

Innovative Marketing for Graduates Registered In the Palestinian Ministry of Labor between Reality and Challenges

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Abstract: *The study aimed to identify the reality of innovative marketing for graduates registered with the Ministry of Labor in the southern Palestinian governorates. The study used the analytical descriptive approach. A structured questionnaire was used to collect data that contribute to achieving the study objectives. The study population consists of university graduates registered with the Ministry of Labor in the southern Palestinian governorates. And the random sample was used to collect the data, as the sample reached (388) graduates who responded to filling out the questionnaire. The results of the study showed that the overall estimate for innovative marketing for university graduates came with a low degree, with a relative weight of (50.90%), and that the order of areas for innovative marketing for university graduates was as follows: (innovation in the field of personnel, innovation in promotion, innovation in distribution, innovation in service, innovation in pricing). The study presented a set of recommendations, the most important of which are: the need to use innovative methods in promoting the issue of graduates to stakeholders from various institutions, in addition to the need to adopt specific prices for work in a way that is appropriate to the general economic situation, and the need to provide new and innovative services to employees, and to enhance communication with graduates through the implementation of meetings Periodicals and workshops.*

Keywords: Innovative Marketing, University Graduates, Ministry Of Labor, Palestine.

Introduction

In light of the tremendous development in technology that affected consumer tastes, there was a need for modern and innovative marketing, as marketing is considered one of the most vital areas that give the best solutions to meet new challenges, and the ability to adapt to contemporary developments facing organizations of all kinds and their various specializations. Contributes to enhancing efficiency and optimal utilization of resources.

The Palestinian Ministry of Labor is considered as the main incubator for the Palestinian human capital, which is represented by graduates, and according to its responsibilities, it has become necessary for it to work on innovative marketing for graduates by highlighting their capabilities and qualifications in order to integrate them into the labor market, especially in light of the brutal siege, which led to a rise in Unemployment rate among graduates, hence the Ministry of Labor realized the relative importance of innovation in improving its marketing performance in the file of graduates, in line with developments in the labor market.

Given the importance of the Ministry of Labor and its role in marketing the issue of graduates, the study seeks to identify the reality of innovative marketing for graduates registered in the Ministry of Labor in the southern Palestinian governorates.

Problem Statement

In light of the high number of university graduates, and as a result of the inability of the labor market in the public and private sectors to meet the needs of graduates, which led to a high unemployment rate among university graduates, and in light of the renewable business environment, institutions sought to develop policies and strategies to keep pace with these changes and achieve adaptation to the external

environment by The way to invest in human resources as an element of innovation and development, and the need to qualify them in line with competition requirements.

From this standpoint, the Ministry of Labor in the southern Palestinian governorates began its relentless pursuit and exerted more efforts in creatively marketing competencies by adopting innovative methods to market graduates to work in projects proposed by international institutions operating in the Gaza Strip.

Research Questions

In this study, we will try to answer the following main question:

What is the reality of innovative marketing for graduates registered in the Ministry of Labor in the southern Palestinian governorates?

The following sub-questions emerge from the main question:

Q1-: What is the level of innovative marketing for graduates registered in the Ministry of Labor in the southern Palestinian governorates?

Q2-: Are there significant differences in the responses of the respondents about the reality of innovative marketing among graduates registered in the Ministry of Labor in the southern Palestinian governorates, according to personal and organizational data?

Research Objectives

Based on the established research questions, this study aims to achieve the following objectives:

1. Knowing the level of innovative marketing for graduates in the southern Palestinian governorates.
2. Showing differences in the respondents' responses about the reality of innovative marketing among graduates registered in the Ministry of Labor in the southern

Palestinian governorates, according to personal and organizational data.

3. Provide recommendations to the Palestinian Ministry of Labor on ways to enhance innovative marketing for graduates.

Research hypothesis

In order to provide an answer to the questions posed, the study seeks to test the validity of the following hypothesis:

H₀₁: There are significant differences in the respondents' responses about the reality of innovative marketing among graduates registered in the Ministry of Labor in the southern Palestinian governorates, according to personal and organizational data.

Limitations and Directions for Research

The scope of the study shall be as follows:

1. **Objective Limits:** The study focused on identifying the reality of innovative marketing for graduates registered in the Ministry of Labor in the southern Palestinian governorates.
2. **Human Limits:** The study was conducted on Palestinian graduates registered with the Palestinian Ministry of Labor.
3. **Institutional Boundaries:** The study was conducted on the Palestinian Ministry of Labor.
4. **Spatial Boundaries:** The study was conducted in the State of Palestine, specifically in the southern governorates.
5. **Temporal Limits:** The study was conducted in the year (2023).

Literature Reviews

- Study of (Boganda, 2022) entitled "Innovative Marketing and its Role in Enhancing the Competitiveness of Economic Enterprises: A Case Study of Condor Electronics", which aimed to know the impact of innovative marketing represented in its four elements (product, price, distribution, promotion) on the competitiveness of economic enterprises, which was identified It has four dimensions: flexibility, quality, delivery, and cost, through the design of a preliminary theoretical perception to be tested and adopted as a model for the study. An employee from the company, interviews were also used to collect data, and the study showed that the aforementioned organization pays great attention to innovation in marketing operations, which led to achieving a high competitive advantage, in addition to a positive impact of the four elements of marketing on competitiveness.
- Study of (Al-Azzaz, 2022) titled "The Impact of Innovative Marketing on the Mental Image of Customers of Banking Institutions in Kuwait", which aimed to identify the impact of innovative marketing on the mental image of customers of banking institutions in Kuwait, and the researcher used the descriptive analytical approach to achieve the objectives of the study. A special questionnaire was designed to collect information from

the study sample of 384 customers from the companies under study. The study showed that the sample members agree on the dimensions of innovative marketing in order (product innovation, distribution innovation, pricing innovation, promotion innovation). The study showed that there is a statistical relationship between innovation and mental image.

