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THE EFFECT OF REMOTE WORK ON MARKETING PERFORMANCE: EVIDENCE FROM SAUDI ARABIA

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ABSTRACT

The aim of the research is to test the impact of remote work on marketing performance in private schools in the cities of Abha and Khamis Mushait, and to determine the level of workers' application of remote work in private schools in the cities of Abha and Khamis Mushait, and to know the level of marketing performance in private schools in the cities of Abha and Khamis Mushait, as well as determining the level of marketing performance in private schools in the cities of Abha and Khamis Mushait. The essential differences with statistical significance between the research variables represented by (remote work and marketing performance) that are due to the variables of gender, age, experience and educational qualification. The researcher used the descriptive analytical method using the electronic questionnaire directed towards the research community represented by all workers in private schools in the city of Abha and Khamis Mushait, whose number is (1942). The questionnaire was distributed to a simple random sample of (320) individuals working in private schools in the cities of Abha and Khamis Mushait in Saudi Arabia, and the sample size was determined based on the tables for determining the size of the sample, which represents 16.5% of the community size and constitutes a high proportion. The statistical methods represented by percentages, arithmetic mean, standard deviation, Pearson correlation, simple regression analysis, analysis of variance and least significant difference test were used. The research concluded with several results, the most important of which are: There is an impact of remote work on marketing performance in private schools in the cities of Abha and Khamis Mushait, and remote work is applied at an average level among workers in private schools in the cities of Abha and Khamis Mushait. The level of marketing performance is also average in private schools in the cities of Abha and Khamis Mushait. The study also concluded that there are no fundamental differences between the average responses of the sample members towards the axes of the study represented in (remote work - marketing performance) due to gender. There are no significant differences between the averages of the respondents' answers towards the axis of the study represented in (remote work) due to the academic qualification. There are no significant differences between the averages of the sample members' answers towards the study axis represented in (marketing performance) due to years of experience and years of age, but there are substantial differences between the averages of the sample members' answers towards the study axis of (marketing performance) due to the academic qualification. For the benefit of the study sample with a bachelor's degree. There are also substantial differences between the averages of the sample members' answers towards the study axis of remote work due to experience, and the differences were in favor of the study sample members with experience (5- less than 10 years). There are also substantial differences between the averages of the sample members' answers towards the study axis of remote work due to age, and the differences were in favor of the study sample members of the age group (from 30 years to less than 40 years). The researcher recommended several recommendations, the most important of which is that private schools in the city of Khamis Mushait and Abha should pay attention to remote work and provide the necessary capabilities to improve and develop remote work, especially in times of crisis such as the Covid-19 pandemic, and because of its great impact on marketing performance.

KEYWORDS :Keywords: Remote work, marketing performance, private schools, Saudi

INTRODUCTION

Introduction

Background of the study

Technological progress and the communications and information revolution have contributed to the adoption of electronic applications in various fields of work, and the Corona epidemic has imposed on countries and institutions in general and especially in adopting technology applications and working remotely in response to the laws and government policies related to the ban and reducing the number of workers in institutions and in short working times as precautionary measures that contribute to Limit the epidemic and reduce possible infections. This imposed the need to think about the application of Telework in many jobs within the establishments in order to be able to provide their products and services to the public while at the same time complying with the health laws imposed by the government represented by the Ministry of Health.

Teleworking achieves real productivity for both employers and remote workers, and the per capita income rates for self-employed entrepreneurs are higher than those who work in traditional jobs. We can say that remote workers are characterized by more self-satisfaction than those who work in traditional jobs. (Najm, 2018).

Organizations aspire to occupy an important position in the market, and so it has only been achieved with the ability to compete and achieve positive results, and therefore they are developing new marketing mechanisms that enable them to continue to compete. (Abdul Hafeez, 2019)

Perhaps the most important institutions that have adopted technology and Telework were marketing institutions due to the importance of completing and continuing marketing and selling to a large segment of consumers in light of the Corona pandemic.

Thus, the individual in the organization whenever his goals coincide with the goals of the organization and whenever he has a strong desire to maintain his work and exert the highest levels of effort to stay in it, this is evident in his performance and the performance of the tasks required of him in his work. (Al-Zahrani, 1424).

