

Role of Marketing Information Systems in enhancing the competitive abilities of the Sudanese Telecommunications Companies
A Case study, Zain Telecommunications Company, White Nile & Kordofan Sectors

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Abstract:

This paper aimed to examine Marketing Information System (MIS) application extent in Zain Telecommunications Company (ZTC), White Nile and Kordofan sectors, also suggesting some recommendations which can motivate (ZTC) to improve its existing marketing systems to cope with others competitive companies. The main findings of this paper shown that (ZTC) has analyzed data and information which have been gathered from their clients regularly, for improving and developing their services, also has trained their marketing divisions staff about the techniques of collecting data and information from external environment, electronically, also allocating particular budget for implementation all marketing researches stages.

Keywords: Competitive ability; marketing intelligences system; reports & registers system; marketing researches system & competitive advantage.

JEL Classification Codes: Z33, M31.

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1. INTRODUCTION

The modern business environment has motivated the economic institutions to use marketing information, in order to increase their competitive abilities, improving their overall performance and keeping their survival and growth.

The management information systems (MIS) has played main role in formulating the competitive strategies of the economic institutions, taking in consideration the strategies information about the competed companies, for capturing their strength points and avoiding the weakness points.

1.1 Research problem:

The researcher noticed that, most of business organizations have put less attention on enhancing their competitive abilities, and poor consideration of generating effective (MIS) to overcome the competed telecommunication companies, and keep good image towards their clients and stake holders.

1.2 Research Importance:

In mean time Sudan is working hard to become a member in the International Trade Organization (ITO), after implementing the regional and international economic agreements, based on effective (MIS) for facing out the international competition, likewise this research can be an additive in marketing researches and a path for the researchers to write more researches in this regard.

1.3 Research Objectives:

- a- To recognize the roles of Marketing Intelligences System, Reports & Registers System, besides Marketing Decision Support System in enhancing the competitive of Sudanese Telecommunication Companies.
- b- To examine Marketing Information System (MIS) application extent in Zain Telecommunications Company (ZTC), White Nile and Kordofan sectors.
- c- Suggesting some recommendations which can motivate (ZTC) to improve its existing marketing systems to cope with others companies in the same sector.

1.4 Research hypotheses:

In order to investigate about the research problem and to assure about the questions which have been raised in the questionnaire, the following hypotheses can be raised accordingly:

- a- There is relationship between Marketing Intelligences System & competitive abilities on enhancing (ZTC), White Nile & Kordofan Sectors.
- b- There is relationship between marketing researches system and competitive abilities on enhancing (ZTC), White Nile and Kordofan Sectors.
- c- There is relationship between reports & registers system & competitive abilities on enhancing (ZTC), White Nile and Kordofan Sectors.

2. Literature Review

This section has discussed in brief the literature pertinent with the variables of the title of this paper which are consisting of Marketing Information Systems and competitive abilities, as follows:

2.1 Information System Definition

- a- There was no particular standard definition about information system, which had been agreed by authors and researchers, but the most common definitions are as follows:
- b- Group of connected elements by each other, which are working integrally, to help corporate management for achieving the activities accurately, (Salami, 2003, p 29).
- c- Group of connected elements by each other, for producing ,processing and storing data, for controlling and taking corrected decisions by organization management, (Dahrawi, 1997, p 15).
- d- An integrated system consisting of the mankind and equipment, for presenting information which can support decisions taking in the organization. This system can use the computer programs, the manual procedures and the decisions models, (Sabah, 1999, p 162).

The researcher thinks, the information system can mean supplying intransitive information by using computers & programs, which can be

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operated by trained staff, for achieving organization activities at possible lowest cost, for ascertaining the planned objectives and correct decisions.

2.2 Marketing Information Systems definition

MIS is a computer system consisting of hardware and software that serves as the backbone of an organization's operations, it gathers data from multiple online systems, analyzes the information, and reports data to aid in management decision-making. MIS is the continuous system for presenting useful marketing information to the decisions takers, (Al bakery, 2006, p 57), Also it has been defined by (Kruss, 1988, p 27), as a composing of personnel & equipment, for availing and exchanging data and information continuously for decisions-making, moreover. (Kolter & Dubois, 2006, p103) had said that MIS was continuous alliance between personnel, equipment & procedures, for collecting, categorizing, analyzing and distributing the appropriated and accurate information, at suitable time, which will help the decisions makers for planning, organizing and controlling the marketing activities.

