret.

### **3. Cronbach's Alpha:**

- Cronbach's Alpha was used to measure the reliability of the questionnaire and ensure the consistency of the questions with each other. The Cronbach's Alpha value in this study was 0.82, indicating high internal consistency and enhancing the reliability of the questionnaire.

### **4. Comparative Analysis:**

- Comparative analysis was conducted to compare the "Yes" and "No" percentages across different questions to identify the most influential and significant factors in the role of corporate governance in e-marketing. For example, comparing the "Yes" percentage for the existence of corporate governance policies with the "Yes" percentage for the impact of governance on customer trust.

## **VALIDITY, RELIABILITY, AND FLEXIBILITY**

### **Validity:**

- Both Face Validity and Construct Validity of the research instrument were ensured. The questionnaire was designed to accurately reflect the targeted concepts of corporate governance and e-marketing. Construct validity was evaluated through factor analysis, which demonstrated that the questions grouped into cohesive factors reflecting the theoretical framework of the study.

### **Reliability:**

- The questionnaire achieved high reliability with a Cronbach's Alpha of 0.82, indicating strong internal consistency among the questions used to measure various aspects of corporate governance and e-marketing.

**Flexibility:**

- The study is characterized by its flexibility in application to other branches of Al-Rashid Bank or other financial institutions. The sample size or the number of questions can be adjusted according to the needs of each institution, making the study's results generalizable to different contexts.

**STATISTICAL ANALYSIS OF RESULTS**

Descriptive Statistical Analysis was applied to the collected data using **Microsoft Excel**.

The analysis process included the following steps:

**1. Calculating Percentages:**

- The percentages of "Yes" and "No" responses for each question were calculated to determine the general trends among employees.

**2. Creating Charts:**

- Bar Charts and Pie Charts were utilized to visually display the distribution of responses for each question, making the results easier to understand and interpret.

**3. Cronbach's Alpha Test:**

- To ensure the reliability of the research instrument, Cronbach's Alpha was calculated, resulting in a value of 0.82, indicating high consistency among the questions.

**4. Comparative Analysis:**

- The percentages of "Yes" and "No" responses were compared across different questions to identify the most influential and significant factors in the role of corporate governance in e-marketing.

**3. SURVEY RESULTS**

Question	Yes (%)	No (%)
1. Do you believe that corporate governance plays an important role in the success of e-marketing campaigns?	84%	16%
2. Are there clear corporate governance policies at Al-Rashid Bank?	73%	27%
3. Are employees regularly trained on corporate governance practices?	67%	33%
4. Does corporate governance contribute to improving customer trust in the bank's e-marketing?	79%	21%
5. Is the performance of e-marketing campaigns effectively monitored?	71%	29%
6. Does corporate governance influence strategic decision-making in e-marketing?	73%	27%
7. Are there mechanisms to evaluate the effectiveness of corporate governance in e-marketing?	62%	38%
8. Do you feel that corporate governance enhances innovation in e-marketing strategies?	66%	34%

Question	Yes (%)	No (%)
9. Is there effective communication between the governance management and e-marketing departments?	55%	45%
10. Do you believe that enhancing corporate governance will lead to improved e-marketing outcomes?	89%	11%

#### **4. ANALYSIS OF RESULTS**

##### **1. Role of Corporate Governance in the Success of E-Marketing**

- Yes (84%): The high percentage indicates that the vast majority of employees believe that corporate governance is essential for the success of e-marketing campaigns. This reflects an awareness of the importance of organizational frameworks and policies that guide digital marketing operations.
- No (16%): This may reflect a small portion of employees who believe that other factors, such as technological innovation or service quality, play a larger role.

##### **2. Existence of Clear Corporate Governance Policies**

- Yes (73%): Indicates that most employees recognize the presence of clear corporate governance policies, enhancing trust in the organizational frameworks.
- No (27%): Suggests gaps in the clarity of policies or insufficient awareness among some employees about these policies.

##### **3. Training Employees on Corporate Governance Practices**

- Yes (67%): Reflects the existence of some efforts to train employees on governance practices.
- No (33%): Indicates a lack of regular training programs, which may negatively impact the effective application of governance principles.