- Study of (Issa, 2021) entitled "The Impact of Innovative Marketing on the Perceived Value of the Customer, A Case Study of a Segment of Customers of the Moblis Foundation - Oum El Boughi", which aimed to identify the impact of innovative marketing on achieving the perceived value of a sample of customers of the Moblis Foundation - Oum El Boughi, The researcher used the analytical descriptive approach, and a special questionnaire was designed to collect information from the study sample of 61 individuals from the company under study. The study showed that there is an impact of marketing dimensions on achieving the perceived value of customers.
- Study of (Awadi, 2020) entitled "The Role of Innovative Marketing in Achieving Tourism Development: A Case Study of Tourist Agencies", which aimed to identify the role of innovative marketing in achieving tourism development. The researcher used the analytical descriptive approach, and to collect data from the study sample of 40 A tourist agency a special questionnaire was designed and distributed to the sample, and the study concluded that there is a direct relationship between innovative marketing and tourism development.
- A study of (Al-Karoush, 2020) entitled "The Impact of Innovative Marketing on the Competitive Performance of the Productive Enterprise in the Field of Smart Phones", which aimed to identify the impact of innovative marketing with its four elements (product, marketing, secret, distribution) on competitive performance with its dimensions (research and development). , marketing knowledge, growth and development) for organizations operating in the field of smart phones. The study was applied to Samsung, Huawei, Lenovo, and the researcher used the analytical descriptive approach. To collect data from the study sample of 320 employees in the mentioned companies, a special questionnaire was designed, and after analyzing the results The study concluded that the impact of innovation marketing was greater on growth and development compared to research and development and marketing knowledge, and it also appeared that innovation marketing had an impact on competitive performance in Samsung and Condor institutions.
- A study of (Sarah, 2019) entitled "Using the innovative marketing mechanism to guide university graduates towards entrepreneurship - Algeria as a model", which aimed to examine the impact of innovative marketing in directing university graduates in Algeria towards entrepreneurship. The data is from the study sample of 414 graduates. The study concluded that there is a weakness in the efforts made by the House of

Entrepreneurship through cooperation with official and university institutions. The study also showed that innovative marketing has a fundamental role in directing students towards entrepreneurship.

- A study of (Khalaf and Hammadi, 2018) entitled "The Reflection of Creative Marketing Skills on Broad Recommendation: An Exploratory Study in the Iraqi Asiacell Telecom Company", which aimed to clarify the relationship between innovative marketing and broad recommendation, and the researchers used the analytical descriptive approach, and a questionnaire was designed to collect information. The study sample consisted of 107 female employees in the company under study. The study showed that innovation is of great importance in the company's work by introducing new services that suit the desires of customers.

Comment on previous studies

By looking at previous studies directly related to the subject of the research, the researchers found that these studies were numerous and differed according to the goals they sought to achieve, as well as the different environments in which they were applied, the variables they studied, the approaches used, and the tools that were used. Below, the researchers presented the most important Aspects of agreement and difference, as well as what distinguishes their study from previous studies:

The benefits of the current study from previous studies

The current study benefited from previous studies in the following:

1. Enriching the theoretical framework in the study.
2. Building the questionnaire study tool.
3. Ensure that the current study is not repeated.
4. Providing the necessary references for the study, especially foreign references.

Conceptual Frameworks

Scientific progress, technological development, information revolution, increased competition, and diversity of markets led to a variety of customer desires, which prompted all organizations to realize the importance of innovation as a systematic and organized activity in reaching new marketing policies (Abu Naser et al., 2017) and (Abu Naser et al., 2018) and unconventional. Organizations that seek to achieve growth and continuity in front of competitors require that they market their services in an innovative and completely developed manner from competitors, by meeting the desires of the beneficiaries of the services they provide in a different way from others. (Al-Habil et al., 2017), (Alhelou et al., 2017), and (Al-Hila et al., 2017), and the concept of innovative marketing emerged in the eighties of the last century by focusing on the practical aspects of marketing (Al Shobaki et al., 2019).

Axel (1999) believes that innovative marketing is concerned with improving target markets and mixing with them. It considers identifying potential markets and developing new ways to serve selected markets by dividing those markets into small sectors. Innovative marketing is defined as adopting new and unfamiliar ideas and methods in the promotion

process. Products and services provided by the organization in line with the desires of customers.

Abu Jumaa (2003) believes that innovative marketing goes through several stages, most notably:

- Generate innovative ideas.
- Filter the generated ideas.
- Evaluation of innovative ideas.
- Choose the right idea.
- Apply the ideas that have been adopted.
- Evaluate the results of the application.

Characteristics of Innovative Marketing

- Innovative marketing does not stop at generating new ideas only, but goes beyond that to excellence in applying those ideas on the ground.
- Innovative marketing focuses on finding new marketing opportunities and exploiting them in distinctive ways.
- Innovative marketing helps respond to the desires of beneficiaries in a better way by opening new markets and targeting new groups.
- Innovative marketing works to transform marketing information represented in desires that customers aspire to, into distinct products that fulfill those desires.
- Innovative marketing is not limited to a specific field in itself, but rather includes different marketing practices at the level of the organization as a whole.
- The need to use innovative and new marketing methods that have not been used before.