Statement of the problem

By informing the researcher of several previous studies on the subject of remote work, such as the study of: Bubshait, Abdul Rahman Saleh, (2020), the study of Najm, Ali Rizk, (2018), the study of: Naim, Nour Fadl, (2017), and the study of: Issa, And Suleiman, and Luqm (2017), and a study: (Karácsony, 2021). And a study: (liu, Wan & Fan, 2021).

The researcher also reviewed several previous studies in the field of marketing performance, such as: Bilal, Siddiq, and Hamid Shukr, Abdul Amir. (2020). And a study: Faraj, and Al- Hindawi, (2019)....etc.

The researcher did not find a previous study that combines the variable of remote work and the variable of marketing performance. Remote work, with its benefits or benefits on institutions and on society, and its many effects in several administrative and organizational aspects, but the search for these effects and benefits has not yet been studied from all aspects. The most important of which is the impact of remote work on marketing performance (according to the researcher's knowledge of previous studies), and this is a major problem that deserves research and study to know its aspects and effects accurately, which contributes to encouraging and motivating institutions to work remotely or reduce it.

Research questions:

The research questions stem from the main question as follows:

1- Is there an impact of Remote work on the marketing performance on private schools in the cities of Abha and Khamis Mushait the Kingdom of Saudi Arabia?

2- What is the extent of the application of Remote work for employees of on private schools in the cities of Abha and Khamis Mushait the Kingdom of Saudi Arabia?

3- What is the extent of the marketing performance of on private schools in the cities of Abha and Khamis Mushait the Kingdom of Saudi Arabia?

4- Are there fundamental differences with statistical significance between the research variables represented by (Remote work and marketing performance) due to the variables of gender, age, experience and educational qualification?

Research Aims:

The research aims to achieve the following main objective:

Determining and testing the impact of Remote work on the marketing performance of on private schools in the cities of Abha and Khamis Mushait the Kingdom of Saudi Arabia. The following sub-goals emerge from the main objective:

1- Determining and knowing the level of Remote work application for employees of on private schools in the cities of Abha and Khamis Mushait the Kingdom of Saudi Arabia.

2- Knowing the level of marketing performance in on private schools in the cities of Abha and Khamis Mushait the Kingdom of Saudi Arabia.

3- Determining the essential differences of statistical significance between the research variables represented by (Remote work and marketing performance) due to the variables of gender, age, experience and educational qualification.

Research hypothesis:

The first main hypothesis:

There is an impact of Telework on the marketing performance of on private schools in the cities of Abha and Khamis Mushait the Kingdom of Saudi Arabia.

The second main hypothesis:

There are significant differences with statistical significance between the research variables represented by (Telework and marketing performance) due to the variables of gender, age, experience and educational qualification.

Significance of the Study

• Theoretical importance

1- Contributing to enriching the theoretical literature with regard to the research topic represented by Telework and marketing performance.

2- The importance of the topic of Telework in light of the Corona pandemic.

3- To highlight the relationship and impact of Telework on marketing performance.

• Practical importance

1- This study helps in negating or proving the role and relationship of Telework with marketing performance, which helps organizations' management in adopting or limiting Telework for workers in general and for workers in the Saudi marketing sector in particular.

2- Applying the study in the Saudi work environment, which may have connotations and meanings that benefit the Saudi decision-maker in raising the level of Saudi marketing performance.

3- The study may contribute to promoting Telework and benefiting from the effects of Telework in several aspects, such as reducing costs and reducing infections with Corona disease....etc.

Theoretical framework Remote work

Overview of Remote work

The term " Remote work " refers to distributed work and virtual work that represents revolutionary and innovative patterns, which have become effective ways to avoid major crises and market risks. (liu, Wan & Fan, 2021).

Remote work is defined as a form of organizing and/or performing work using information technology, where work can be performed away from the employer's premises regularly and "telework" was defined for the first time as the term "work from home". And since the 1970s, there has been no consensus on the exact definition of telecommuting. This fact is also confirmed by the diversity of the spread of the concept. Remote work is variously referred to as "telework," "work from home," "virtual work," "flexible work," and "approved work." (Karácsony, 2021)

Remote work is traditionally defined as the practice of working from different places - mainly outside the office - using different information and communication technologies.). As explained by Nils (1975) and Baruch (2001), such techniques may improve the performance of workers in terms of productivity. Accordingly, companies should consider these technologies as a new way for business success. Moreover, by working remotely, companies may have better access to talent, which enhances companies' employability potential while improving their organizational structure and flexibility.

