The Summery Of Study

In English Language

*:Introduction to study:-

The banks play A fundamental and basic role in our contemporary economic , and the contribution states have adopted organ bank to facilitates economic affairs , in order to achieve national goals .

*:The problem of the study: -

The study was a problem in the face of state-owned commercial banks (public sector) for many of the competition faced by foreign banks , which created a highly competitive environment between the banking institutions to attract a new segment of customers .

Because of the Tremendous progress advances in information technology, so the study to determine what is the role of marketing information systems in support of banking services, there by increasing their competitiveness .

*:Goals Of The Study :

The Study Seeks To Achieve The Following Objectives :-

1- Identify the current role of marketing information to support the marketing activity in the states banks and work to increase their effectiveness .
2- Clarify the most important methods used to collect and run the marketing information and the most important systems that are reliable in that .
3- Evaluate the marketing strategies used in the Egyptian states banks and analysis of the effectiveness of the application of these strategies .

*:The Major Hypotheses Of The Study:

Hypotheses of the study are represented in the following :-

1- The Current information system does not affect significantly on the competitiveness of the banks .

2- The Quality information does not affect significantly on the competitiveness of the banks .

3- The Elements of the system does not affect significantly on the competitiveness of the banks .

4- The Methods of collecting data does not affect significantly on the competitiveness of the banks .

∗: <u>Contents of the study:-</u>

The study is divided into four chapter , The First one deals with the theoretical frame of the study , The Second deal with the structured of the Egyptian commercial banks , the Third chapter deals with the nature of marketing information system , The Forth chapter deals with testing of the hypotheses , results ,and recommendations and concluded a summary of research study in Arab and foreign .

∗: <u>Program and methods of the study :</u>

To test the validity of study hypotheses, the researcher on the secondary data in defining the concept of marketing information systems and management of banks in addition to primary data collected through the survey list , Where a list of the survey was designed and directed to the managers of banking marketing, information systems and officials in each of the (National Bank - Bank of Egypt) commercial banks under study, and thus the total number of workers in the field study targeted 426 people .

The researcher has distributed 426 survey form to all branches of banks in Cairo and Giza, has responded to the study's 172 branches, bringing the total number of employees to participate 172 marketing manager, and 172 responsible for the information systems of any 344 Single of the total 426 single rate of 76.80% of the total research community It is a very acceptable rate .

∗:<u>The Most Important Results Of The Study :-</u>

The study on four key assumptions to determine the impact of the current information system in the competitiveness of banks, has been reached by testing the validity of the hypotheses to verify the non-validity of the four hypotheses , And that the existence of a correlation

statistically significant between the current information system (independent variable) and competitiveness (the dependent variable) , where the regression model showed 9.66% of the differences in competitiveness.

The following is a summary presentation of the findings of the study: -

1 -There is a correlation significant positive correlation between the current information system (independent variable) and competitiveness (dependent variable) through the first hypothesis, where the value of the correlation coefficient is 820.0 and that at the abstract level of 1% .

2 -There is a correlation significant positive correlation between the quality of information (independent variable) and competitiveness (dependent variable) through the second hypothesis, where the value of the correlation coefficient is 755.0 and that at the abstract level of 1% .

3 -There is a correlation significant positive correlation between the elements of information (independent variable) and competitiveness (dependent variable) through the imposition of the third, where the value of the correlation coefficient is 771.0 and that at the abstract level of 1% .

4 -There is a correlation significant positive correlation between the methods of collecting data (independent variable) and competitiveness (dependent variable),) through the fourth hypothesis, where the value of the correlation coefficient is 747.0 and that at the abstract level of 1% .

*<u>The most important recommendations of the study :-</u>

1- Provide data needed to make marketing decisions for marketing banking and added to the data base marketing information system and reviewed before entered to the system .

2- Hold seminars to educate on the role of marketing information system to support the competitiveness of the banking market , with the participation of leaders from the bank and officials for making marketing decisions , and experts in the information system .

3- The development of a knowledge management team at various levels of supervision, potential marketing . information systems, and its components and how to benefit from it.

4- Find a strong relationship between the administration and various personal information system marketing .

5- Care for the packaged applications through modern programs that provide ready-made solutions to the problems facing the banking marketing and use of sophisticated models for the treatment of the marketing problems .

6- Take advantage of the possibilities of computer software ready in the effective operation of the control and security , the current system .

7- The formulation of new policies to develop the performance of existing information centers so that these banks are based on service marketing banking officials

8- Provide the necessary data and information to decision makers the right size, but it will not come to do the study and determine the actual needs and future for them and marketing officials at the banks.

9- Its necessary to design and implement training programs covering all aspects and areas of marketing .

10- Consider the internal records by re-designing the interior of the new records, and to the classification and coding of records in order to facilitate reference, and identification of records related to internal marketing information system.

11- Reconsider the internal records by re-designing the interior of the new records, and to the classification and coding of records in order to facilitate reference, and identification of records related to internal marketing information system.