The Importance of Innovative Marketing

Innovative marketing is of great importance, whether at the level of the organization, the beneficiaries of the services of the organization, or the community level (El Talla et al., 2019)), and its importance can be summarized according to the following points:

First / At the Level of Institutions: Innovative marketing has an importance at the level of institutions, which was explained by (Mustafa, 2002) as follows:

- Achieving a competitive advantage for the organization that uses it through excellence in promoting services.
- Achieving high levels of profits, and increasing the organization's market share due to its contact with customers' desires, which results in a strong demand for the organization's products.
- Improving the company's mental image and attracting the largest number of customers.
- Improving the production and performance of the organization.
- Achieve continuity and stay in the labor market for longer periods.
- Production of high quality products.
- Entering new labor markets, and targeting new groups.
- It provides the necessary information to make strategic decisions, and to discover more solutions that contribute to organizational development.
- It increases the quality of decisions used in addressing organizational problems.

Second / At The Level Of Beneficiaries (Customers):

Innovative marketing is important at the level of beneficiaries, as innovative marketing has many benefits for customers, whether it is an individual or a group, by better satisfying their desires, or saving in the expenses they spend, or discovering latent needs that they have to work with. To meet it (Qureshi, 2015).

Third/ At the Community Level: Innovative marketing achieves many benefits for society as a whole. Its importance is represented in raising the standard of living in society, in addition to increasing national output, increasing global competition, supporting local currencies, and providing hard currencies.

Creative Marketing Goals

Innovative marketing aims to achieve a set of goals represented in what was mentioned by (Tababiah, 2016) as follows:

- Satisfy consumers better than competitors by providing services with finesse and accuracy.
- Contributes to the discovery of latent needs that consumers themselves are unaware of because they are unable to express them.
- Distinguish the organization from other institutions operating in the market by introducing new methods of marketing and providing services.
- It enhances the competitive value of the institution in line with the desires of the beneficiaries.

Types of Creative Marketing

Innovative marketing can be classified into several different types. Some researchers classified it based on the type of product and service provided by the organization, where the marketing field is determined based on the type of product. Others classified innovative marketing based on the type of organization that innovates. The organization may aim to make a profit, or to achieve Social responsibility without interest in profit, as classified by others based on the goals that organizations seek to achieve through innovative marketing. Target groups, which are divided into end users of products, or targeted organizations that seek to use and sell those products to other consumers.

Innovative Marketing Requirements

The adoption and application of innovative marketing in the organization is not easy, as there are a number of requirements that must be met in the organization in order for the organization to succeed in achieving the goals of innovative marketing, and these requirements are divided into:

- **Organizational Administrative Requirements:** These are represented in the support and conviction of senior management for innovative marketing operations, coordination and integration between all organizational units, creating the organizational environment by promoting teamwork, and working to make optimal use of resources.
- **Requirements Related To Information:** related to the security of information and data, and include the necessity of preserving customer and beneficiary data

through the adoption of mechanisms and a security system for the organization that contributes to enhancing the preservation of the confidentiality of data related to marketing operations, in addition to the need to provide feedback on the application of marketing innovations, and evaluate its results.

- **Special Requirements For The Management Of Employees In Marketing Activities:** by working to develop their capabilities and develop characteristics that contribute to the development of their innovation, and to develop an effective system that encourages and stimulates innovation in the field of marketing among employees, and the motivation system may take various forms, including material or moral stimulation, in addition to The need to train employees in the field of innovation in marketing, and to invest human resources in innovative marketing.

Dimensions of Innovative Marketing

Marketing innovation as you see it (Lahloul, 2017) is based on the basic idea of the inability of one tool to achieve the goals and objectives that the organization seeks in the best forms and formulas, and therefore it is preferable to mix all these formed elements, and the following are the basic dimensions of innovative marketing:

First / Innovation in the Field of Services: service is the main element in the service marketing mix, on which the rest of the other elements are based. And the latter must think about finding and providing innovative or new services to replace services that have reached the stage of decline in the life cycle, and the innovation of services includes all stages that the service goes through, from the beginning of the idea to an innovative service, new uses, a new process Service innovation begins with the idea and ends with the innovative new service. The concept of service innovation involves one or more of the following dimensions:

- Adding a new service to the existing product lines.
- Modification and development of existing services.
- Deleting or dropping existing services and stopping their production.

Second / Innovation In The Field Of Price: Innovation in the field of price, like innovation in any of the other marketing fields, entails that the innovative institution achieves many benefits, and there are many areas and forms of innovation in this level, as the latter is not limited to organizations that deal commodities but extends to those that deal in services.

The application of a particular innovative method in pricing and its success also requires the concerted and cooperation efforts of other departments. There are some innovative methods in the field of pricing that were used by more than one institution, all of which were characterized by success. Some of them can be inferred:

- The consumer sets the price of the product himself instead of putting it through those responsible for this process in the store.

- The method of refunding the institution to the buyer after a certain period of his purchase is part of the price in cash instead of the traditional discount.
- Price competition by announcing that their prices are lower than others, or making discounts in the prices of some items, especially during weekends.
- The group pricing method, distinguishing between the customer's purchase of a number of products, each one separately, and his purchase of them as a group at one time, so that the total price is reasonably higher in the first case than the total price in the second case.
- Obtaining price advantages for holders of an annual subscription card, and these benefits are specific to the services provided by the institution.
- Pricing at peak time and pricing outside the peak range, where the institution sets a price that is high at peak time, which is the time when the demand for the product or service is great to the extent that it exceeds the supply of it, and a low price in non-peak times, until the demand for the product is transferred From the time of its peak to the time when it is low.

