

RESEARCH
ARTICLE

The Impact of Marketing Intelligence According to Islamic Guidelines on Achieving Sustainable Competitive Advantage in Algérie Télécom (El-Bayadh)

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Doi Serial<https://doi.org/10.56334/sci/8.9.36>**Keywords**

Intelligence; Marketing Intelligence; Sustainable Competitive Advantage; Algérie Télécom.

Abstract

This study aims to introduce the concept of marketing intelligence in accordance with Islamic principles and sustainable competitive advantage, as well as to determine the impact of marketing intelligence on achieving sustainable competitive advantage at "Algérie Télécom" in the Wilaya of El Bayadh.

The research problem revolves around the following question:

What is the role of the dimensions of marketing intelligence in achieving sustainable competitive advantage at "Algérie Télécom" in El Bayadh?

The descriptive method was adopted for the theoretical part, while the analytical method was used for the practical part. A questionnaire was utilized as the main data collection tool, and SPSS v-26 software was used for data analysis.

The study concluded that there is a statistically significant effect of the dimensions of marketing intelligence (customer understanding, product/service intelligence, market understanding, and competitor intelligence) on achieving sustainable competitive advantage.

Citation. Hacini, C., Hacini A., & Maziz, A. (2025). The impact of marketing intelligence according to Islamic guidelines on achieving sustainable competitive advantage in Algérie Télécom (El-Bayadh). *Science, Education and Innovations in the Context of Modern Problems*, 8(9), 387-405. <https://doi.org/10.56334/sci/8.9.36>

Issue: <https://imcra-az.org/archive/383-science-education-and-innovations-in-the-context-of-modern-problems-issue-9-vol-8-2025.html>

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Received: 06.02.2025

Accepted: 29.05.2025

Published: 17.07.2025 (available online)

Introduction

Achieving sustainable competitive advantage has become a crucial objective for institutions today. Securing a competitive position and gaining the largest market share enables a company to achieve high returns and profits while avoiding risks. Therefore, institutions are seriously seeking methods and strategies to achieve sustainable competitive advantage. On the other hand, marketing intelligence is one of the contemporary topics that institutions are increasingly focusing on, particularly marketing intelligence based on Islamic guidelines, which are rooted in the principles of Islamic Sharia, such as honesty, trust, and ethical dealings. Marketing intelligence in line with Islamic principles enables institutions to ethically gather information about the external environment and marketing environment, and to make appropriate strategic decisions in ways that avoid unethical practices like espionage and data theft.

Algérie Télécom is considered one of the leading economic institutions in Algeria. It has achieved remarkable success and managed to meet the various needs of its clients. However, the competitive environment is becoming more intense, which necessitates exploring strategies that distinguish it from other competitors.

Research Problem:

The current business environment is characterized by intense competition, and due to ongoing technological advancements, the need to attract customers and stand out from competitors has become vital for all economic institutions. Based on this, we pose the following research problem:

What is the impact of marketing intelligence, in accordance with Islamic guidelines, on achieving sustainable competitive advantage at Algérie Télécom in El-Bayadh Province?

Objectives of the Study:

This study aims to achieve the following objectives:

- Define marketing intelligence in line with Islamic guidelines and sustainable competitive advantage.
- Identify the impact of marketing intelligence, through its various dimensions, on achieving sustainable competitive advantage at Algérie Télécom in El-Bayadh.

Importance of the Study:

The importance of this study lies in its core topic, which aims to highlight the impact of marketing intelligence according to Islamic guidelines through its key dimensions (customer understanding, product intelligence, market understanding, and competitor intelligence) on achieving sustainable competitive advantage.

Research Hypotheses:

To address the research problem, the following hypotheses were formulated:

Main Hypothesis: There is a statistically significant effect of marketing intelligence in accordance with Islamic guidelines on achieving sustainable competitive advantage at Algérie Télécom in El-Bayadh.

