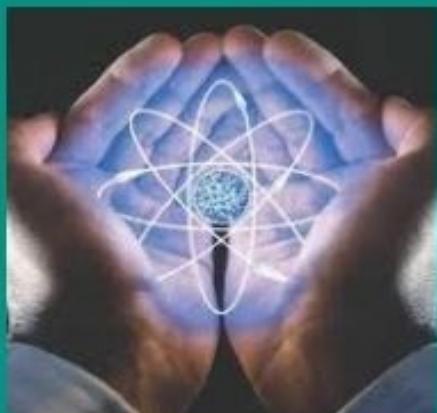

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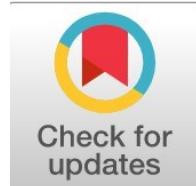
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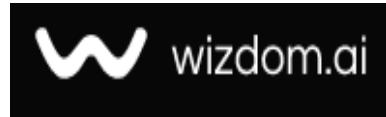
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The Role of Marketing Research in Achieving Information Awareness

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Abstract

Background This study is grounded in the increasing complexity of organizational environments, where economic expansion, technological change, and rising competition intensify the need for accurate information to guide strategic decisions. **Specific Background** Within this context, marketing research is expected to enhance organizational understanding of markets, consumers, and environmental dynamics, while information awareness enables employees to access, evaluate, and use information effectively. **Knowledge Gap** Despite these assumptions, limited empirical evidence explains how marketing research contributes to information awareness at the organizational level. **Aim** This research examines the correlation and effect between marketing research and information awareness among employees of Al Kafeel Printing, Publishing and Distribution House. **Results** Statistical analysis of data from 26 employees revealed a negative but insignificant correlation between the variables, and no measurable effect of marketing research on information awareness, as indicated by significance values exceeding 0.05. **Novelty** The study challenges the prevailing belief that marketing research naturally strengthens information awareness, showing that the relationship may be context-dependent and influenced by structural or cultural factors. **Implications** These findings suggest the need to improve the integration of research outputs into organizational learning processes to enhance informed decision-making and reinforce information-based practices..

Highlight :

- The study shows a negative correlation between marketing research and information awareness.
- Statistical results confirm no significant effect between the two variables.
- Increased marketing research does not directly improve employees' information awareness.

Keywords : Marketing Research, Information Awareness, Business Environment, Alkafeel Company

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Introduction

Economic institutions are a tool for economic development that meets the needs of consumers in terms of goods, services, and the consumer market. This is in light of the expanding development of the global economy, and the phenomenon of economic stagnation and its widespread impact on the economy. Institutions have been created based on the principles of atomic theory and secret visions to adapt to them and to know the behavior of the market in which they operate [1]. This is the marketing strategy, which basically aims to improve the institutions' activities on the basis of the market's needs. The basic message of the settlement is the economic resilience of the institution, which relies on its ability to meet market demands and restructure its activities in response to developments and its potential impacts. This consumer consciousness is fundamentally concerned with satisfying and meeting the needs of consumers, which is reflected in all settlement processes [2]. Therefore, the institution must know the needs and desires of this consumer, as well as their purchasing motives and habits. Consumers have purchasing habits and motives, real and apparent needs and desires, based on the type of product they purchase, its level, its price, its shape, its characteristics, and the time and place of consumption [3].

The institution is reviewing consumer behavior in view of the global market changes and developments, the emergence of new trends and changes in legislation, which have increased the emergence of new trends and new perspectives that have had an impact on the economy, as well as on the fierce competition, whether internal or external [4]. These factors push the banks to work on the sufficient level of knowledge, which allows them to compete with those changes that arise in the market, and this is in the study of the market, this study aims to identify and analyze the high knowledge of the banks with the economic, legislative and technological aspects, and to describe the market that is active in its regions, as well as its structure and how these banks view the same knowledge and the competitive landscape by identifying its strengths and weaknesses [5]. This provides the right qualifications for the right job seekers, and the right qualifications reflect the importance of ensuring that the right qualifications are met: high-quality jobs, productivity, and human resources, etc. However, this provides the right qualifications for the right job seekers, and this does not require a specific qualification. The world is exposed to economic, technological and competitive changes. The study costs the institution a lot of money, as it is difficult for the institution to develop a new strategy and a unique approach to this, such as the emergence of new technologies and competitions, the killing of new markets, the change in the distribution and communication channels, and the need to develop the necessary information related to this problem and the many changes. In this way, the uniqueness of the technical aspects will be reflected in the development of the groups and the problem of the fragrant towels, as well as the description of the package and the dependency, and this is the essence of the solution [6], [7]. This package aims to develop and implement the high-quality products in a specific and limited way. The settlement problem is based on the fact that decisions are based on a sample of data that helps in making them. The sample is based on the amount of data, data, and regulations that are not available to the institution and that are not available to it [8]. This information helps in making sound decisions. In this calamity, if there is no decision, even if it is based on reaching the right results, and the lack of clarity on the issues, this will cost the institution a lot of money, both for the consumer and for the depositors, and for the loyalists, as well as a loss of a lot of settlement opportunities, and this will be attributed to the failure of this institution if it hastens to remedy this situation(1).