From the foregoing, it can be said that innovation in the field of price is considered one of the important entry points for achieving marketing excellence and creating a competitive advantage for the organization, and although price is the only element in the marketing mix that generates any revenues and the important determinant of market demand, and thus its impact on the competitive position of the organization, it did not It is of interest to practitioners and researchers in the field of marketing compared to innovation in other areas such as product or promotion.

Third / Innovation In The Field Of Promotion: Promotion with its various elements, especially the advertising component, represents a fertile field for innovation and innovation in the field of promotion, just like any other field that may or may not be successful. Innovation in promotion can be achieved through the following:

- **The Innovative Promise:** that is, the actual value of the commodity or that the advertisement seeks to deliver to consumers, as the essence of the innovative advertising message is estimated in the form of advantages and benefits enjoyed by the service, and in the light of these promises, the innovative message is formed.
- **Supporting The Claim:** Supporting the claim is an affirmation of the credibility of the advertising message.
- **Innovative Style:** The creative strategy should include setting a fun, dramatic or professional tone, whether the advertisement is read or heard. Movement, rhythm and distinctive color are necessary additions.
- **Innovation in The Field of Personal Selling:** Innovation in the field of personal selling is resorted to as a means to increase the chances of success of the sales process, such as innovation in the field of personal selling in both obtaining information about potential customers and responding to objections.

Fourth / Innovation in the Field of Distribution: There are many activities and areas of distribution in which innovation can benefit both the marketer and the customers. The innovation may be in a new, unfamiliar way of distributing products or in designing the shape of the distribution outlets themselves. Innovation may also be in the interior design of distribution outlets or in the atmosphere surrounding the distribution process, which affects customers to one degree or another, and other activities and fields.

Fifth / Innovation in the Field Of Employees

It means the important role that individuals play in operations and production in service institutions, so that they form an important part of the service itself, including those who perform or perform the service in addition to their role in selling the service. The institution's management uses several methods to select, train, motivate and control employees, and there are An interactive relationship between them and the beneficiary customers, as well as innovation in individuals through the development of their intellectual abilities, and there are many methods used by the institution in order to develop innovative thinking skills for employees, namely: learning, and it is by programming lectures and training courses for employees, as these courses include presenting marketing positions Some organizations have been exposed to it, and these cases are studied and analyzed. Training is done through workshops. The trainees are assigned to carry out certain tasks related to marketing, and they are usually implemented in the form of small groups, in addition to brainstorming sessions that are used to generate innovative ideas (Abu Naser et al., 2017).

Palestinian Ministry of Labor

The Ministry of Labor assumed its duties and powers in the southern Palestinian governorates, following the conclusion of the Palestinian-Israeli Declaration of Principles agreement signed in Washington in 1993. Effective supervision of the implementation of the labor law and the development of the vocational training system, ensuring stable work relations and developing an effective employment system, devoting the principle of equality and equal opportunities in gender, and improving and controlling the quality of services provided (<https://www.mol.pna.ps>).

Methodology and Procedures:

The study methodology and procedures are considered a main axis through which the applied side of the study is accomplished. Accordingly, the researchers touched on the procedures that were followed in preparing the study by clarifying the study method and its community, and then identifying the sample on which the study was applied, as well as preparing the main study tool (questionnaire) and the mechanism of its construction and development and the extent of its validity and stability, and ends with the statistical treatments that were used in analyzing the data and drawing conclusions.

First- Study Methodology: The researchers used the analytical descriptive approach in order to achieve the objectives of the study, through which it attempts to describe

the phenomenon under study, analyze its data, and the relationship between its components, the opinions raised about it, and the processes involved.

Second - Study Population: The target study population consists of all graduates of higher education institutions registered with the Ministry of Labor in the southern Palestinian governorates.

Third - The Study Sample: The simple random sample method was used to collect the study data, as an electronic questionnaire was distributed to the study population, and (388) applicable questionnaires were retrieved.

Fourth - Study Tool: The questionnaire is the most widely used and widespread tool among researchers, and in order to conduct the applied study, the study tool (questionnaire) was

prepared to measure "the reality of innovative marketing among graduates registered in the Ministry of Labor in the southern Palestinian governorates."

Table 1: Scores of the scale used in the questionnaire

Response	Strongly Disagree				Strongly Agree
Degree	1				10

The Standard Used In the Study

To determine the criterion adopted in the study, the length of the cells was determined on a decimal scale by calculating the range between the degrees of the scale (10-1=9) and then dividing it by the largest value in the scale to obtain the cell length as shown in the following table:

Table 2: The criterion adopted in the study

Arithmetic Mean	Relative Weight	Degree Of Approval
From 2.79 - 1	From 20% - 27.9%	Very Weak
From 4.59- 2.8	From 45.9% - 28%	Weak
From 6.39-4.6	From 63.9 -%46%	Medium
From 8.19-6.4	From 81.9% - 64%	Big
Greater Than 8.2	Greater Than 82%	Very Large

In order to interpret the results of the study and judge the level of response, the researchers relied on arranging the arithmetic averages at the level of the domains of the questionnaire, and the level of the paragraphs in each domain, and the researchers determined the degree of approval according to the test approved for the study.