Sub-Hypotheses:

- There is a statistically significant effect of customer understanding on achieving sustainable competitive advantage at Algérie Télécom in El-Bayadh.

- There is a statistically significant effect of product intelligence on achieving sustainable competitive advantage at Algérie Télécom in El-Bayadh.
- There is a statistically significant effect of market understanding on achieving sustainable competitive advantage at Algérie Télécom in El-Bayadh.
- There is a statistically significant effect of competitor intelligence on achieving sustainable competitive advantage at Algérie Télécom in El-Bayadh.

Study Limitations :

- **Spatial Limitation:** This study was conducted at Algérie Télécom in El-Bayadh Province.
- **Temporal Limitation:** The study was carried out in June 2025.

Study Outline:

This study is divided into:

- Section One: Theoretical Literature Review
- Section Two: Applied Framework of the Study

Chapter One: Theoretical Literature of the Study

1. Marketing Intelligence According to Islamic Guidelines

1.1 Definition of Marketing Intelligence According to Islamic Guidelines

Marketing intelligence is defined as an ethical system that provides management with strategic information crucial to decision-making processesⁱ. It consists of individuals, procedures, and tools employed through legal and moral means, allowing for a continuous flow of intelligence on market-related events or shifts, enabling appropriate marketing responsesⁱⁱ. It also encompasses the monitoring of all events impacting the institution's activities and future orientation, delivering insights to key decision-makers such as strategic leadership and marketing managers, with the aim of supporting strategy formulation and fostering entrepreneurial direction.ⁱⁱⁱ

According to Kotler and Armstrong, marketing intelligence is a systematic process of collecting and analyzing publicly available information about competitors and market developments. The main purpose is to enhance strategic decision-making, monitor competitors, mitigate risks and threats early, and seize available opportunities. From an Islamic perspective, marketing must be value-based and align with ethical Islamic dealings. Hence, marketing intelligence is permissible under Sharia law as long as it avoids elements contradicting Islamic ethics, such as spying, deceit, and misinformation. It must uphold honesty, public interest, and institutional and societal welfare^{iv}.

marketing intelligence within Sharia limits as the process of collecting information and data about the market environment in which a company operates, using legal and ethical tools (e.g., commercial offers, advertisements, customer interaction), all in compliance with Islamic principles, to support informed decisions and avoid risks and threats.

1.2 Importance of Marketing Intelligence According to Islamic Guidelines

In an intensely competitive marketing environment, marketing intelligence is an essential tool for acquiring diverse market data. Given Islam's emphasis on ethics in all dealings, its importance can be summarized as follows^v:

- Enables the ethical acquisition of information about competitors, market conditions, and new technologies.
- A key resource for aligning products with customer needs and preferences and for choosing optimal distribution and promotion methods.
- Helps identify opportunities and avoid threats and risks.
- Provides essential data for marketing decision-making and supports environmental analysis.
- Enhances employee awareness and knowledge.
- Facilitates timely and appropriate marketing decisions and the formulation of aggressive strategies to enter new markets.

1.3 Dimensions of Marketing Intelligence According to Islamic Guidelines

Marketing intelligence comprises various dimensions that shape its role in influencing marketing decisions:

- **Understanding the Customer:** The customer is the core of marketing activity. Organizations aim to ethically fulfill customer needs and desires in ways compatible with their religious and cultural values. Customer intelligence refers to ethically collected information about customers, often guided by the principle "Know Your Customer." Companies implement systems to gather and process large volumes of data to enhance performance, innovate, and tailor products and services according to strategic plans. It also contributes to a sustainable competitive advantage by identifying customer behavior, brand choices, and loyalty levels^{vi}.
- **Product/Service Intelligence:** Products/services represent the organization's offer to meet customer needs. They are vital in strategic decision-making and product mix planning. Product intelligence includes ethically gathered data on current market offerings, product lifecycles, competition, innovations, and technologies. This intelligence supports proactive measures against threats and helps develop Sharia-compliant offerings superior to those of competitors^{vii}.
- **Market Understanding:** This involves collecting ethically sound data on market segments—such as growth rates, market share, and size—to aid in developing competitive strategies. It helps in understanding current or potential markets and developing superior or improved products, thus gaining a sustainable advantage^{viii}.
- **Competitor Intelligence:** This refers to the ethical collection and analysis of competitor data to anticipate competitive actions and understand their strengths, weaknesses, strategies, and markets. This analysis helps an organization address marketing challenges and enhance its strategic position^{ix}.