Theoretical Framework

A. Marketing Research

The current interest in the marketing department's marketing strategy is not something that is temporary and emerges from the normal reasons for this interest. Rather, this interest is a sound and comprehensive strategic vision for the marketing department for the marketing strategy. It is based on sound principles that help in developing appropriate strategies and strategies for that marketing strategy. The basic objective of the settlement plan is to provide the institution with the necessary information on the global and regional environment, and to generate settlement plans for the global markets, and to generate those plans that the institution has to implement in order to put in place the necessary information on the global level and propose the appropriate solutions for it [9], [10]. Setting up settlement plans according to Kotler and DuBois is: "The process of preparing, collecting, analyzing, and utilizing data and global information in a settlement plan(2)." The American Marketing Association defines marketing as: "The function that links consumers, businesses, and organizations to marketing. It is concerned with identifying and identifying marketing problems and opportunities, helping to streamline marketing actions and activities, as well as controlling, monitoring, and guiding marketing performance, and facilitating and facilitating marketing processes(3)." The necessary components for the success of an organization's marketing research department are:

1. The organization's senior management must be convinced of the importance of marketing research.
2. The availability of qualified personnel capable of fully understanding the marketing function and the extent of integration between its various components, as well as the extent of integration between marketing and other functions within the organization [11].
3. The availability of qualified personnel capable of planning, implementing, and evaluating research.
4. The availability of automated capabilities for conducting research, such as statistical machines, computers, etc.
5. The availability of the necessary financial resources to conduct research [12], [13].
6. The officials in this department must cooperate with those conducting marketing research within the organization, identifying their problems, determining the data they need, and assisting those conducting marketing research in formulating the problem, providing the necessary data, and collecting it from various sources. They must also prepare and evaluate the research plan and monitor the results.
7. The support of executive management for the importance of marketing research and the importance of the studies and recommendations issued by the relevant department.
8. The independence of marketing research officials and employees from all employees in the organization and their lack of bias in favor of any of their opinions(4).

B. Information Awareness

It is a new and diverse art resulting from the beneficiary's ability to use computers and access information, with a focus on the infrastructure that includes technical, social, and cultural aspects, as well as its content and philosophical influences⁽⁵⁾. It is the beneficiary's ability to recognize the importance of information, access it, and deal with it effectively at the appropriate time and in the appropriate quantity, to solve information problems and meet their needs using personal skills that are in line with modern developments, which contributes to achieving information progress⁽⁶⁾. It is a process of cognitive and intellectual development among beneficiaries and their possession of advanced skills to use modern technology in searching for information, analyzing it, and using it horizontally to accomplish their tasks and make important decisions⁽⁷⁾. It is the level of knowledge of the beneficiary in the political skills for using information technology (IT), the ability to deal with it at the appropriate time, and awareness of how to use technological applications and their various tools in a way that serves organizations and supports lifelong learning⁽⁸⁾. The abundance of information in our modern era is one of the most prominent features of the current business environment. With the continuous expansion of information sources and the development of methods used to access them, the importance of information awareness for employees in organizations at various levels increases. Organizations provide diverse options for obtaining information from the environment in which they operate and from multiple sources, such as organizations with special interests, manufacturers, service providers, the internet, and the media. However, some of this information may be unverified or lack credibility and reliability, posing significant challenges in its evaluation and effective use. Furthermore, the increasing volume of uncertain information and the lack of quality of information represent additional obstacles facing organizations in achieving information efficiency. Studies indicate that the great abundance of information and advanced technology alone are not sufficient to create tangible opportunities unless a deep understanding of information is enhanced and the ability to use it effectively to achieve organizational goals is developed⁽⁹⁾.

Information awareness is one of the cornerstones of developing self-learning skills. It enables beneficiaries to acquire essential information skills that enhance their level of information and communications technology, thus increasing their decision-making efficiency [14], [15]. The importance of these skills is highlighted in various aspects of daily life, as they help in reaching appropriate decisions. With the significant expansion in the use of information networks and the Internet, it has become essential for beneficiaries to possess the ability to identify their information needs. Therefore, a certain level of information literacy is required at various administrative levels, in addition to possessing a culture of dealing with various technologies, with the aim of investing them effectively in various fields⁽¹⁰⁾.