The researcher thinks, Marketing Information System has been designed to study operating systems electronically, to support management for taking correct decisions.

2.3 Categories of Marketing Information Systems

The management information systems (MIS) can be categorized as follows, (Bazraa, 1996, p 53):

- a- Marketing Researches System: function for communicating consumers and clients with the vendors according to exchanged information, which can assist them to recognize the marketing obstacles and problems, and to control performance of the marketing in the organization.
- b- Marketing Intelligences System consisted of group of procedures & sources, for helping the manager to claim daily information from the surrounding marketing environment, to analyze them to know the trends of competitors in the market, and for designing policies for the marketing strategies, which will support taking right decisions.
- c- Reports & Registers System: these periodical reports and the registers are important for decision making, because they are consisted of various reports such as accounts, sales registers, production and store's

inventory, competitors and clients observations, besides performance reports of the organization, for improving the activities of marketing planning.

- d- Marketing Decision Support System: This (MDSS) is computer system has been designed to help marketing managers for gathering and analyzing the collected information, for taking marketing-decisions electronically instead of analyzing them manually.

2.4 Difference between MIS and Computer science (CS)

It is useful to compare Management Information System (MIS) with other fields related to information technology such as Computer Sciences (CS), in terms of departments and programs, as shown in the below table.

Table 1. Differences between MIS & CS

Parameters	Management Information System (MIS)	Computer Sciences (CS)
Focus	Organization	Software
Objective	More efficient or effective business	Reliable computer program
Core Skill	Problem solving	Logic/Procedure
Core Task	Determine business requirements for information systems	Deliver information systems to meet defined requirements
Theoretical versus applied	Balanced	Applied
Generic Job Title	Analyst/Designer	Builder
Typical Starting Job Title	Business Systems Analyst	Application Programmer
Career Goals	Senior Organizational Manager	Programming Manager

Source : <https://eller.arizona.edu/departments-research/schools-departments/mis/what-is-mis>.

2.5 Competitive Ability

The competitive ability is an objective of all economic institutions looking forward to ascertain it, by confining an entrepreneurial location in the market, for selling their products & services by gaining good marketing share best than other competitors, for keeping good survival & growth in long run.

2.6 Definition of Competitive

There was no agreed standard definition has been accepted by authors and researchers about the definition of the competitive; some of them thought that it was consisted of total productivity, lived levels and economic growth, while others thought that it was relied on trade & competitive pricing, as described below:

Organization for Economic Cooperation & Development (OECD), defined the competitive based on national economic culture, as degree at free market terms, for production of products & services according to the international market tastes, which will attract other clients in long run, and for raising their market shares at international & national markets, (ALAUOI, 2005, p 41).

- a- The Competitive has been defined on the level of sector, as the companies' ability in particular industrial sector in any country, for ascertaining continuous prosperous in the international markets, without relying on supporting & protection of the government, (J. Michel, 1999, p 05).
- b- The Competitive has been defined on level of company, as the ability of supplying the consumer by products & services effectively & efficient among the other competitors in the international markets, for raising factors of the production, which are included capital, work and technology, (Masadwe, 2007, p 05).

The researcher thinks, the competitive can be defined as an ability of any organization or company, to supply consumers and clients with fair products & services, best than other competitors in international and national markets.

2.7 Definition of Competitive Ability

The competitive ability at the level of organization is strategic concept, reflecting ideal economic status for the organization in comparison by other competed organizations in the market; therefore, it was defined as follows:

- a- It was combination or grouping of individual or collective skills, the institution can enjoy, and related with high level of technology, which are basic of data base of abilities of the organization for ascertaining

competitive advantage in concerned activity or activities, (Khalil, 1996, p 33).