2- Sustainable Competitive Advantage

2.1 Definition of Sustainable Competitive Advantage

Sustainable competitive advantage refers to an organization's ability to implement strategies that place it in a better position than its competitors within the same industry, in order to meet customer needs, gain market share, and maintain its edge

over time^x. It results from the discovery of effective methods that are difficult for competitors to imitate, enabling the organization to translate this advantage into practical outcomes^{xi}.

It is also described as a system that utilizes all economic unit resources to deliver products and services at lower costs or with unique features, creating greater customer value, increasing profitability, and expanding market share^{xii}. Researchers define it as an organization's ability to optimally use resources to fulfill customer needs and implement competitive strategies (such as cost leadership, differentiation, and focus) that help it outperform rivals.

Sustainability here involves the continual development and protection of organizational resources over time, creating safe havens that competitors cannot easily breach^{xiii}. Sustainable competitive advantage encompasses new characteristics that keep the organization constantly ahead, including activities, skills, and long-term resources that add superior value, are hard to replicate, and yield higher returns^{xiv}.

According to Bernay, it is defined as the implementation of a value-creating strategy that has never been imitated in the past and is not possible to imitate in the future by any current or potential competitors. It is a unique position the organization establishes in relation to its competitors^{xv}.

Researchers further define sustainable competitive advantage as a combination of skills, ongoing innovation in products and services, adoption of new technologies, and the application of appropriate marketing strategies that satisfy diverse customer needs and create loyalty toward the organization's offerings, allowing it to capture a greater market share and achieve continuous differentiation.

2.2 Importance of Sustainable Competitive Advantage

Sustainable competitive advantage acts as a weapon and shield for the organization, allowing it to face market challenges. Its importance lies in the following:

- It provides dynamism and mobility to internal processes.
- It reflects the organization's capability and resources, positioning it as a leader and attracting new customers.
- It enables superior results and a stronger position compared to competitors.
- It supports long-term progress and development, allowing the organization to exploit opportunities and advance technologies.
- It helps confront market challenges and positively influences customer perceptions.
- It provides distinctiveness and superiority that are hard for competitors to replicate, embedding competitive advantage into the organization's resources, skills, and culture.
- It empowers the organization to produce goods and services of high quality, at the right time and cost, better satisfying consumer needs than competitors.

2.3 Determinants of Sustainable Competitive Advantage

To sustain competitive advantage, the organization must overcome numerous challenges and barriers. In a highly competitive environment, achieving this goal requires attention to the following determinants:

- Availability of resources, assets, skills, and competitive capabilities in design, production, and marketing to deliver added value or meet unmet needs.
- Deployment of capabilities in the right place and clear identification of the product/service and target market.
- Gathering more information about competitors and understanding their strengths and weaknesses to seize opportunities and build difficult-to-replicate advantages.
- Effective implementation of competitive strategies that give the organization a superior position.
- Creating new technologies, pursuing R&D, and optimizing resource use.
- Improving current products to match consumer needs and developing new, advanced offerings to increase market share.
- Enhancing information flow within the organization about markets, customers, and competitors, which marketing intelligence facilitates.
- Building brand loyalty.

