Ethical marketing and its role in achieving cyber security for Zain Iraq Telecom employees through self-disclosure

Dr. Ali Aboudi Nehme Al Jabouri

Imam al-Kadeem College-Business Administration-Iraq

aboamerking2017@gmail.com

ABSTRACT

So far, there are few studies analyzing the impact of marketing and its role in achieving cybersecurity for Zain's employees, on the perception that the consumer of the telecom product has loyalty to this company, and suggests that this study identify the critical points for the occurrence of adverse effects due to unethical marketing in the telecommunication industry. This study is relevant to all business owners involved in telecommunication products and service providers because they will be able to better monitor marketing activities. This study presents empirical research on the perceptions of consumers on ethical issues and the objective of this study is to investigate the factors related to ethical issues in marketing practices and to detect the potential effects of these factors on consumers, so the main objective of this study is To know the perceptions of consumers about ethical issues of employees in the company with customers in achieving cyber security. Therefore, the researcher has chosen to (Zain Iraq Telecom Company) to be a field of study because of the importance of the role played by the direction of society by contributing to the development of the telecommunication sector which is one of the important sectors in Iraq and has been distributed (150) questionnaire on the target sample and retrieved (110) form, and Used (95) Form to be valid for statistical analysis, thus the number of respondents surveyed (95) individuals and the measure of this study to assess the levels of perception of ethics staff from (22) Paragraph for five points (from 1 to 5). The minimum score possible in this metric is (22), the maximum result is (110) and the degree of cybersecurity is duplicated by collecting markers for each element of the metric, in this study ethical marketing was used to assess the psychological symptoms that are associated with cyber security.

Keywords: proactive awareness, privacy, ethics, self-disclosure, cyber security, Zain Telecom.

Introduction

It may be accepted in the past for companies to strive to make a negligible profit or without regard to the broader social and environmental impacts of their activities, this is not the case today. Consumer movement has become entrenched and successful in bringing about changes in business practice and in the laws governing how companies operate. Many have voluntarily changed their working methods to take into account these broader concerns, for example in marketing, the concept of marketing has become synonymous with the existence of a consumer orientation, and a more modern ethical marketing concept glorifies the need for marketers to consider the long-term needs of the community, so the problem of behavior is Ethics are always present, the purpose of this study is to consider what can and should be done about ethics in the field of communications, using marketing as a focus of discussion. The study will begin by examining the ways in which individuals deal with ethical issues, and then examine aspects of cybersecurity practice that may affect the way individuals deal with ethical issues and self-disclosure that

would consider possible courses of action along with the limitations imposed on them. The study will conclude by proposing a radical introduction to the problem.

First: Ethical marketing

1. The concept of ethical marketing

Ethical marketing is always striving to promote integrity and fairness between individuals and responsibility in all forms of work. Morality is a very difficult subject because everyone has subjective judgments about what is right and what is wrong. That is why there is a general set of guidelines to help organizations evaluate new marketing strategies. Analysis of ethical problems on the basis of values (such as honesty, independence, privacy, transparency) and analysis of ethical problems on the basis that they affect society as a whole (Kandy, 2005) marketing and psychology are very interconnected in the modern world it takes some knowledge of basic psychology And the human behavior of success, but the use of psychological methods is not just a single connection there is also another aspect: morality and it directs individuals to make decisions in their personal and professional lives. Morality helps to create boundaries with regard to what is acceptable and what is not, because these behaviors are linked to moral feelings about right and wrong. Over the years ethics and marketing have created a lot of communication messages for ethical issues and put them into debate, because of the general belief that ethical issues in organizations are important, given the fact that ethical marketing is expected to identify and meet the requirements of individuals. (Pride & Ferrell, 2016) Ethical marketing is a dimension of social responsibility that involves principles and standards that define acceptable marketing behaviour. Acceptable standards of conduct are determined in individual and collective marketing decisions by the various stakeholders and the ethical environment of the organization. Marketers must also use their values, knowledge and ethics to act responsibly and provide ethical leadership to others, including customers, employees, regulators, suppliers and the community, when marketing activities deviate from acceptable standards, the exchange process cannot continue, Leading to staff dissatisfaction, distrust. (Edelman, 2013) A recent study showed that about 60 percent of U.S. consumers trust organizations today, as trust is the most important concern for marketers because it is the foundation for long-term relationships, but the world is witnessing a destabilization of consumer confidence in recent years due to the financial crisis and recession Deep, this behavior has caused many consumers to thoroughly scrutinize the behavior of all organizations, so they should build confidence in order to regain the trust of customers. (Pride & Ferrell, 2016) and it's often a loss of trust that takes a long life to rebuild. On this basis, organizations should be aware of how to deal with ethical issues and take proactive behaviour during the strategic planning process, and not after the big problems materialize, there must be a focus Here on the ethical behavior of marketers.