Validity of the Study Tool

The validity of the questionnaire reflects the measurement of the paragraphs of the questionnaire, what it was prepared to measure. The validity of the questionnaire has been verified through the following:

The Validity of The Internal Consistency: It means "the extent to which each paragraph of the questionnaire is

consistent with the axis to which this paragraph belongs. It was calculated on the sample of the exploratory study amounting to (32) questionnaires, by calculating the correlation coefficients between each paragraph and the total score of the axis to which it belongs.

1. Internal consistency results for the innovative marketing hub

The following tables show the correlation coefficient between each paragraph of the "Innovative Marketing" axis and the total score of the axis, which shows that the correlation coefficients shown are a function at a significant level ($\alpha \leq 0.05$), and thus the field is considered valid for what was set to measure it.

Table 3: The results of the validity of the internal consistency of the field of service innovation

#	Item	Pearson Correlation Coefficient	Probability Value (Sig.)
1.	The Ministry is constantly making qualitative improvements in its services	.683	*0.000
2.	The Ministry is constantly providing new services to graduates	.748	*0.000
3.	The Ministry is committed to providing its services on time	.852	*0.000
4.	The Ministry is committed to providing its services to suit all segments of graduates	.761	*0.000
5.	The Ministry is concerned with the modernity of the equipment and devices used in the service centers	.696	*0.000
6.	The Ministry provides an enabling environment in order to develop ideas into new services	.787	*0.000

*The correlation is statistically significant at the level of significance ($\alpha \leq 0.05$).

Table 4: The results of the validity of the internal consistency of the field of innovation in promotion

#	Item	Pearson Correlation Coefficient	Probability Value (Sig.)
1.	The Ministry is constantly improving methods of communication with alumni.	.745	*0.000
2.	The Ministry develops methods of electronic communication with graduates.	.737	*0.000

3.	The Ministry is constantly developing the content of its promotional messages.	.739	*0.000
4.	There is always something new in the promotion of ministry projects.	.814	*0.000
5.	The Ministry is keen to adapt its promotional method in line with the values and traditions of society	.798	*0.000
6.	The Ministry designs innovative advertisements, both in terms of content and presentation	.851	*0.000

*The correlation is statistically significant at the level of significance ($\alpha \leq 0.05$).

Table 5: The results of the validity of the internal consistency of the field of innovation in the distribution

#	Item	Pearson Correlation Coefficient	Probability Value (Sig.)
1.	The Ministry provides several alternatives to obtain its services.	.856	*0.000
2.	The Ministry takes into account the time factor in providing its services.	.841	*0.000
3.	The same services can be obtained online	.764	*0.000
4.	The Ministry is constantly changing the channels of providing its services.	.886	*0.000
5.	The Ministry takes into account the distribution of its services in line with the needs and density of graduates	.843	*0.000
6.	The Ministry is constantly seeking to reduce the effort and time of graduates in benefiting from its services	.926	*0.000

*The correlation is statistically significant at the level of significance ($\alpha \leq 0.05$).

Table 6: The results of the validity of the internal consistency of the field of innovation in the field of workers (individuals)

#	Item	Pearson Correlation Coefficient	Probability Value (Sig.)
1.	The Ministry's employees are characterized by quick response and dealing with problems in an innovative manner	.882	*0.000
2.	The Ministry's employees have the skills of dialogue and communication with graduates and good dealing	.897	*0.000
3.	The Ministry's employees appear in a decent, respectful and elegant manner, and are characterized by tact	.844	*0.000
4.	The Ministry's employees have innovative skills that qualify them to provide appropriate solutions and consultations	.845	*0.000

*The correlation is statistically significant at the level of significance ($\alpha \leq 0.05$).

Table 7: The results of the validity of the internal consistency of the field of innovation in pricing

#	Item	Pearson Correlation Coefficient	Probability Value (Sig.)
1.	The Ministry takes into account the characteristics of graduates when setting wages.	.896	*0.000
2.	The salary scale matches the specializations of the graduates	.834	*0.000
3.	The Ministry depends on determining wages based on local market prices	.864	*0.000
4.	The Ministry focuses on the values achieved by the target entities when determining wages	.881	*0.000
5.	The Ministry relies on the opinions of graduates and workers in determining wages	.936	*0.000
6.	The Ministry takes into account the economic situation when determining wages	.865	*0.000

*The correlation is statistically significant at the level of significance ($\alpha \leq 0.05$).

2. **Building Validity:** It means "the extent of consistency of each domain of the total score of the axis to which the field is developed, and it was calculated on the sample of the survey study, which amounted to (32) questionnaires, by calculating the correlation coefficients between each domain and the total score of the axis to which it belongs.

Table 8: The results of the construction validity of the innovative marketing axis

#	Domain	Pearson Correlation Coefficient	Probability Value (Sig.)
1.	Service Innovation	.712	*0.000

2.	Innovation In Promotion	.889	*0.000
3.	Distribution Innovation	.888	*0.000
4.	Innovation In The Field Of Workers (Individuals)	.927	*0.000
5.	Pricing Innovation	.787	*0.000

*The correlation is statistically significant at the level of significance ($\alpha \leq 0.05$).

Reliability: The stability of the questionnaire means that the questionnaire gives the same results if it is reapplied several times in succession, and it also means to what degree the scale gives close readings each time it is used, or what is the degree

of its consistency, consistency and continuity when it is used repeatedly at different times..

The researchers verified the stability of the study questionnaire through Cronbach's Alpha Coefficient, and the results were as shown in Table (9).