(Abu Madi, 2015) defines Telework as: "The employee's ability to complete his job tasks from a place far from the workplace using modern information and communication technology.

And (Najm, 2018) defined it as: "The possibility of completing the tasks assigned to the employee from a place far from the office, whether the nature of the work is full or part-time or on certain days, and communication is usually electronic, and the use of information technology and modern communication methods is required."

The importance of Remote work:

In terms of efficiency, remote work can reduce energy expenditure in the workplace, as well as emissions from employees' daily trips to and from work. Therefore, remote work is an environmental strategy that reduces harmful environmental impacts by reducing pollution, traffic jams, congestion and accidents in terms of social benefits. Several authors have provided online communication platforms, such as Slack or Flip Grid, where members post a short video to showcase their progress. Present. (Saura, Ribeiro-Soriano & Saldana, 2022)

The relationship between Remote work and job satisfaction:

Golden and Veiga (2005) showed a relationship between teleworking and job satisfaction, where the inverted U-shape of this curved line indicates that if the level of teleworking is relatively low, job

satisfaction increases. However, when the level of remote work is relatively high, the effects of lost interaction and feelings of isolation offset the benefits of telework, with negative agreement on job satisfaction. In conclusion, the effect of remote work showed the most positive results in terms of job satisfaction, and it is expected that the negative effects of remote work, such as deterioration of work relationships or a feeling of isolation, will not outweigh the benefits of telework in terms of overall job satisfaction (Karácsony, 2021)

The relationship between Remote work and job performance:

Telework is not a byproduct of COVID-19, but it has received widespread attention as a result of the catalytic impact of the crisis, leading us to re-evaluate its importance. However, whether implementing remote work can improve employee performance is a concern for organizations. Researchers have investigated the relationship between remote work and performance, and most acknowledged its positive role. Teleworking is considered an effective way to reduce work stress and intent to turn around. (liu, Wan & Fan, 2021) **Advantages and disadvantages of Remote work:**

When people are dissatisfied with their jobs, it also has a negative impact on the outcomes of work and personal life. Some employees have real problems managing their job and family responsibilities at the same time, leading to increased stress and anxiety due to overload. Remote work can provide a solution to these few major problems, and offers many advantages, but at the same time, its disadvantages cannot be neglected. (Karácsony, 2021) The following table No. (1) shows the advantages and disadvantages of Remote work:

Table 1: Advantages and disadvantages of Remote work.

Level	Potential benefits/advantages	Potential challenges/disadvantages
Society	- Environmentally friendly - Better for individuals with disabilities	Isolation from social institutions
Employer	- Lower turnover - Wider and more varied job offer - Less absenteeism - Reduced overheads = Greater productivity	- Increased IT demands Security issues - Not fit for every task - The challenge to the possibility of control and motivation of teleworkers - Loss of teamwork
Worker	-Reduced commuting time/costs -Higher autonomy -Higher job satisfaction	-Added family-work conflict = Working on holidays -Social and professional isolation

Recommendations

Depending on the results of this study, there are many recommendations that the researcher reached, which are:

1. Private schools in the city of Khamis Mushait and Abha should pay attention to remote work and provide the necessary capabilities to improve and develop remote work, especially in times of crisis such as the Covid-19 pandemic, and because of its profound impact on marketing performance.
2. Private schools in Khamis Mushait and Abha must continue to attract employees who have experience with the remote work system.
3. The heads of remote work in private schools in Abha and Khamis Mushait must carry out telework tasks in accordance with labor laws.
4. Work to activate international standards such as ISO 9001 quality standards in private schools in the city of Abha and Khamis Mushait.
5. Private schools in the city of Abha and Khamis Mushait should continue to advertise their services through innovative advertisements in terms of content and presentation via mobile phone.
6. Private schools in the city of Abha and Khamis Mushait should continue to offer various price offers at varying costs to suit different groups.
7. Giving the opportunity to develop and develop the academic qualification for school workers to obtain higher qualifications.

CONCLUSION

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Plan

1.The importance of Remote work:**2.The relationship between Remote work and job satisfaction:****3.The relationship between Remote work and job performance:****4.Advantages and disadvantages of Remote work:**

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