2-Ethical marketing of the employees of Zain Iraq Telecom

Telecom companies are one of the most important sectors in the world, generating significant revenues and contributions to the gross domestic product (GDP) of many countries. So far, there are few studies that analyze the impact of ethical marketing of communication products on consumer perception of a product, as well as on identifying points where ethical deviations may occur in employees that breed resentment among consumers. Thus, (Donaldson, 1996) describes ethics as a systematic study of ethical issues facing business, industry, activities, institutions, practices and beliefs associated with them. (Johns, 1998) defines ethics as a

systematic reflection of the ethical consequences of decisions (potential harm to employees within the organization but also to persons outside it .

Morality is a set of rules that determine what is right and wrong in the conduct of employees. It is clear from this definition what question may be the meaning of the rules and may include the following: Unwritten legislation and codes of conduct but generally accepted as evidence of conduct. Morality is a set of ethical principles and values that we use to answer a question about what is right and what is bad, and one of these definitions is the moral gateway in such an environment that marketers have a greater degree of social and theoretical responsibility, and they must have a final word about the issues Major such as: Community constraints, economic and social impacts of long-term marketing procedures, etc. This presents a series of questions: How to behave in the marketing console with the most sensitive cases that show ethical and social problems? It is good for him to accept or avoid acts condemned as socially, and in these circumstances, organizations should adopt marketing ethics policies and regulatory policies that cover the principles that guide each employee of the organization and should include the scope of relations with distributors, the criteria Advertising, customer service, pricing, and general ethical standards. However, none of the principles of response can be better and in particular cannot solve all the difficult ethical issues facing the marketing controller. (Laczniak & Murphy, 2018) The elements of the ethics model are an attempt to explain the nature and conduct of the employees of the Zain Iraq Telecom company, to demonstrate the causes and effects of the relevant variables if it is possible to build a highly credible theory of behaviour, it may serve as a basis for behaviour in situations Specific. However, beginning to build models you must put some infrastructure. Thus, it is assumed that morality means a standard through which a business can be judged and therefore procedures that are considered appropriate by one criterion may be inconsistent with, and only unethical from, the point of view of another standard. (Abromaitytė, 2007) You may then be understanding the standard in terms of taking the most useful action from just evaluating the procedure itself. The morals of another community or society may differ earlier than what we consider to be true today, because we cannot always change other people but we must deal with them as we can at least to understand the reasons for their actions and to look at moral conflict objectively, in terms of its rules. It is assumed that morality is a standard for judging the right and not the action itself, and morality is the basis for judging in personal interaction So it comes to the implementation or breach of expectations i.e. simply issuing an incorrect statement about a product is not unethical, and management may be bad, but not necessarily immoral. Nor is it immoral to make a false statement to a person who is not expected to be told the truth, which may be the level of commercial practice. However, if the customer expects to receive truthful information and a product of specific quality, and if his expectation is a general expectation of community approval, the failure of the other party to achieve these expectations is immoral. (Abela, 2014) Moreover, if a particular customer expects little or no knowledge of what he is entitled to expect, if the community makes this decision for him such a failure is also immoral. Morality is a concern for people, not just for verbs or things. It is assumed that the work is primarily a social process under which it is an economic process, and that under the latter, marketing is a specialized process involving role relationships and interactions. Marketing is something people do as people, not just buyers and sellers, not even economic men. Marketing is the process of engaging all business and social entities, who have obligations both within and outside the marketing process, and their marketing behavior reshape their full corporate participation. To understand the full import of the social standard of ethics in marketing, one must realize the direction of marketing in society. Marketing is a function of the economy, which is one of the seven major social institutions identified: family, school, Economy, government, military, entertainment and caters to each of them the specific