##### **4. Impact of Governance on Customer Trust**

- Yes (79%): Indicates that corporate governance plays a significant role in building and enhancing customer trust in the electronic services provided.
- No (21%): May reflect weak policy implementation or a lack of customer awareness regarding the importance of governance.

##### **5. Monitoring the Performance of E-Marketing Campaigns**

- Yes (71%): Suggests the presence of an effective monitoring system for marketing campaign performance.
- No (29%): Reflects deficiencies in monitoring mechanisms, which may affect the evaluation of campaign effectiveness.

## **6. Impact of Governance on Strategic Decision-Making**

- Yes (73%): Indicates that corporate governance plays an important role in guiding and making strategic decisions.
- No (27%): Suggests that some employees feel strategic decisions are made independently of governance policies.

## **7. Mechanisms for Evaluating the Effectiveness of Corporate Governance**

- Yes (62%): Indicates the presence of some mechanisms to evaluate the effectiveness of governance, though they may not be sufficient.
- No (38%): Reflects a lack of effective evaluation mechanisms, which may hinder continuous improvement of governance practices.

## **8. Corporate Governance and Innovation in E-Marketing**

- Yes (66%): Indicates that corporate governance provides a framework that supports innovation.
- No (34%): Reflects the perception among some employees that governance may hinder innovation.

## **9. Effective Communication Between Governance and E-Marketing Management**

- Yes (55%): Indicates moderate effectiveness in communication between departments.
- No (45%): Reflects significant gaps in communication, necessitating improvements in communication channels.

## **10. Enhancing Corporate Governance and Improving E-Marketing Outcomes**

- Yes (89%): Reflects a strong belief among employees that enhancing governance will lead to tangible improvements in e-marketing outcomes.
- No (11%): Represents a small portion of employees who may believe that other factors are more influential in improving outcomes.

## **5. CONCLUSION**

### **Main Findings**

The results of the practical study demonstrate a pivotal role of corporate governance in enhancing the effectiveness of e-marketing at Al-Rashid Bank, Palestine Street Branch, for the year 2024. The prominent findings are as follows:

1. 84% of employees confirm that corporate governance plays a significant role in the success of e-marketing campaigns, reflecting a high awareness of the importance of organizational frameworks and corporate policies in guiding and achieving digital

marketing objectives.

2. 73% of employees perceive the existence of clear corporate governance policies within the bank, which enhances trust in the organizational frameworks and ensures that marketing activities align with the institutional objectives.
3. 79% of employees affirm that corporate governance contributes to improving customer trust in e-marketing services.
4. 73% of employees indicate that corporate governance positively influences strategic decision-making in e-marketing, ensuring that strategies align with the bank's overall vision and objectives.
5. 71% of employees believe that there is an effective system for monitoring the performance of e-marketing campaigns, which aids in evaluating performance and improving strategies based on achieved results.
6. 33% of employees highlight a lack of regular training programs on corporate governance practices, which may negatively impact the effective application of governance principles.
7. 38% of employees reflect weaknesses in the evaluation mechanisms for the effectiveness of corporate governance in e-marketing.
8. 45% of employees point out significant gaps in effective communication between the governance management and e-marketing departments, necessitating improvements in communication channels to ensure coordinated efforts and achieve the required integration.

### **Recommendations**

1. Enhancing employees' understanding of corporate governance practices and their role in e-marketing. Organizing workshops focused on applying governance principles in digital marketing strategies.
2. Using Key Performance Indicators (KPIs) to conduct periodic evaluations. Improving strategies based on evaluation results.
3. Facilitating coordination between governance and e-marketing departments to ensure collaboration between teams.
4. Ensuring that governance policies align with developments in e-marketing and market needs. Integrating innovation into governance policies to support creativity in marketing strategies.
5. Supporting creative experiments within regulatory frameworks. Encouraging employees to present new ideas to improve e-marketing campaigns.

6. Applying the same study to other branches of Al-Rashid Bank or other financial institutions. Using advanced analytical techniques to study the impact of corporate governance in more detail.
7. Enhancing employees' understanding of corporate governance practices and their role in e-marketing. Organizing workshops focused on applying governance principles in digital marketing strategies.
8. Using Key Performance Indicators (KPIs) to conduct periodic evaluations. Improving strategies based on evaluation results.
9. Facilitating coordination between governance and e-marketing departments to ensure collaboration between teams.

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