Table 9: Cronbach's alpha coefficient to measure the stability of the resolution

Domain	Number Of Paragraphs	Cronbach's Alpha coefficient
Service Innovation	6	0.849
Innovation In Promotion	6	0.870
Distribution Innovation	6	0.925
Innovation In The Field Of Workers (Individuals)	4	0.886
Pricing Innovation	6	0.943
Total Score For Innovative Marketing	28	0.959

It is clear from the results shown in Table No. (10) That the value of Cronbach's alpha coefficient is high for each domain, ranging between (0.840, 0.943), while it reached (0.959) for all paragraphs of the innovative marketing axis, and this means that the stability is high and statistically significant. Thus, the questionnaire in its final form is applicable, and the researchers have confirmed the validity and stability of the questionnaire, which makes them fully confident in the validity of the questionnaire and its validity for analyzing the

results, answering the questions of the study, and testing its hypotheses.

Statistical Description of the Study Sample

The following table shows the statistical description of the study population according to personal data. The number of respondents filling out the study questionnaire was (388) graduates registered in the Ministry of Labor in the southern governorates (gender, educational qualification, age group, governorate, job status), and the results are shown in the following table:

Table 10: Statistical description of the study sample according to personal and organizational data (n = 388)

Variable	Category	The Number	%
Gender	Male	228	58.8
	Female	160	41.2
Qualification	Diploma Or Less	110	28.4
	Bachelor's	248	63.9
	Postgraduate	30	7.7
Age group	Less Than 30	239	61.6
	From 30 To Less Than 35	75	19.3
	From 35 To Less Than 40	54	13.9
	40 Years And Over	20	5.2
Governorate	North Governorate	162	41.8
	Gaza Governorate	110	28.4
	Central Governorate	41	10.6
	Khan Yunis Governorate	47	12.1
	Rafah Governorate	28	7.2
Working Condition	Works	100	25.8
	Not Working	288	74.2

Answering Study Questions and Testing Hypotheses

To answer the questions of the study, the arithmetic and relative mean, standard deviation, and the arithmetic mean were used.

Q1-: What is the level of innovative marketing for graduates registered in the Ministry of Labor in the southern Palestinian governorates?

To answer this question, the arithmetic mean, relative weight, standard deviation, and arrangement were used. The results are shown in the following table:

Table 11: The arithmetic and relative mean and standard deviation for each paragraph of the innovative marketing axis

#	Item	Arithmetic Mean	Standard Deviation	Relative Weight	Ranking
1.	Service Innovation	4.9549	2.31118	49.55%	4
2.	Innovation In Promotion	5.2785	2.43307	52.79%	2
3.	Distribution Innovation	5.1551	2.26663	51.55%	3
4.	Innovation In The Field Of Workers (Individuals)	5.2961	2.42424	52.96%	1
5.	Pricing Innovation	4.8190	2.51967	48.19%	5
Total Score For Innovative Marketing		5.0925	2.18319	50.93%	

* The arithmetic mean is statistically significant at the significance level ($\alpha \leq 0.05$).

From the previous table, it can be concluded that the field of "innovation in the field of personnel (individuals)" came in the first place with an arithmetic average of (52.96%), with a moderate degree. Followed by the field of "Innovation in Promotion" in the second place, with an arithmetic average (52.79%) and a medium degree of approval.

While the field of "innovation in pricing" came last, with an arithmetic average of (48.19%), a weak degree of approval.

The total score for the innovative marketing axis came with an arithmetic mean of (5.09), with a relative weight of (50.09%). This means that there is a weak degree of agreement by the respondents on the paragraphs of this axis. The following tables show the order of the paragraphs for each field in the innovative marketing axis:

Table 12: The arithmetic and relative mean and standard deviation for each paragraph of the field of innovation in service

#	Item	Arithmetic Mean	Standard Deviation	Relative Weight	Ranking
1.	The Ministry is constantly making qualitative improvements in its services	5.05	2.402	50.50%	3
2.	The Ministry is constantly providing new services to graduates	4.71	2.792	47.10%	6
3.	The Ministry is committed to providing its services on time	4.96	2.681	49.60%	4
4.	The Ministry is committed to providing its services to suit all segments of graduates	4.72	2.794	47.20%	5
5.	The Ministry is concerned with the modernity of the equipment and devices used in the service centers	5.11	2.734	51.10%	2
6.	The Ministry provides an enabling environment in order to develop ideas into new services	5.17	2.731	51.70%	1
All Paragraphs Of The Field Together		4.9549	2.31118	49.55%	

* The arithmetic mean is statistically significant at the significance level ($\alpha \leq 0.05$).

From the previous table, it can be concluded that Paragraph No. (6) "The Ministry provides an enabling environment for developing ideas into new services" came in the first place with a relative weight of (51.70%), a weak degree of approval, while Paragraph No. (2) Came "The Ministry offers

constantly new services for graduates" ranked last with an arithmetic average of (47.10%), a weak degree of approval. The total score for the field of "Service Innovation" came with a relative weight of (49.55%). This means that there is a weak degree of agreement by the respondents on the items in this field.