needs of humanity, an economy that provides the material or consumer needs of individuals, and access to products, composition, distribution, and regulation of consumption processes. Since the social institution consists of relationships between participants in the roles necessary to perform the required job, each institution has countless sets of expectations and commitments among these participants. Thus, in each institution a distinct ethic of relationships and joint activities is developed in return, the standards of conduct in all institutions are the product of the general cultural characteristics of society, which differ between societies, and produce different standards, symbols, and patterns of behaviour among men in their role relationships. Since marketing is part of the economic process, the participants in this process occupy distinct positions and their interactions form the personal aspect of marketing, which is the market part where ethical considerations Arise (Bartels, 1967) and we see the ethical implications of sales manager's expectations. Similarly, it is expected that profit for the owners is not a moral expectation; but if it is at the expense of other administrative obligations, ethical considerations are included, so the following concepts have been incorporated into the ethical marketing model:

1. Ethics as a standard for the right to conduct.
2. Social interaction as the area of moral rule.
3. A non-economic and economic institution that influences personal behavior through role sharing.
4. Expectations of the role that constitute moral obligations through social sanctions
5. Social punishment as a basis for moral judgment

3-Ethical Marketing Dimensions

Socially responsible organizations seek ethical marketing by combining social, ethical, legal and human dimensions that the commitment of marketing and ethics departments, or what they are newly called ethical marketing, requires them to take into account five basic dimensions of Follows: (integrity, accuracy, respect, justice, social Responsibility), (Dervishes, Sharbaji, 2017(

1. .Integrity: It is a moral and ethical behavior, so it is one manifestation of ethical marketing, which means adhering to ethical standards and disciplines, and not engaging in corruption to serve subjective goals and achieve personal interests. (Dervishes, Sharbaji, 2017) it means that the employees of companies are fair and impartial in the performance of their duties, that they are honest, chaste and truthful in the discharge of their obligations, that they must be free from personal interests, and that workers should not put themselves in positions that affect their neutrality or make them fall under the influence of others. (Al-Nuwayqa, 2016(
2. Accuracy: It is a component of ethical marketing, and means the obligation of marketers to give complete and real information about their goods, their prices, their quality, their manufacturing places, the guarantee granted to them, and any business related to their stores.
3. Fairness: To deal with the balance of all customers, which is to be stripped of the bias of the personal interest and the employees of the companies to be trusted by the customer
4. Respect: It is one of the values of ethical marketing, and means the discretion of customers and their right to receive satisfactory answers to all their questions regarding the goods and services provided even by their own.
5. Social Responsibility: it is the responsibility of banks for the effects of their decisions and activities on society and the environment, through transparency and ethical behaviour consistent with sustainable development and the well-being of society, as well as taking into account the expectations of the shareholders. (Al-Nuwayqa, 2016)

Second: Cyber security

The term cyber security has been a new topic in scientific research, and there is a dearth of literature about what the term actually means and how it falls within different contexts. The lack of a concise and widely accepted definition embodies the multiplicity of cybersecurity dimensions that may hinder technological and scientific progress by enhancing the prevailing technical view of cybersecurity while separating disciplines that should work in concert to solve complex cybersecurity challenges. For example, (there are a range of technical solutions that support cyber security, but these solutions alone do not solve the problem) and there are many examples illustrating the challenges related to organizational, economic, social and political, and other human dimensions that are closely linked Cyber security efforts (Buckland ET) Therefore, cybersecurity provides many opportunities for progress on the basis of a multidisciplinary approach, in addition to the traditional critical areas of computer science, electrical engineering and mathematics, there is a need for perspectives from other areas. And through these The study is trying to reach a more acceptable definition that corresponds to the true overlapping nature of cybersecurity, we have reviewed the relevant literature to define a set of definitions, distinguish the dominant subjects and distinguish aspects of cyber security. The study was strengthened through multiple engagements with a multidisciplinary group of cyber security practice spanning a wide range of previous sources and studies, including a wide range of academic disciplines such as: Computer science, engineering, Political Studies, psychology and studies. Security, management, education and sociology), and the most common disciplines in reviewing their studies are public administration, accounting, management, sociology, psychology, (Cavelty, 2010) The dismantling of the term cyber security helps to put the discussion in both domains (Internet and security) and reveals some Old issues. The word "Cybe" is a prefix interpreted for cyberspace and refers to electronic communication networks and virtual reality (Oxford, 2014). The evolution of the term (cybernetics) which refers to the field of control and the theory of communication. (Craigen, 2014)

