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| PhD | | Master | |  |
| **امكانية الحصول على اداء تسويقي فاعل ومتكامل الكترونيا مع ادوات المشتقات المالية** | | | | Thesis Title |
| **2008** | | | | Year |
| **Banks in general are considered the criterion of countries’ development and they are formulating a higher level of civilization aspect for these countries. Arabic and global Banking system was able, since it is regarded one of the fundamental bases, to contribute through its performance in a achieving high economic development rates by making wide steps in exploring and using progressed and renew methods to cope with the events and the global changes.**  **This coping depends on the Banks’ capability to focus increasingly on the importance of banking marketing and to think about it as high class of education in Banking business in which the Bank looks for ward to gain the permanent loyalty of the client, this target is not easy and to achieve this, the Banking services marketers should be well educated and fully comprehending the modern marketing concepts, also improving the methods and systems of this field. According to the newest methods and modern electronic marketing equipment, etc. This quality revolution with what it presents of chances would help to create new contraptions by using financial derivations tools to enable it to gain more creative banking performance and electronically integral with the tools of financial derivatives.**  **This is our research with its theories which include the possibility to have an effective marketing performance and electronically integral with financial derivatives tools.**  **This research consists of five units, explains in its first chapter unit one: the approach of the research, chapter two, some of past studies.**  **Unit two is about banking marketing its concepts and its modern bases. It consists of three chapters: chapter one explains the concept and importance of the banking marketing, chapter two is about concept of modern banking marketing and its reflections on the banking activity, chapter three is about marketing mixture and its importance to the bank.**  **While unit three includes new dimensions for banking marketing performance, as through its three chapters, in which they focus first on improving the banking marketing performance, second chapter is about how to adapt with the new generation of the electronic marketing, chapter three presents the importance of the financial derivatives and its role in activating the banking marketing performance.**  **As for unit four, it’s connected with the applied field of this research. We made a comparison concerning the banking marketing performance between the government banks and private banks in Iraq and how to reach to an effective marketing performance and electronically integral with financial derivatives equipments. Forms have been used as a research way and remedy their outcomes statistically, then examine them according to some distributions in order to keep all the results under close scrutiny**  **Finally, unit five, which consists of two chapters, first, the researcher conclusions. The second chapter regarding the recommendations proposed by the researcher for the benefit to the reality of the bank service.** | | | | Abstract |