- b- It was characteristic or adjectives which characterized by the trade mark or product, and can grant the superiority and upraising to any company over its direct competitors, (Lambin, 1993, p 209).
- c- The ability of executing the activities by lowest cost in comparison with other competitors, or ability of the monitoring and distinguishing the prices that have been exceeded exceeding the additional costs for achieving it, (Madeedi, 2007, P 04).

2.8 Definition of Competitive Advantage

It was a method for any organization to overcome its competitors, (Algodbe, 2011, p 80), whilst, (Hadi, 2005, p 163) said it was anything can distinguish the organization or its products positively among other competitors, according to the desires of its customers and final users.

The competitive advantage it is the skill or technique, or the distinctive supplier who can motivate the organization to produce and ascertain values and utilities for the clients and consumers, best than other competed companies (Alsalmi, 2001, p125).

The researcher thinks that, the competitive advantage can be distinguished the organization from other competed companies, in terms of products or services according to the perspective of the clients and stakeholders.

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Table 1. difference between Competitive Ability and Competitive Advantage

Terminology	Definition	Sources
Competitive Ability	It is the advantage which is encouraging the institution to exceed other institutions in the same activity.	The sources which revealed in occurring market share, which can't be achieved unless the preferences of the clients & customers can be ascertained inside or outside the institution in widespread scope.
Competitive advantage	It is the unique advantage for the institution which cannot be found in the other institutions in the same activity.	The sources which is revealing in products, services, human resources and the technology, and used inside or outside the institution at narrow scope.

Source: the researcher, 2019.

2.10 Overview results of previous researches

In this section the researcher described the results of pertinent researches, and compared them with the presented paper, as follows:

There was spiritual effect on (MIS) in determining the requirements of marketing crisis management, (Salih, 2015). This study agreed with the presented paper in the independent variable being (MIS), but differed from it in the dependent variable being marketing crisis management.

There was an imparity in (MIS) application and competitive strategic designing in the economic institutions, but there was a relationship between (MIS) and competitive strategic designing in industrial production sectors, likewise in import & export activities, at the same time this relationship could not find in services & trade sectors in Masala estate, (Aleed, 2015). This study agreed with the presented paper in both independent & dependent variables, but the location of the case study was in Algeria services and trade institutions, whilst the case study of this paper was in Sudanese telecommunication companies.

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strategic planning in Iraq Rafi den Bank, for ascertaining high level of achievement (Hilo, 2013). This study agreed with the presented paper in the independent variable being (MIS), but differed from it in the dependent variable being the strategic palming.

The company had used traditional marketing system, for collection and analyzing data and information based on personal experience, therefore establishing (MIS) unit, will lead employees contribute in marketing decisions making, (Albeldawe & Alzoubide, 2012). This study agreed with this paper in the independent variable being (MIS), but differed from it in the dependent variable being marketing decisions making.

There were no genuine variations about employees' perspective, who had worked in Algeria small & medium institutions, in terms of building competitive abilities for these institutions, as an important model of the industrial institutions outside of the charred sectors, (Tigawe, 2012). This study differed from this paper, because it was made the competitive abilities as an impendent variable.

The market share of Dafoon Company had dropped from 45% to 40.80% that because of keen competition and bad political environments in Egypt during that time, therefore knowledge approach for building competitive abilities, could be solution for survival & continuity of the company, (Mohamed & Taha, 2012). This study differed from this paper because it the competitive abilities stood for the impendent variable.

Methodology:

The researcher had used the descriptive method to determine changes and events which were related to the concepts of the variables of research topic, also used the historical methodizing to know the findings of the previous studies, besides the literature review which were related to the variables of the title of this paper.

Furthermore, the researcher has used the standard deviation to measure responses of the targeted questionnaires, moreover Chi square was used for examining the rightness of the hypothesis, if exceeding the significant level 0.05 will be accepted, but if not exceeded 0.05 this hypothesis will be rejected.

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The researcher has used the Statistical Package for Social Sciences (SPSS) to analyze the data and information, which had been collected from the targeted sample in Zain Telecommunications Company, also alpha-cronbach to assure about the rightness & constancy of the designed questionnaire, furthermore, the Standard deviation had been used to know the values distribution about their mean.