The term "cyberspace" is common, describing three dimensions of pure information, and the transition between computer groups as individuals are generators and users of information (Kizza, 2011). In our view, the term "security", in the previous studies we have reviewed, seems to have not been widely accepted, and even though there are more concrete forms of safety, for example (physical characteristics, human characteristics, information system characteristics or mathematical definitions of different types of Security), the term takes a meaning based on a person's perspective and value. This term remains disputed, but the basic principle is to eliminate danger or threat. Instead, we have made it clear that security is a disputed subject, stipulating that such an appointment cannot be used (under the pretext of not formulating the concept of security as clearly and accurately as possible). As a result of the review of previous research we have chosen five definitions of cybersecurity that we have seen presented the physical perspectives of cyber Security:

1. Cyber security consists largely of defensive tactics used to detect and frustrate Interveners (Kemmerer, 2003)
2. Cyber security requires the protection of computer networks and the information they contain from penetration or certain damage. (Lewis, 2006 .)
3. Cyber security involves reducing the risk of malicious attack on programs, computers and networks. This includes the tools used to detect intrusion, stop viruses, enable encrypted communications, and turn it on. (Amoroso, 2006)
4. Cyber security is a set of tools, policies, security concepts, security guarantees, guidelines, risk management portal, procedures, training, best practices, assurance and techniques that can be used to protect and regulate the cyber environment. (ITU, 2009)
5. The art of ensuring the continuity, security and protection of the information society in cyberspace, its information, assets and vital infrastructure. (Canongia & Mandarino, 2014)

1 -Cyber Security dimensions

Previous studies have dealt with cybersecurity in a variety of dimensions and measures of cybersecurity. The following are the most salient dimensions of previous studies. According to the scale (Egelman & Peer, 2015), which used four basic dimensions of cyber security behavior, these dimensions are defined as follows:

1. Device Securement Locking: Indicates that passwords are used to lock devices and automatically lock or lock devices before they leave.
2. Generate Passwords password Generation: Indicates the choice of strong passwords and do not reuse passwords between different accounts.
3. Proactive Awareness Proactive Awareness: Refers to the individual's attention to references in sites such as URL and other indicators in websites or e-mail and take care when giving information to websites and to be an individual to report security problems.
4. Update Updating: Indicates the degree of measurement of users by continuously installing security updates and makes sure that the software is used with its latest version.

The scale included 16 paragraphs within the Pentkert gradient (1 = never; 5 = always).

Third: Self-disclosure

privacy is an essential part of a better life, and privacy can be counted as one of the engines of the development of intimate relationships so that everyone has his privacy and cannot discuss it with others and this subject received care in 1890 and was defined as giving the right to the individual to remain alone, without interference any u Singled out in his privacy and be away from individual audits (Warren & Brandeis, 1890). Privacy can be understood as a dynamic process in which individuals manage the limits of what information can be disclosed to others and will have access to different contexts in social terms, and privacy is essential for all types of relationships, including cooperation and competition. If we live in absolute privacy, there will be no meaningful interaction between individuals, with a relationship that goes beyond the stage. This creates a kind of tension in which individuals become part of the social world and have to share ideas and emotions, which are becoming urgent because of the development of electronic technology, but there may be some reticence to information that individuals do not want to share and this information in particular, does not affect relations Between individuals and social behaviour. (Petronio, 2002, 54) privacy is defined in terms of access to information: (as requiring individuals, groups or organizations to identify themselves when information is transferred to others) and this focus on privacy in terms of controlling personal information and how it reaches individuals and prepares Basic process. (Westin, 2017, 7). Self-disclosure translates the relationship into a trusting relationship between the two parties and is a document, and there is a common rule of privacy as an essential part of these relationships, something common among these friends, which is not shared in general contexts, meaning access to self-information (selfdisclosure) Which is not generally available, i.e. private information, we can not be close to a person without disclosing some personal information, often private information, about ourselves. Friendship means participating and sharing the means that give up some privacy (Hill, 2013, 9). However, the only sharing of private information does not constitute an emotionally intimate relationship unless such information is shared. Self-disclosure was a complex process that depended to a large extent on the context, the topic discussed was not sufficient to consider what disclosure was. Detection typically creates an expectation of reciprocity in what is known as the reciprocity Standard (Barnes, & Leudar, 2005, 32).