3-The Impact of Marketing Intelligence According to Islamic Guidelines on Achieving Sustainable Competitive Advantage

3.1 Marketing Intelligence According to Islamic Guidelines as a Basis for Achieving Sustainable Competitive Advantage

Marketing intelligence helps organizations build a successful brand by ensuring good information analysis and unbiased decision-making. It plays a decisive role in today's competitive business environment, as it enables a deep understanding of market and customer requirements and helps serve them effectively. When rooted in Sharia principles, marketing intelligence also analyzes the internal environment to forecast the institution's future and support intelligent decision-making. This involves collecting and evaluating data about activities and results and comparing them with expected trends—covering aspects like sales, market share, competitive position, consumer behavior, production and storage costs, profits and losses, product profitability, etc. Marketing information is sourced from various agents, including executives, purchasing officers, and sales teams. It aims to help organizations achieve sustainable competitive advantage because information plays a crucial role in institutional development and decision-making. It supports knowledge generation, market understanding, and competitive capacity building.

It encompasses information about supported products, pricing policy, promotional strategies, competitors' investments, buyer preferences, and more. It also focuses on creating a vision based on fixed parts of competitive events among the four marketing mix elements to better assess market attractiveness. Therefore, marketing intelligence in line with Islamic guidelines contributes to achieving a sustainable competitive advantage and serving the public good, allowing the organization to outperform its competitors.

3.2 Importance of Marketing Intelligence According to Islamic Guidelines for Achieving Sustainable Competitive Advantage

The importance of marketing intelligence based on Islamic values in ensuring institutional success can be summarized as follows:

- Enables business managers to accelerate decision-making processes.
- Allows the organization to learn competitors' intentions through lawful means.
- Helps develop skills and knowledge and strengthen customer-product bonds.

- Assists marketing and administrative managers in decision-making amid uncertainty.
- Enhances overall business process efficiency and effectiveness.
- Facilitates interdepartmental coordination and swift responsiveness to change.
- Strengthens both tactical and strategic decision-making processes.

3.3 Objectives of Marketing Intelligence According to Islamic Guidelines for Achieving Sustainable Competitive Advantage

To achieve success, distinction, and superiority over competitors, an organization must adopt and apply marketing intelligence within Islamic limits. Its objectives, which help institutions grow and excel, include

- Establishing a system that is legally and ethically legitimate.
- Enabling marketing departments to make effective decisions.
- Providing essential marketing intelligence.
- Allowing for continuous interaction with the marketing environment and monitoring changes.
- Improving the design, implementation, and monitoring of marketing plans.
- Understanding and analyzing internal and external marketing environments.
- Reducing friction between the institution and its customers.
- Utilizing various tools, requirements, and resources.

Marketing intelligence guided by Islamic principles is grounded in core values that support sound marketing decisions. It seeks to analyze external information about competitors, markets, marketing strategies, offers, etc., without distortion or deception. It also emphasizes internal environment analysis. Islamic-compliant marketing intelligence fosters innovation in products, marketing offers, promotion methods, pricing strategies, and more. Many institutions today focus on honest promotional offers just as much as unique products, recognizing that both are essential. In conclusion, marketing intelligence based on Islamic guidelines is a key driver of institutional development, community service, performance improvement, and profitability—ultimately leading to sustainable competitive advantage.

Chapter Two: Applied Framework of the Study

This section highlights the role of marketing intelligence according to Islamic guidelines in achieving sustainable competitive advantage in the company “Algérie Télécom” (El-Bayadh). We employed an analytical methodology and applied the study to Algérie Télécom in El-Bayadh. The study used distributed questionnaires and analyzed the responses using SPSS software and appropriate statistical methods to obtain the desired results.

2.1 Study Framework

Marketing intelligence according to Islamic guidelines serves as the independent variable with its dimensions (customer understanding, product/service intelligence, market understanding, competitor intelligence), and its impact on the dependent variable: sustainable competitive advantage.

2.2 Study Population and Sample

The study population includes employees of Algérie Télécom in El-Bayadh province, totaling 200. A sample of 70 employees was selected, which is sufficient for conducting the field study.