3. Results

The researcher will focus on the findings of the case study, by using Statistical methods & tools for analyzing gathered data & information which had been gathered from the targeted sample in population community.

The field study was conducted in (ZTC), White Nile & Kordofan Sectors, the biggest and widespread telecommunications company in Sudan, because it was contributed in the national economic by four milliard US dollars since its establishing in 2000.

Zain has covered all the regions of Sudan, whilst its market share reached only 60%, revealing to 76 sales points all over Sudan states, while the clients reached 12 million, (Zain Company, identification booklet, 2015).

Marketing department in (ZTC) headquarter has a system to sale its products, by communication net covered all Sudan estates, whilst the division of the clients & subscribers covers the required services and analyze their complaints & suggestions, in order develop the company services, though marketing research section used to survey various markets, for identifying and meet the requirements of the existing clients, and forecast for requirements of potential clients.

3.1 Statistical package

The researcher has selected a targeted sample of 60 persons including staff & technical employees, from the field of population (ZTC), who had received the designed questionnaires for collecting their answers about the questions which were raised accordingly. Only 53 questionnaires were received back ready for analyzing, by using the following packages:

- a- Reliability Test: for testing the stability and true of the raised questions, also Cronpach's Alpha has been used for measuring internal

consistency of the phrases of the hypothesis, in order to assure about the correctness of this tool if exceeding 60% will be acceptable.

- b- Inference statistic: for examining the hypothesis at 5%, if the value of Chi square less than 5% is significant and at confidence rate 95%, the raised hypothesis will be accepted, otherwise will be rejected.
- c- Regression analyzing: for testing the effect of any dependent variable on the independent variable, in order to examine the research hypothesis based on T-test value. In case of the acceptance of the hypothesis, the accounted T-test value will be biggest than the scheduled T- test value or less than 5%.

3.2 Standards of stability & reliability

The researcher has used the following standards to make sure whether if the questionnaire is stabled or not:

- a- Stability & reliability test: this concerned testing of the questions of the questionnaire in terms of the concept, formalizing & clarity, had been presented to three of academically recognized for evaluation, according which the questionnaire has been modified.
- b- Stability & internal uniformity test: this standard means no mistakes in the measurements, and it means the internal uniformity between the phrases of the hypothesis which measure any variable, whilst stability means resulting to same values if the same measurement tool repeated, by using Alpha-cronbach which was given same results, and assuring the stability of the measurement.

Table 3. Alpha-cronbach for hypotheses stability

Hypothesis	Phrases	Stability ratio
There is relationship between Marketing Intelligences System & competitive abilities enhancing of Zain Telecommunication Company	5	0.73
There is between marketing researches system and competitive abilities enhancing of Zain Telecommunication Company	5	0.74
There is relationship between reports & registers system & competitive abilities enhancing of Zain Telecommunication Company	5	0.73
General average	5	0.73

Source: the researcher from questionnaires data, 2019.

As per above table 03, the general stability average of all hypothesis is 0.73%, that exceeding 60% which is less than the acceptable value of alpha-cronbach, therefore this 73% assured the stability on the phrases of the hypothesis, and can be used for analyzing the data & information which were gathered from the case study (ZTC).

4. Discussion

After the assurance of stability & reliability of the questionnaire, it was copied & distributed to the targeted sample, and after collecting all filled questionnaires, the researcher had used the statistical package of social sciences (SPSS) for analyzing the gathered data and information, in order to identify the percentage of acceptance and no acceptance of the hypothesis's phrases, as follows:

4.1 Analyzing of the first hypothesis

This hypothesis assumed: There was relationship between Marketing Intelligences System & competitive abilities on enhancing (ZTC), Kordofan & White Nile Sectors. This hypothesis was analyzed as below:

- a- The frequencies for hypothesis phrases: by using Likert Scale as shown in below table no 04:

Table 4. frequency of the first hypothesis phrases

No	Extremely agree		Agree		Neutral		Disagree		Extremely disagree	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
1	43	81.1	07	13.2	02	3.8	01	1.9	0	0
2	36	67.9	11	20.8	04	7.5	02	3.8	0	0
3	28	52.8	18	34.0	07	13.2	0	0	0	0
4	33	62.3	13	24.5	06	11.3	01	1.9	0	0
5	39	73.6	12	22.6	01	1.9	01	1.9	0	0
Aver.		67.54		23.02		7.54		1.90		
Total			90.56%			7.54%		1.90%		

Source: the researcher from questionnaires data, 2019.