Moreover, (Frattaroli, 2006, 87) analyzed and compiled the research as it found that the experimental detection had a beneficial effect on the physical and psychological health of individuals in a variety of

situations. Research has focused on the relationship between self-disclosure and the social distance between the interacting, which are opposite influences between strangers and friends when interacting with strangers, and the greater the social distance, the higher levels of self-disclosure can be found, and individuals do not hesitate to open up to (Akhrin (Petronio, 2009). The theory of social penetration indicates that the detector is expected to be useful in allowing others to know more about itself, so that the detector is equivalent to the recipient, and will give individuals more rewards for those who wish, because the association with someone is a prerequisite for high levels of self-detection (Sheldon, 2010) and believes The view of penetration is that self-disclosure is the basic way in which superficial relationships advance into intimate relationships. Although self-disclosure can lead to more intimate relationships, it can also leave one or more people at risk when the information is not truthful. The ultimate creation of intimacy is self-disclosure that can occur satisfactorily through interpersonal communication between people face to face. Self-disclosure is not fully possible through social media, and therefore this theory provides important, face-to and non-mediated communication. It is important to note that in face-to-face self-disclosure, there is significant interaction, because each member is largely influenced by non-verbal media. (Chris, 2016, 3) the promotion of self-disclosure is a key mass for the development and maintenance of relationships, finding that people who are aware of face-to-face detection as a pathological condition tend to self-detect in their Internet relations and the close sense of their peers on the Internet. The screening will be examined Fully self-contained through the five components identified, and promised to create self-detection dimensions based on what he provided (Wheeless) when considering self-disclosure through its dimensions (a) amplitude, (b) depth, (c) honesty, (d) intent, and (e) equivalence.(Smith, 2017, 17)

Fourth: Methods of work

1-The problem of study

The problem of study in investigating the impact of ethical marketing aspects in achieving cybersecurity for the employees of Zain Iraq through self-disclosure, so the problem of study is summarized by highlighting the main issues:

1. What is the impact of ethical marketing in achieving cyber security for Zain Iraq telecom employees?
2. What is the reality of ethical marketing and what is the demonstration in the telecom company?
3. What is the reality of adopting the accuracy of cyber security in the employees of Zain Iraq telecom?
4. What is the reality of adopting respect for customers as part of ethical marketing?
5. What is the level of employee loyalty in non-self-disclosure and full privacy for customers?

2-Objectives of the study

The study seeks to achieve the following objectives:

1. Adoption of the reality of ethical marketing by the in-depth study of the employees of telecom Zain Iraq
2. Identify the extent to which ethical marketing influences the achievement of cyber security and the keenness of employees on the privacy of the organization through self-disclosure .
3. Through this study identify the trends of the respondents and their differences towards the manifestations of the variables examined .
4. The researcher was keen to make recommendations regarding all the study variables employees of the Zain Iraq Telecom and all telecom companies.

3. Importance of the study

This study is one of the rare studies that have dealt with ethical marketing, and this topic is one of the topics of interest to most researchers as the dimensions of ethical marketing and the extent of its impact and its relationship with Zain Iraq's employees are highlighted through a dampening variable is self-disclosure. As well as showing the total positive repercussions of this marketing philosophy on producers and consumers. Therefore, this study was a source of inspiration and motivation for employees to work hard and earn customers by identifying the procedural definitions of ethical marketing, hence the organization can ensure the loyalty of customers to Zain Iraq telecom company.