Table 13: The arithmetic and relative mean and standard deviation for each paragraph of the field of innovation in promotion

#	Item	Arithmetic Mean	Standard Deviation	Relative Weight	Ranking
1.	The Ministry is constantly improving methods of communication with alumni.	5.01	2.857	%50.10	6
2.	The Ministry develops methods of electronic communication with graduates.	5.46	2.770	%54.60	2
3.	The Ministry is constantly developing the content of its promotional messages.	5.12	2.673	%51.20	4
4.	There is always something new in the promotion of ministry projects.	5.12	2.783	%51.20	4

5.	The Ministry is keen to adapt its promotional method in line with the values and traditions of society	5.64	2.651	%56.40	1
6.	The Ministry designs innovative advertisements, both in terms of content and presentation	5.37	2.645	%53.70	3
All Paragraphs Of The Field Together		5.2785	2.43307	%52.79	

* The arithmetic mean is statistically significant at the significance level ($\alpha \leq 0.05$).

From the previous table, it can be concluded that Paragraph No. (5) "The Ministry is keen to adapt its promotional method in line with the values and traditions of society" came first with a relative weight of (56.40%), with a moderate degree. Paragraph No. (1) "The Ministry is constantly improving methods of communication with graduates" ranked last with a relative weight of (50.10%), a low degree of approval.

The total score for the field of "Innovation in Promotion" came with an arithmetic average of (52.79%), which means that there is a medium degree of agreement by the respondents on the paragraphs of this field.

Table 14: The arithmetic and relative mean and standard deviation for each paragraph of the field of innovation in the distribution

#	Item	Arithmetic Mean	Standard Deviation	Relative Weight	Ranking
1.	The Ministry provides several alternatives to obtain its services.	5.10	2.623	%51.00	3
2.	The Ministry takes into account the time factor in providing its services.	5.22	2.638	%52.20	2
3.	The same services can be obtained online	5.54	2.731	%55.40	1
4.	The Ministry is constantly changing the channels of providing its services.	5.06	2.577	%50.60	4
5.	The Ministry takes into account the distribution of its services in line with the needs and density of graduates	4.96	2.828	%49.60	6
6.	The Ministry is constantly seeking to reduce the effort and time of graduates in benefiting from its services	5.03	2.627	%50.30	5
All Paragraphs Of The Field Together		5.1551	2.26663	%51.55	

* The arithmetic mean is statistically significant at the significance level ($\alpha \leq 0.05$).

From the previous table, it can be concluded that Paragraph No. (3) "The same services can be obtained electronically" came in the first place with a relative weight of (55.40%), that is, with a moderate degree.

"The Ministry takes into account the distribution of its services in a manner consistent with the needs and density of graduates" ranked last with a relative weight of (49.60%), a weak approval rating.

Paragraph No. (5) "The Ministry takes into account the distribution of its services in a manner consistent with the

The total score for the field of "Innovation in Distribution" came with an arithmetic average of (51.55%), and this means that there is a weak degree of agreement by the respondents on the paragraphs of this field.

Table 15: The arithmetic and relative mean and standard deviation for each paragraph of the field of innovation in the field of workers (individuals)

#	Item	Arithmetic Mean	Standard Deviation	Relative Weight	Ranking
1.	The Ministry's employees are characterized by quick response and dealing with problems in an innovative manner	5.03	2.713	%50.30	4
2.	The Ministry's employees have the skills of dialogue and communication with graduates and good dealing	5.44	2.699	%54.40	2
3.	The Ministry's employees appear in a decent, respectful and elegant manner, and are characterized by tact	5.55	2.575	%55.50	1
4.	The Ministry's employees have innovative skills that qualify them to provide appropriate solutions and consultations	5.17	2.657	%51.70	3
All Paragraphs Of The Field Together		5.2961	2.42424	%52.96	

* The arithmetic mean is statistically significant at the significance level ($\alpha \leq 0.05$).

From the previous table, it can be concluded that Paragraph No. (3) "Ministry employees appear decent, respectful and elegant, and are characterized by tact" came first with a relative weight of (55.50%), with a medium degree.

Paragraph No. (1) "The Ministry's employees are characterized by quick response and dealing with problems in an innovative way" came last with a relative weight of (50.30%), a weak degree of approval.

The total score for the field of "innovation in the field of employees (individuals)" came with an arithmetic mean of (52.96%), and this means that there is a medium degree of agreement by the respondents on the paragraphs of this field.

Table 16: The arithmetic and relative mean and standard deviation for each paragraph of the field of innovation in pricing

#	Item	Arithmetic Mean	Standard Deviation	Relative Weight	Ranking
1.	The Ministry takes into account the characteristics of graduates when setting wages.	5.01	2.849	%50.10	1
2.	The salary scale matches the specializations of the graduates	4.88	2.731	%48.80	3
3.	The Ministry depends on determining wages based on local market prices	4.88	2.699	%48.80	3
4.	The Ministry focuses on the values achieved by the target entities when determining wages	4.96	2.534	%49.60	2
5.	The Ministry relies on the opinions of graduates and workers in determining wages	4.35	2.912	%43.50	6
6.	The Ministry takes into account the economic situation when determining wages	4.87	2.927	%48.70	5
All Paragraphs Of The Field Together		4.8190	2.51967	%48.19	

* The arithmetic mean is statistically significant at the significance level ($\alpha \leq 0.05$).

From the previous table, it can be concluded that Paragraph No. (1) "The Ministry takes into account the characteristics of graduates when setting wages" came in the first place with a relative weight of (50.10%), a weak degree of approval.

Paragraph No. (5) "The Ministry relies on the opinions of graduates and employees in determining wages" came last with a relative weight of (43.70%), a weak degree of approval. The total score for the field of "Innovation in Pricing" came with an arithmetic mean of (48.19%). This means that there is a weak degree of approval by the respondents on the paragraphs of this field.