As obviously shown in table 04, the average of all agreed upon the phrases of the first hypothesis by the targeted sample was 90.56%, whilst the average of the neutral from reply for the questionnaires was 7.54%, although the ratio of those who had disagreed for all hypothesis phrases was 1.90% only, reflecting the acceptance & rightness for the hypothesis phrases.

- b- The descriptive Statistic for hypothesis phrases: by using mean, Standard deviation & Chi-Square, for analyzing the hypothesis phrases to identify the variances between the responses of the targeted sample, as shown in the below table no 05:

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Table 5. Mean, Standard deviation & Chi-Square for the first hypothesis

N	Phrase	Mean	Std. deviation	Chi-square	Asymp. Significant
1	Zain company collects data & information from the surrounding environment regularly.	4.73	0.624	90.62	0.000
2	Marketing section staff has been trained about techniques of gathering data & information.	4.52	0.799	55.45	0.000
3	Marketing intelligence system supplies the management by accurate reports about market trends.	4.39	0.716	12.49	0.002
4	Marketing intelligence system supports the management to recognize the clients' needs & interests.	4.47	0.774	44.73	0.000
5	Marketing intelligence system helping management to recognize the competitive abilities of other companies.	4.67	0.613	72.81	0.000
General average		4.55	0.705	55.22	0.000

Source: the researcher from questionnaires data, 2019.

As shown in the above table no 05, the average of mean of the targeted sample for phrases of the hypothesis was 4.55, and the Standard deviation average 0.705, whilst the average of Chi-Square was 55.22, this result which is indicating the differences in responses of those who accepted the phrases of this hypothesis, is proving the rightness of the first hypothesis.

4.2 Analyzing of the second hypothesis

This hypothesis assumed: There was relationship between Marketing Researches System & competitive abilities on enhancing (ZTC), Kordofan & White Nile Sectors. This hypothesis was analyzed as below:

- a- The frequency for hypothesis phrases: by using Likert Scale as shown in below table no 06:

Table 6. frequency of the second hypothesis phrases

N	Extremely agree		Agree		Neutral		Disagree		Extremely disagree	
	Fre q.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
1	34	64.0	13	24.5	05	9.5	01	1.9	0	0
2	34	64.0	13	24.5	04	7.5	02	3.8	0	0
3	26	49.0	16	30.0	09	17.0	01	1.9	01	1.9
4	40	75.5	10	18.9	02	3.8	01	1.9	0	0
5	35	66.0	13	24.5	03	15.0	02	3.8	0	0
Aver.		63.70		24.50		10.56		2.70		0.40
Total	88.20%				10.56%		3.10%			

Source: the researcher from questionnaires data, 2019.

As obviously stated in table 06, the average of all agreed upon the phrases of the second hypothesis by the targeted sample was 88.20% whilst the average of the neutral from reply of the questionnaires was 10.56%, although the ratio of those who had disagreed for all hypothesis phrases was 3.10% only, reflecting the acceptance & rightness for the hypothesis phrases.

b- The descriptive Statistic for hypothesis phrases: by using mean, Standard deviation & Chi-Square, for analyzing the hypothesis phrases to identify the variances between the responses of the targeted sample, as shown in the below table no 07:

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Table 7. Mean, Standard deviation & Chi-Square for the second hypothesis

N	Phrase	Mean	Std. deviation	Chi-square	Asymp. Significant
1	Zain company relies on marketing researches for obtaining appropriate information	4.50	0.749	48.96	0.000
2	Marketing researches will be prepared to meet company's requirements & needs	4.49	0.799	48.50	0.000
3	Zain company allocating suitable budget to be used for all stages of marketing researches	4.22	0.933	42.75	0.000
4	Marketing researches contributes in solving marketing activities problems in the company	4.67	0.643	75.67	0.000
5	Marketing researches contributes in determining the weakness & strength of the competitive companies	4.52	0.774	53.18	0.000
General average		4.48	0.779	53.81	0.000

Source: the researcher from questionnaires data, 2019

As stated in the above table no 07, the average of mean of the targeted sample for phrases of the hypotheses was 4.48, and the Standard deviation average 0.779, whilst the average of Chi-Square was 53.81, this result which is indicating the differences in responses of those who accepted the phrases of this hypothesis, is proving the rightness of the second hypothesis.