4. Study Model

The study model was prepared by the researcher and component of the independent and dependent variables, and the dimensions of the two variables were determined based on the previous research, and a clarification of these two variables follows:

A: The independent variable is ethical marketing, and its dimensions are: (integrity, accuracy, respect, justice, social responsibility) .

B: The dependent variable is cyber security, and its dimensions are: (Locking devices, generating passwords, proactive awareness, updating) as shown in Fig. 1:
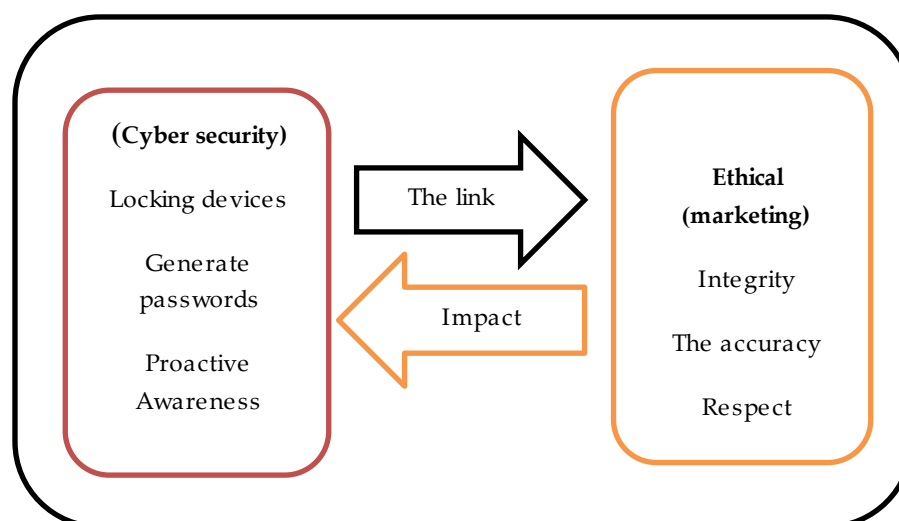
Source: Researcher Numbers   Fig (1) of the study model

5.Study hypotheses

In order to achieve the objectives of the study, a set of key hypotheses illustrating the problem of the study and helping to answer its questions were formulated:

1. The first key premise is a correlation between ethical marketing and cyber security .
2. The second major hypothesis is that there is an influence between ethical marketing and cyber security.

6. Sample Study

The questionnaire was distributed to a random sample of the study community (150) employees, 110 of which were recovered, and 20 of which were found to be unrepaired for the analysis), and the resolutions were valid for analysis (90), i.e. (87.5%), a high and acceptable recovery rate, and the sample

included For employees of different age groups, varying levels of science, diverse cultures, and multiple income levels.

7.Study Limits

- ❖ Spatial boundaries: The employees of Zain Telecom in Iraq are under the age of 18 years.
- ❖ Temporal boundaries: This study was carried out during the second half of the year 2018.

8. About Zain Iraq Telecom Company (the organization of the respondents)

Zain in Iraq provided its services in 2003 under the name of MBC Ether and after the merger with the company Arkana, the two companies were renamed to be Zain Iraq in January 2008. Zain Iraq, which has the widest network in the country, now prides itself on the number of its subscribers, which exceed the 12 million subscribers who enjoy secure and accessible telephone services. Since 2003, Zain Iraq has provided a wide range of telephone services and various services such as MMS, Internet service and most recently BlackBerry service .

Zain Iraq is contributing to the economic boom in Iraq by creating more than 3,000 jobs for Iraqis and more than 30,000 indirect jobs. It also supported the cultural movement when it sponsored the Iraqi Symphony Orchestra. The sport, on the other hand, was widely enjoyed when the company provided exclusive sponsorship to the Central Football Federation and the Iraqi national football team that won the Asian Championship in 2006. Zain Iraq has supported various social groups through the adoption of a massive humanitarian project and the support of Amar International Humanitarian Foundation, which has medical and educational responsibilities in Iraq. (Http://www.iraqisearch.com/ar)

Address: Zain Company headquarters-Baghdad-Iraq

Al Mutanabi Dist., El Mansour, locality 605, Alley: 14 Building: 47

Tel: + 964 107 999 7802 E-mail: info@iq.zain.com

V: Results

1-Testing and analysis of correlation and influence between study variables

This study included employees at Zain. A total of 150 employees were selected for this company at random, and the information received from the personnel units in the company showed that there were (2000) employees (managers and heads of departments and junior staff) in the branches visited. Copies of the questionnaire were issued and returned after a period of five days. Initial data was generated by identifying an organization managed through research assistants to randomly selected respondents .