Table (1.2): Distributed and Collected Questionnaires

Description	Number	Percentage
Distributed questionnaires	100	100%
Retrieved questionnaires	70	70%
Analyzable questionnaires	70	70%

Source : Prepared by the researchers

2.3 Methodology, Limits, and Data

- **Methodology:** The study followed the descriptive method for the theoretical part and analytical method for the practical part.
- **Spatial Boundaries:** Algérie Télécom - El-Bayadh.
- **Temporal Boundaries:** Conducted during 2024/2025.
- **Data:** Theoretical data from books, articles, and previous studies; practical data from questionnaires analyzed using SPSS-v26.

2.4 Tools Used

- **Questionnaire:** Main tool of the study using the Likert five-point scale.

Table (2.2): Likert Scale Distribution

Response	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Score	5	4	3	2	1

Source: Prepared by the researchers based on <http://statistic-think.blogspot.com/2019/02/blog-post.html>, accessed on 10/06/2025 at 23:58

Table (3.2): Interpretation of Mean Values

Mean Range	Interpretation
1.00 - 1.80	Strongly Disagree
1.81 - 2.60	Disagree

2.61 - 3.40	Neutral
3.41 - 4.20	Agree
4.21 - 5.00	Strongly Agree

Source: Prepared by the researchers based on <http://statistic-think.blogspot.com/2019/02/blog-post.html>, accessed on 10/06/2025 at 23:58

Validity and Reliability of the Study Instrument:

The validity of the instrument is of paramount importance and refers to its ability to measure what it is intended to measure. Reliability, on the other hand, refers to the consistency of results when the measurement is repeated. The validity and reliability of the questionnaire were assessed as follows:

- **Face Validity:** The questionnaire was presented to a panel of expert faculty members at the University Center Nour Bachir - El Bayadh - who specialize in the relevant field. Their feedback was used to verify the appropriateness and clarity of the questionnaire items and their capacity to effectively measure the intended constructs. The suggestions provided were carefully considered, and the questionnaire was subsequently revised and refined before being distributed to the respondents.

- **Reliability of the Questionnaire:** To assess the reliability of the study instrument, Cronbach's Alpha coefficient was calculated using SPSS v-26. Cronbach's Alpha measures the internal consistency of the scale. The overall value obtained was 0.939, indicating a high level of internal consistency and strong correlation among the questionnaire items. In addition, Cronbach's Alpha was calculated separately for each dimension of the questionnaire, as presented in the following table:

Table (4.2): Cronbach's Alpha Coefficients for the Questionnaire Dimensions

Dimension	Cronbach's Alpha
Study Questionnaire (28 items)	0.939
Dimension 1: "Customer Understanding" (5 items)	0.905
Dimension 2: "Product Intelligence" (5 items)	0.901
Dimension 3: "Market Understanding" (5 items)	0.952
Dimension 4: "Competitor Intelligence" (5 items)	0.946
Dimension 5: "Sustainable Competitive Advantage" (5 items)	0.620

Source: Prepared by the researchers based on outputs from SPSS v-26

From the above table, it is evident that there is a high level of consistency and internal correlation among the items within each dimension of the study. This indicates a good level of reliability that can be confidently relied upon for the field application of the study.

7.2 - Results Analysis and Discussion

Demographic Characteristics of the Study Sample:

Following the field implementation of the study, the following information was obtained regarding the demographic characteristics of the sample under investigation.