In this context, organizations concerned with spreading information awareness seek to achieve a set of basic objectives, which include enabling beneficiaries to interact effectively with information, in a way that meets their educational needs in particular. The long-term objectives also include establishing cultural and behavioral awareness and enhancing beneficiaries' ability to recognize the importance of information and its role in various aspects of life. Information awareness also aims to develop critical thinking and enhance the ability to confront societal challenges and problems by utilizing available information and making informed decisions based on the givens of each situation⁽¹¹⁾.

The importance of the research

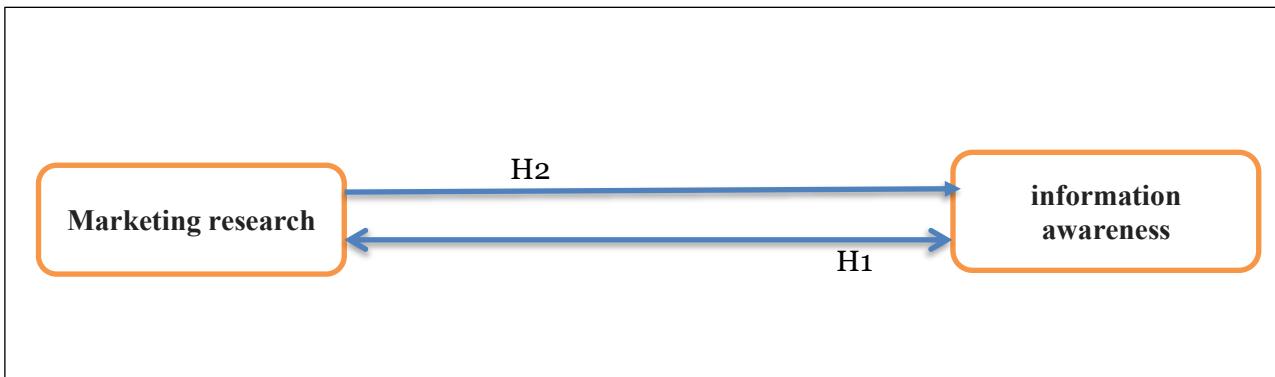
This study derives its importance from highlighting the importance of marketing research, which enables organizations to achieve information awareness. Investing in market information enables organizations to explore and optimally exploit marketing opportunities and provide a sufficient amount of marketing flexibility to achieve organizational goals. This requires full knowledge and awareness of information for the purpose of properly exploiting it and employing it to make appropriate marketing decisions that lead to achieving the organization's established goals. Through this study, the researcher aims to:

1. Define the marketing research and its importance.
2. Define the importance of information awareness to the organization.
3. Measure the marketing research in the targeted organization.
4. Define the role of the marketing research provided by the organization in achieving information awareness.
5. Develop the necessary results and recommendations derived from the research.

Materials and Methods

Figure (1) below shows the hypothesis diagram of the research, which refers to the total of the two hypotheses that explain the relationship and effect between the research variables.

Figure (1) Hypothesis Diagram of the Research



H1-There is statistically significant correlation at $\alpha = 0.05$ between marketing research and information awareness in the organization .

H2-There is statistically significant effect at $\alpha = 0.05$ to marketing research in achieving information awareness in the organization .

Results

A. Study Population and Sample

The research tried by studying the nature of the relationships between the variables to identify the extent of the correlation and effect between the research variables, and the research targeted a sample consisting of (26) of employees at Al Kafeel Printing, Publishing and Distribution House, as the questionnaire was distributed to the sample members in order to know the level of their opinions and ideas about the variables the research, and the answers were collected from the sample and analyzed statistically through the statistical program SPSS.

B. Reliability and Validity of the Survey Instrument

The research tool includes (45 items) that depends on two variables, which are marketing research as an independent variable and includes five dimensions which are (Market research , Product research , Consumer research , Advertising research , and Public Policy Research) and information awareness as a dependent variable and includes four dimensions, which are (Information sources , Information evaluation , Use of information , and Information Ethics).