Using the 150 sample frame as our group, the margin of error 5%, the confidence level 95% is distributed and 50% response, the sample size of 110 is reached using the software (raosoft) online size Calculator sample. The test (Cronbach Alpha) was performed on key variables in the said hypotheses (personal variables, organizational variables, and social variables). The results of the program output (SPSS) show the total value of Kreuznbach, which is higher than the recommended by scientists. The data collected was analysed using evidentiary and descriptive tools (one sample of t test, multiple regression, average and standard deviation). Hypotheses were tested at the 0.05 level of importance using SPSS version 22. The basic data required to achieve the objectives set out below is analyzed according to table 1: Table 1 shows that the recovery rate was 85% recorded.

Table 1. Resolution Distribution and retrieval

The choice	Premeditated acts	The choice Percentage
Recovery and user copies	15 - 110	85.42
Copies that have been lost	40	14.58
Total copies issued	95	. 100.00

Source: Researcher Numbers

Table (2) Resolution data

Statement	SDV	P	T	SD	D	N	A	SA	Mean
When you know the personality of employees and managers who participate in ethical marketing practices towards customers				14	18	3	38	83	
Personal knowledge of marketing entities that engage in unethical .behavior				2	9	7	51	91	
Personal knowledge of marketing entities that engage in unethical behavior that has a negative impact .on society				1	0	4	49	89	
Ethical marketing practices increase				6	9	29	51	39	
It's very hard to be morally sound if there is unethical behavior				1	1	0	48	98	
Average (total)	1.13	0.000	183·15	(3)5	(٪) 7	9 (٪6)	47 (٪32)	(٪ 53)78	3.27

Source: Prepared by the researcher by computer output

In the average analysis, table (2) shows that a total of 78 (53%) of respondents, 47 (32%), 9 (6%), 7 (5%) and 5 (3%) are strongly agree, agree, disagree or disagree. They disagreed and strongly opposed the existence of ethical marketing practices at Zain Iraq. That 100 (68%) of respondents, 34 (23%), 2 (1%), 6 (4%) and 4 (3%) strongly agree, agree, disagree, disagreed and strongly opposed respectively. Personal factors on ethical marketing practices among marketers. Again, the 96 (66%) of respondents, 28 (19%), 5 (3%), 6 (4%) and 11 (8%) agree strongly, agree, not agreed, disagree. Factors encourage ethical marketing practices of employees. 63 (43%) of respondents, 33 (23%), 9 (6%), 24 (16%) and 16 (11%) agree strongly, agreed, Unagreed, opposed and strongly agree that societal factors encourage ethical marketing practices among employees. Hypotheses were tested using a T-sample test and a multiple regression test. The SPSS output is shown below.

Table 3. Statistical results from SPSS

One sample statistic	Error rate	N	ATE	Deviation
Ethical marketing Practices	0.08391	95	4.2740	1.01384
Personal factors	0.07669	95	4.5068	0.92659
Cyber security	0.09948	95	4.3151	1.20203
Self-disclosure	0.12045	95	3.6918	1.45538

Source: Prepared by the researcher by computer output

Table 4. Statistical results from SPSS Test value = 3

95% confidence Interval difference	High proportions	Low	Difference	TE	DF	Sig. (2tailed)
Ethical marketing Practices	1.4398	1.1081	1.27397	13‹15	135	000.
Personal factors	1.6584	1.3553	1.50685	19‹531	135	000.
Cyber security	1.5117	1.1184	1.31507	19‹160	135	000.
Self-disclosure	0.9298	0.4537	0.69178	4.743	135	000.