Q2-: Are there significant differences in the responses of the respondents about the reality of innovative marketing among graduates registered in the Ministry of Labor in the southern Palestinian governorates, according to personal and organizational data?

To answer this question, the following main hypothesis was formulated:

H01: There are significant differences in the respondents' responses about the reality of innovative marketing among graduates registered in the Ministry of Labor in the southern Palestinian governorates, according to personal and organizational data.

To answer this hypothesis, the Independent Sample T_Test was used to test the differences due to the variable (gender, work status), and the one-way analysis of variance test (One Way ANOVA) to test the differences due to the variables (age group, educational qualification, governorate) Which consists of more than two groups, and the following are the results of the differences according to the variables of personal data, and the following table shows this.

Table 17: The results of testing the differences in the average response of the respondents about innovative marketing attributed to personal and organizational data

Personal And Organizational Data		Innovative Marketing					
		Arithmetic Mean	Standard Deviation	Relative Weight	Statistical Test Value	Significance Level	Result
Gender	Male	4.9542	2.06794	49.54%	T = -1.461	0.145	There are no differences
	Female	5.2896	2.33008	52.29%			
Qualification	Diploma Or Less	5.1795	2.62112	51.18%	F = 0.939	0.392	There are no differences
	Bachelor's	4.9999	1.98751	49.50%			
	Postgraduate	5.5396	1.95686	55.54%			
Age group	Less Than 30	5.1594	2.16077	51.60%	F = 1.618	0.185	There are no differences
	From 30 To Less Than 35	5.1051	2.13422	51.05%			
	From 35 To Less Than 40	4.5631	2.29947	45.63%			
	40 Years And Over	5.6760	2.21282	56.76%			
Governorate	North Governorate	4.7205	1.92789	47.21%	F = 4.172	0.003	There are differences

Personal And Organizational Data		Innovative Marketing					
		Arithmetic Mean	Standard Deviation	Relative Weight	Statistical Test Value	Significance Level	Result
	Gaza Governorate	5.0431	2.23210	50.43%	T = 1.895	0.059	There are no differences
	Central Governorate	5.1393	2.46194	51.39%			
	Khan Yunis Governorate	5.9491	2.23260	59.49%			
	Rafah Governorate	5.9323	2.39101	59.32%			
Working Condition	Works	4.7372	1.77595	47.37%	T = 1.895	0.059	There are no differences
	Not Working	5.2159	2.29779	52.16%			

The previous table shows the results of testing the differences in the average response of respondents about innovative marketing due to personal and organizational data, and if the level of statistical significance is greater than 0.05, we conclude that there are no statistically significant differences in the average response of respondents about innovative marketing due to personal and organizational data, while if the level of significance The statistic is less than 0.05. We conclude that there are statistically significant differences in the average response of the respondents about innovative marketing due to personal variables. The results of the previous table show the following:

- Regarding the gender variable: the value of the significance level was (0.145 greater than 0.05). We conclude that there are no statistically significant differences in the average response of the respondents about innovative marketing due to the gender variable.
- Regarding the educational qualification variable: the value of the significance level was (0.392 greater than 0.05). We conclude that there are no statistically significant differences in the average response of the respondents about innovative marketing due to the educational qualification variable.
- For the age group variable: the value of the significance level was (0.185 greater than 0.05). We conclude that there are no statistically significant differences in the average response of the respondents about innovative marketing due to the age group variable.
- Regarding the governorate variable: the value of the significance level was (0.003 less than 0.05). We conclude that there are statistically significant differences in the average response of the respondents about innovative marketing due to the governorate variable.
- Regarding the work condition variable: the value of the significance level was (0.059 greater than 0.05). We conclude that there are no statistically significant differences in the average response of the respondents about innovative marketing due to the work condition variable.

Conclusions

The following Results and recommendations were reached:

- The total score for the innovative marketing axis came with an arithmetic mean of (5.09) out of (10), with a relative weight of (50.93%). This means that there is a weak degree of agreement by the respondents on the paragraphs of this axis.
- The total score for the field of "Innovation in Service" with a relative weight equal to (49.55%). This means that there is a weak degree of agreement on the paragraphs of this field.
- The total score for the field of "Innovation in Promotion" with an arithmetic mean of (52.79%), which means that there is a medium degree of agreement on the paragraphs of this field.
- The total score for the field of "Innovation in Distribution" with an arithmetic mean of (51.55%). This means that there is a weak degree of agreement on the paragraphs of this field.
- The total score for the field of "Innovation in the field of personnel (individuals)" with an arithmetic mean of (52.96%). This means that there is a medium degree of agreement on the paragraphs of this field.
- The total score for the field of "Innovation in Pricing" with an arithmetic mean of (48.19%), which means that there is a weak degree of agreement on the paragraphs of this field.
- There are no statistically significant differences in innovative marketing according to personal and organizational data, with the exception of the governorate variable, where the differences were in favor of graduates from Khan Yunis and Rafah governorates.

Recommendations

In light of the findings, the study recommended a set of recommendations, namely:

- Using innovative methods to promote graduates to stakeholders from different institutions
- The necessity of adopting specific prices for work in accordance with the general economic situation.
- Work to provide new and innovative services to graduates that contribute to their integration into the labor market.

- Distributing services for graduates fairly and based on the population density and the number of graduates in the geographical areas of the governorates of the Gaza Strip.
- Encourage specialized employees to develop communication mechanisms, use innovative means to communicate with graduates, and take advantage of technological means in communication.
- Work on analyzing the external environment and the labor market in order to guide graduates to integrate properly into the labor market.

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