4.3 Analyzing of the third hypothesis

This hypothesis assumed: There was relationship between the Internal Reports System & competitive abilities on enhancing (ZTC), Kordofan & White Nile Sectors. This hypothesis was analyzed as below:

- a- The frequency for hypothesis phrases: by using Likert Scale as shown in below table no 08:

Table 8. frequency of the third hypothesis phrases

No	Extremely agree		Agree		Neutral		Disagree		Extremely disagree	
	Fr eq	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
1	35	66.0	10	18.9	08	15.1	0	0	0	0
2	41	77.4	06	11.3	04	7.5	02	3.8	0	0
3	40	75.5	06	11.3	06	11.3	01	1.9	0	0
4	35	66.0	10	18.9	05	9.4	02	3.8	01	1.9
5	27	50.9	22	41.5	04	7.5	0	0	0	0
Aver.		67.16		20.38		10.24		1.9		0.38
Total	87.50%				10.20%		2.30%			

Source: the researcher from questionnaires data, 2019.

As obviously described in table 08, the average of all agreed upon the phrases of the second hypotheses by the targeted sample was 87.50% whilst the average of the neutral from reply of the questionnaires was 10.20%, although the ratio of those who had disagreed for all hypothesis phrases was 2.30% only, reflecting the acceptance & rightness for the hypothesis phrases.

b- The descriptive Statistic for hypothesis phrases: by using mean, Standard deviation & Chi-Square, for analyzing the hypothesis phrases to identify the variances between the responses of the targeted sample, as shown in the below table no 07:

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Table 9. Mean, Standard deviation & Chi-Square for the third hypothesis

N	Phrase	Mean	Std. deviation	Chi-square	Asymp. Significant
1	Zain company updating the internal reports system according to the environmental variations.	4.50	0.749	25.62	0.000
2	Internal reports system of Zain company can be distinguished by accuracy & Trustworthiness.	4.62	0.790	78.09	0.000
3	Internal reports system of Zain company can supply sufficient data & information about the surrounding environment.	4.60	0.768	73.26	0.000
4	Equipment & programs of internal reports system can be distinguished by high speed during entry and recapturing of required information.	4.43	0.950	74.83	0.000
5	Internal reports system meets the requirements & ambitions of company marketing section	4.43	0.635	16.56	0.000
General average		4.52	0.778	53.67	0.000

Source: the researcher from questionnaires data, 2019

As stated in the above table no 09, the average of mean of the targeted sample for phrases of the hypothesis was 4.52, and the Standard deviation average was 0.778, whilst the average of Chi-Square was 53.67, this result which is indicating the differences in responses of those who accepted the phrases of this hypothesis, is proving the rightness of the third hypothesis.

4.4 Examining rightness of the hypotheses

The researcher has used regression analysis for testing rightness of the hypotheses or otherwise, based on the relationship between the dependent variables and independent, as follows:

4.4.1 Examining rightness of the first hypothesis:

This hypothesis assumed, there was relationship between Marketing Intelligences System & competitive abilities on enhancing (ZTC), Kordofan & White Nile Sectors.

Table 10. First hypothesis testing

The hypothesis	Correlation ratios R	Determination ratios R ₂	regression ratios B	T-test value	Asymp. Sig.	Result
There was relationship between Marketing Intelligences System & competitive abilities on enhancing Zain Telecommunication company.	0.77	0.59	0.814	9.620	0.000	Acceptance

Source: the researcher from questionnaires data, 2019

As described in above table no 10 there was:

- a- There is strong correlation between marketing intelligences system and enhancing competitive abilities at correlation ratios 0.77, is not determined the sort of relationship between the dependent variable and independent, whilst the value of regression analysis 0.814, is proving positive relationship between marketing intelligences system & enhancing the competitive abilities of (ZTC).
- b- The Determination ratios 0.59 was considered as a result of the independent variable (competitive ability), because of the dependent variable (marketing intelligences system), according to T test at general Asymp. Significant being 0.05, whilst T-test value reached 9.620 at the resulted Asymp. Significant 0.000, which was less than the general Asymp. Significant 0.05 is proving the rightness of the above-mentioned hypothesis.