Source: Prepared by the researcher by computer output SPS

Table 5. Statistical results from SPSS Abstract module

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
A. Independent variable: (integrity, accuracy, respect, justice, social responsibility)	a944.	0.891	0.889	0.33803	0.288
B. Dependent variable: Hardware locking, generating passwords, proactive awareness, update					

Source: Prepared by the researcher by computer output SPSS

Table 6. Statistical results from SPSS ANOVAa

Model(1)	Total Squares	DF	Mean Square	F	Sig.
Receding	815‹122	3	272‹34	487‹440	000b
Remaining	156‹15	142	0.118		
Total	141‹15	145			

Source: Prepared by the researcher by computer output SPSS

Table 6. Statistical results from SPSS Coefficientsa

Model(2)	Non-standard transactions(B)	Error rate	Standard transactions(Beta)	TE	Sig.
Ethical marketing	0.523	0.160		3.268	001.
Cyber security	0.348	0.081	3.268	4.314	000.
Self-disclosure	0.378	0.074	4.314	5.092	000.
A. The dependent variable: cyber security	0.148	0.040	5.092	3.712	000.

Source: Prepared by the researcher by computer output SPSS

Table 7. Statistical results from SPSS Statistics

cyber security	Minimum	Maximum limit	Mean	N	Deviation
Expected value	2.3985.	3.8991	3.2740	95	0.95706
Remaining	65068.-	0.65136	0.00000	95	0.33452
Expected value	2.004-	0.653	000.	95	1.000
Remaining	1.221-	1.927	000.	95	0.990

Source: Prepared by the researcher by computer output

The T-T test of the examined sample shows that the tests (for the assumptions) are important at 0.05 and the level of importance and degree of Freedom 145 as the value of (PSIG-2) is 0.000 in hypotheses. From 0.05, this means that the two tests are important, as the multiple regression shows the R Square value is

0.889 and Durbin-watson 0.288 and the value of T 387.440 and the value P (sig.) 0.000 This also means that the test is important at level (0.05) of importance. The transaction result shows that individual variables (integrity, accuracy, respect, fairness, and social responsibility) are an important predictor of the dependent variable (cyber security). So we accept hypotheses.

Conclusion

Based on the analysis of the data collected, the following main conclusions were reached: Personal factors such as ethical standard, attitude towards customer satisfaction, personal perception of employees and fear of losing the job have a significant impact on the prevailing ethical practices among employees at Zain Iraq Telecom. Integrity factors are ethical objectives and metrics to generate ethical work that celebrates active individuals who achieve cyber security through self-disclosure that greatly encourage ethical practices among the employees of the telecom company. Societal factors including respect such as the compatibility of ethical standards between employees and regulatory authorities and societal insistence on moral gratification 4.85% .of respondents surveyed on the existence of ethical marketing practices in the telecom sector of Zain Iraq. More than 74% of marketing staff did not study marketing as a platform in their higher education but had a clear vision of their work towards customers. The concept of ethical marketing and the concept of cybersecurity and the concept of disclosure are the philosophies and orientations that promote the ethical practices of all employees of Zain Iraq Telecom. The study therefore stated that it is ethical in all marketing transactions that enhance the image of the company, improve the positive verbal word and promote patronage, loyalty and profitability.

Recommendations

Based on the results of the study, the following recommendations are presented:

- Employees are encouraged by working and studying ethical marketing, leaving the escalation of penalties on the wrong company employees whose policies generate unethical practices among employees in trying to achieve the set goals. We call here to put your eyes on the cash targets given to new employees in the telecom units and to create good ideas for them.
- The management teams are encouraged to scrutinize the employees of the prospective telecommunications company, in particular their ethical standards before issuing letters of appointment. This will go a long way to clearing the sector and ridding it of corrupt officials whose basic intention is to enrich themselves in a way that harms the customers and the organization.
- The administration is encouraged by the duration of the other to pass courses for employees explaining the three variables and this will go a long way in reducing the unethical practices of customers, institutions and society.
- Telecom management teams are encouraged to provide rewards to marketing staff who have proven their moral health over the years. This will spark moral awareness among the staff.
- Customers and the general public are encouraged to discontinue activities that raise unethical practices in their dealings with the company.
- The Board of Directors advises the company to review the objectives of their employees in order to reach more realistic levels.

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