Table (5.2): Demographic Characteristics of the Study Sample

Gender	Category	Frequency	Percentage %	Educational Level	Category	Frequency	Percentage %	Years of Experience	Category	Frequency	Percentage %	Nature of Work	Category	Frequency	Percentage %
Male		38	54.3 %	Bachelor's		32	45.7 %	Less than 5 years		35	50%	Administrative		14	20%
Female		32	45.7 %	Master's		33	47.1 %	5 to 10 years		20	28.6 %	Technical		53	75.7 %
				Doctorate		5	7.1%	More than 10 years		15	21.4 %	Other		3	4.3%

Source: Prepared by the researchers based on the outputs of SPSS v-26

From the table, it is clear that the number of male employees in the institution exceeds that of females, with males representing 54.3% compared to 45.7% for females. It is also evident that the majority of employees hold a Master's degree, accounting for 52.9%, followed by 31.4% with a Bachelor's degree, and 5.7% with a high school (Baccalaureate) level. Additionally, 10% of the employees have a level below the Baccalaureate, which indicates that the majority of the institution's employees have a good educational level.

Regarding years of experience, half of the employees—50%—have more than 10 years of experience, suggesting that most of the institution's workforce has high expertise in their field. As for the nature of employment, over 92% of the employees hold permanent positions, which contributes positively to the reliability of the results analysis.

Analysis of the Study Dimensions' Results:

The following presents the key findings obtained from the study

First Dimension: Customer Understanding**Table (6.2): Analysis of Items Related to Customer Understanding****Table (6.2): Analysis of Items Related to Customer Understanding**

Item	Mean	Std. Deviation	Rank	Acceptance Level
The company seeks to collect all information about its customers and	3.43	1.098	4	Agree

their needs continuously.				
The company is concerned with listening to customers' opinions and suggestions.	3.63	0.981	4	Agree
The company seeks to seriously listen and respond to customer complaints.	3.60	0.963	4	Agree
The company seeks to attract new customers by reducing prices and offering promotional deals.	3.59	0.944	4	Agree
The company strives to ensure customer satisfaction, especially during Islamic occasions.	3.58	0.937	4	Agree
The company aims to adapt its products to align with customers' expectations and Islamic rules.	3.76	0.839	4	Agree

Source: Prepared by the researchers based on the outputs of SPSS v-26

It is evident from the above table that all the items related to the first dimension received a level of agreement, with mean scores ranging between 3.43 and 3.76, and standard deviations between 0.937 and 1.098. This indicates that the company endeavors to collect information about its customers, win their loyalty, and listen to their needs and suggestions.

Furthermore, the overall mean for the dimension was 3.76, with a standard deviation of 0.839, reflecting a general agreement among respondents. This demonstrates that the company is actively striving to better understand its customers, which in turn enhances its competitiveness and sustainability. It also implies that the company aims to meet customers' needs in alignment with Islamic regulations and ethical standards.

Second Dimension: Product/Service Intelligence

Table (7.2): Analysis of Items Related to Product/Service Intelligence

Item No.	Item Description	Mean	Std. Deviation	Rank	Acceptance Level
1	The company seeks to collect all information about existing products/services in the market.	3.90	0.903	4	Agree
2	The company prepares what it offers from products/services based on competitors' offerings.	3.97	1.021	4	Agree
3	The company is capable of introducing products/services in a way that aligns with market developments.	3.91	0.974	4	Agree
4	The company seeks to deliver new products/services to its customers continuously.	3.88	0.928	4	Agree
5	The company has the capability to develop its products/services flexibly.	3.63	0.935	4	Agree
6	The company is able to renew its services/products that it has	3.87	0.807	4	Agree

previously launched.				
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Source: Prepared by the researchers based on the outputs of SPSS v-26

It is evident from the above table that all the items related to the second dimension received a level of agreement, with mean scores ranging between 3.63 and 3.97, and standard deviations between 0.903 and 1.021. This indicates that the company actively seeks to gather information about existing products/services, aims to introduce new offerings, and continuously works on updating or modifying its current products/services. Furthermore, the company appears capable of anticipating market developments.

The overall mean for this dimension was 3.87, with a standard deviation of 0.807, confirming a general agreement among respondents. These findings reflect the company's commitment to applying product intelligence and enhancing its offerings to achieve differentiation and competitive advantage.