Table (1) Descriptive statistics and Reliability for marketing research's dimensions

| | | Market research | Product research | Consumer research | Advertising research | Public Policy Research |
|-------------------|---------|-----------------|------------------|-------------------|----------------------|------------------------|
| N | Valid | 26 | 26 | 26 | 26 | 26 |
| | Missing | 0 | 0 | 0 | 0 | 0 |
| Mean | | 1.46 | 1.62 | 1.74 | 1.85 | 1.70 |
| Std. Deviation | | .352 | .277 | .334 | .365 | .359 |
| Reliability: .166 | | | | | | |

The values in Table (1) above indicate that Advertising research obtained the highest mean value of (1.85) and Std. Deviation with a value of (.365), which indicates the importance of this dimension and its high value among respondents in the institution. Followed by the dimension Consumer research with value mean and std. Deviation was equal to (1.74) and (.334), respectively. As for measuring the extent of realism and credibility of the dimensions of marketing research , the Alpha Cronbach index was used, which came with a value of (.166) .

Table (2) Exploratory Factor Analysis for marketing research's dimensions

| Total Variance Explained | | | | | | |
|--|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|
| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 1.691 | 33.827 | 33.827 | 1.691 | 33.827 | 33.827 |
| 2 | 1.275 | 25.499 | 59.325 | 1.275 | 25.499 | 59.325 |
| 3 | .998 | 19.968 | 79.293 | | | |
| 4 | .832 | 16.637 | 95.930 | | | |
| 5 | .203 | 4.070 | 100.000 | | | |
| Extraction Method: Principal Component Analysis. | | | | | | |

The results contained in Table (2) refer to the exploratory factor analysis of the marketing research's dimensions , which aims to explain the amount of variance and reduce the dimensions to a specific value, as the five dimensions of the Marketing research were reduced to a single component with a value of (33.827), which explains the variance in the variable. We also note from the above table that the first component has obtained the highest percentage of (1.691) and a variance value of (33.827) , then the second component has (1.275) while the rest components comes with a value of less than one, which means that they cannot be considered as strong components in terms of influence.

Table (3) Component Matrix for marketing research's dimensions

| Dimensions | Component 1 |
|------------------------|-------------|
| Market research | .255 |
| Product research | .875 |
| Consumer research | .830 |
| Advertising research | .053 |
| Public Policy Research | -.411 |

Table (3) shows the percentage of the contributions of each of the five dimensions to the formation of the Marketing research variable , as Product research got the highest value of the variable formation with a value of (.875) , then came Consumer research in the second level , While the other dimensions came in lower levels in the ranking .

Table (4) Descriptive statistics and Reliability of information awareness 's dimensions

| | | Information sources | Information evaluation | Use of information | Information Ethics | |
|-------------------|---------|---------------------|------------------------|--------------------|--------------------|--|
| N | Valid | 26 | 26 | 26 | 26 | |
| | Missing | 0 | 0 | 0 | 0 | |
| Mean | | 1.72 | 1.82 | 1.71 | 1.74 | |
| Std. Deviation | | .372 | .589 | .516 | .512 | |
| Reliability: .504 | | | | | | |

The values in Table (4) above indicate that Information evaluation obtained the highest mean value of (1.82) and Std. Deviation with a value of (.589), which indicates the importance of this dimension and its high value among respondents in the institution . Followed by the dimension Information Ethics with a value as mean and std. Deviation was equal to (1.74) and (.512), respectively. While came the rest variables in lower levels in ranking . As for measuring the extent of realism and credibility of the dimensions of information awareness , the Alpha Cronbach index was used, which came with a value of (.504) .

Table (5) Exploratory Factor Analysis of information awareness 's dimensions

| Total Variance Explained | | | | | | |
|--------------------------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|
| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 2.221 | 55.534 | 55.534 | 2.221 | 55.534 | 55.534 |
| 2 | .910 | 22.745 | 78.279 | | | |
| 3 | .484 | 12.108 | 90.387 | | | |
| 4 | .385 | 9.613 | 100.000 | | | |

Extraction Method: Principal Component Analysis.

The results contained in Table (5) refer to the exploratory factor analysis of information awareness 's dimensions, which aims to explain the amount of variance and reduce the dimensions to a specific value, as the four dimensions of the information awareness 's dimensions were reduced to a single component with a value of (55.534), which explains the variance in the variable. We also note from the above table that the first component has obtained the highest percentage of (2.221) and a variance value of (55.534), also the rest of the components, they had values of less than one, which means that they cannot be considered as strong components in terms of influence.

Table (6) Component Matrix for information awareness 's dimensions

| Dimensions | Component 1 |
|------------------------|-------------|
| Information sources | -.513 |
| Information evaluation | .763 |
| Use of information | .842 |
| Information Ethics | .817 |

Table (6) shows the percentage of the contributions of each of the four dimensions to the formation of the information awareness variable, as Use of information got the highest value of the variable formation with a value of (.842), then the Information Ethics dimension came in second place with a value of (.817) , and finally came Information evaluation dimension and Information sources .