4.4.2 Examining rightness of the second hypothesis:

There was relationship between Marketing Researches System & Competitive abilities on enhancing (ZTC), Kordofan & White Nile sectors

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Table 11. Second hypothesis testing

The hypothesis	Correlation ratios R	Determination ratios R ₂	regression ratios B	T test value	Asymp. Sig.	Result
There was relationship between marketing researches system & competitive abilities on enhancing Zain telecommunication company	0.79	0.62	0.830	10.415	0.000	Acceptance

Source: the researcher from questionnaires data, 2019

As stated in above table no 11 there was:

- a- There is strong correlation between marketing researches system and enhancing competitive abilities at correlation ratios 0.79, is not determined the sort of relationship between the dependent variable and independent, whilst the value of regression analysis 0.830, is proving positive relationship between marketing researches system & enhancing the competitive abilities of (ZTC).
- b- The Determination ratios 0.62 was considered as a result of the independent variable (competitive ability), because of the dependent variable (marketing researches system), according to T-test at general Asymp. Significant being 0.05, whilst T test value reached 10.415 at the resulted Asymp. Significant 0.000, which was less than the general Asymp. Significant 0.05 is proving the rightness of the above-mentioned hypothesis.

4.4.3 Examining rightness of the third hypothesis:

There was relationship between the internal reports system & competitive abilities on enhancing (ZTC), Kordofan & White Nile sectors

Table 12. Third hypothesis testing

The hypothesis	Correlation ratios R	Determination ratios R ₂	regression ratios B	T-test value	Asymp. Sig.	Result
There was relationship between internal reports system & competitive abilities on enhancing Zain telecommunication company	0.81	0.66	0.297	11.318	0.000	Acceptance

Source: the researcher from questionnaires data, 2019

As shown in above table no 12 there was:

- a- There is strong correlation between internal reports system and enhancing competitive abilities at correlation ratios 0.81, is not determined the sort of relationship between the dependent variable and independent, whilst the value of regression analysis 0.297, is proving positive relationship between internal reports system & enhancing the competitive abilities of (ZTC).
- b- The Determination ratios 0.66 was considered as a result of the independent variable (competitive ability), because of the dependent variable (internal reports system), according to T-test at general Asymp. Significant being 0.05, whilst T test value reached 11.318 at the resulted Asymp. Significant 0.000, which was less than the general Asymp. Significant 0.05 is proving the rightness of the above-mentioned hypothesis.

5. CONCLUSION

This research is coming out with the following findings:

- a- (ZTC) used to collect & analysis data and information from the clients regularly, in order to improve and develop the services.
- b- Marketing intelligences system supporting (ZTC) to find out the weakness & strength of the competed companies.
- c- (ZTC) has training program for its staff about the techniques of collecting and analyzing data & information from surrounding

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environment.

- d- Marketing researches system of (ZTC) supporting management to solve marketing problems.
- e- The internal reports system has distinguished with sufficient data and information about markets trends.
- f- The internal reports system of (ZTC) has accuracy, objectivity and modernity.

In the light of the above-mentioned findings, the researcher has suggested the following recommendations:

- a- Allocating particular budget for implementation all marketing researches stages.
- b- Assigning marketing researches which are concentrating on company products and meeting clients' requirements & needs.
- c- Putting more attention on organizing suitable programs & equipment which can be simplified data entry & processing for updating and developing the internal reports system.
- d- Putting more attention on services products to match clients' requirements & preferences.
- e- Continuous improving of company products to meet the changes in the surrounding environment is very essential.
- f- Essentiality of supplying marketing intelligences system with accurate reports about trends of the markets and preferences of the clients.

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