C. Hypothesis testing

H1– There is statistically significant correlation at $\alpha = 0.05$ between marketing research and information awareness in the organization .

Table (7) corellation between marketing research and information awareness

| | | Marketing research | Information awareness |
|-----------------------|---------------------|--------------------|-----------------------|
| Marketing research | Pearson Correlation | 1 | -.150 |
| | Sig. (2-tailed) | | .465 |
| | N | 26 | 26 |
| Information awareness | Pearson Correlation | -.150 | 1 |
| | Sig. (2-tailed) | .465 | |
| | N | 26 | 26 |

It is evident from the results in Table (7) above that there is a negative significant correlation between marketing research and information awareness , which was valued at (-.150), in addition to that was the value of the sig. (.465) more than 0.05, which This means that the relationship between the two variables is negative, meaning that the higher the value of one variable, the lower the value of the second variable.

H2-There is statistically significant effect at $\alpha = 0.05$ to marketing research in achieving information awareness in the organisation .

Table (8) ANOVA

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|------------|----------------|----|-------------|------|-------------------|
| 1 | Regression | .057 | 1 | .057 | .553 | .465 ^b |
| | Residual | 2.487 | 24 | .104 | | |
| | Total | 2.545 | 25 | | | |
| a. Dependent Variable: information_awareness | | | | | | |
| b. Predictors: (Constant), marketing_research | | | | | | |

It is clear from the results presented in Table (8) that there is not a statistically significant impact of marketing research in information awareness , as the value of sig. was (.465) which more than (0.05) , which refers to there is not statistically significant effect at $\alpha = 0.05$ to marketing research in information awareness .

Table (9) Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | |
|-------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .150 ^a | .023 | -.018 | .322 | .023 | .553 | 1 | 24 | .465 |

a. Predictors: (Constant), marketing_research

Finally, the results presented in Table (9) indicate the total correlation value of the model by considering that marketing research as independent variable have a negative correlation with the dependent variable information awareness, as the correlation value was negative by (.150) and at a significant level of (.465) . Which is more than (0.05) , which supports the negative correlation between the research variables, in addition, the value of R. Square indicates the amount of variance that occurs in the value of the independent variable will affect the interpretation of the variance in the dependent variable with a value of (.023).

Discussion

The two hypotheses were designed in order to identify the nature of the correlation and effect relationships between the two research variables. The first hypothesis indicated that there is a correlation between marketing research and information awareness. The statistical results showed the presence of a negative correlation of (-.150) between the two variables. This means that an increase in one of the variables leads to a decrease in the other variable. while the level of significance was (.465), which is more than (0.05) .

As for the second hypothesis, it indicated the extent of the impact of marketing research in information awareness , The statistical results showed that there is no effect between the two variables because the level of significance (.465) is more than (0.05).annually.

Recommendations

In this part, the researcher seeks to present a set of recommendations that can be of interest to the at Al Kafeel Printing, Publishing and Distribution House administration, the research sample in order to achieve the best results in terms of improving performance and achieving positive relations in the field of work:

- 1- Marketing research is an important part of an organization's marketing information system, as it works to collect and develop information. This research must be organized and objective, and it collects, records, and analyzes the marketing data necessary for decision-makers in the marketing field, especially in terms of identifying risks and opportunities.
- 2- Interest in marketing research has increased with the rise in competition and increased consumer awareness, making it difficult to easily gain their trust.
- 3- The steps of market research are similar in both domestic and foreign markets. The only difference lies in the amount, type, and sources of information involved.
- 4- Marketing research applications help contemporary organizational management identify the strengths and weaknesses of their current activities in order to strengthen and maximize their strengths, and mitigate or eliminate some or all of them, thus enhancing organizational performance.
- 5- Marketing research results and the information or data they provide about various internal and external environmental factors of organizations are considered the tool through which realistic strategies and objectives are designed.
- 6- Marketing research is not limited to formulating questions and obtaining answers. Rather, it aims to conduct a field survey of available opinions on a particular situation, collecting data, analyzing it, selecting appropriate methods for analysis, interpreting these results, and presenting them in a meaningful information format that makes it easy to use in decision-making and problem-solving.
- 7- Encourage administrative leaders to create and appreciate new ideas, and reward employees who present innovative ideas that can serve organizational performance.
- 8- Organizing advanced training courses and programs targeting administrative leaders (dealing with developing skills in analyzing and interpreting information).
- 9- Assigning and assigning employees to conduct the initial evaluation process before presenting the information to senior management, thus ensuring effective use of the information in the decision-making process.
- 10- Identify the information sources currently used and determine leaders' information needs to help them make sound decisions that will achieve the organization's competitive advantage in the market

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