Third Dimension: Market Understanding

Table (8.2): Analysis of Items Related to Market Understanding

Item No.	Item Description	Mean	Std. Deviation	Rank	Acceptance Level
1	The company seeks to collect all information about the marketing environment in which it operates.	3.79	0.976	4	Agree
2	The company can distinguish between marketing opportunities and threats.	3.86	0.937	4	Agree
3	The company seeks to respond to changes in the marketing environment effectively.	3.93	0.922	4	Agree
4	The company works on understanding customer needs and expectations to achieve marketing objectives.	3.95	0.892	4	Agree
5	The company strives to compete efficiently in the market.	3.89	0.877	4	Agree
6	The company adapts its capabilities and strategies quickly to changes in the marketing environment.	3.88	0.844	4	Agree

Source: Prepared by the researchers based on the outputs of SPSS v-26

It is evident from the above table that all the items related to the third dimension received a level of agreement, with mean scores ranging between 3.79 and 3.96, and standard deviations between 0.877 and 0.967. This indicates that the company strives to collect information about the marketing environment, and to update and promote its products/services with high efficiency.

Furthermore, the overall mean for this dimension was 3.88, with a standard deviation of 0.844, reflecting a consistent agreement among respondents. These results demonstrate the company's commitment to understanding the market and achieving a distinct competitive position within it.

Fourth Dimension: Competitor Intelligence

Table (9.2): Analysis of Items Related to Competitor Intelligence

Item No.	Item Description	Mean	Std. Deviation	Rank	Acceptance Level
1	The company possesses accurate information and knowledge about the number of its competitors.	3.74	0.958	4	Agree
2	The company seeks to collect information about its competitors' strengths and weaknesses ethically.	3.63	0.951	4	Agree
3	The company aims to understand competitors' strategic plans through ethical means.	3.44	0.862	4	Agree
4	The company develops new plans and services to face competition.	3.96	0.842	4	Agree
5	The company relies on external competitive environment analysis to identify competitive advantages.	3.84	0.911	4	Agree

Source: Prepared by the researchers based on the outputs of SPSS v-26

It is evident from the above table that all the items related to the fourth dimension received a level of agreement, with mean scores ranging between 3.44 and 3.96, and standard deviations between 0.842 and 0.958. This indicates that the company possesses accurate knowledge regarding the number of competitors and related information, and actively seeks to understand their strategic plans. Additionally, the company analyzes the external competitive environment in order to formulate appropriate strategies and identify competitive advantages.

The overall mean for this dimension was 3.72, with a standard deviation of 0.822, reflecting an agreement level. These results confirm that the company is committed to applying competitor intelligence in its operations.

Fifth Dimension: Sustainable Competitive Advantage

Table (10.2): Analysis of Items Related to Sustainable Competitive Advantage

Item No.	Item Description	Mean	Std. Deviation	Rank	Acceptance Level
1	The company has a larger market share compared to its competitors.	3.69	0.860	4	Agree
2	Employees in the company strive to find new ways of working.	3.67	0.880	4	Agree
3	The company has the largest customer base compared to its competitors.	3.70	1.040	4	Agree
4	The company utilizes its resources efficiently and aims to	3.86	0.767	4	Agree

	reduce its prices compared to competitors.				
5	The company does not hesitate to make any change that serves its interest.	3.87	0.883	4	Agree
6	The company is capable of offering products/services that competitors cannot imitate.	3.90	0.819	4	Agree
7	The company seeks to provide services that support achieving competitive advantages.	3.90	0.801	4	Agree
8	The company adopts competitive strategies that are difficult for competitors to replicate.	3.74	0.829	4	Agree

Source: Prepared by the researchers based on the outputs of SPSS v-26

It is evident from the above table that all the items related to the fifth dimension received a level of agreement, with mean scores ranging between 3.67 and 3.90, and standard deviations ranging from 0.767 to 1.40. This indicates that the company strives to offer its best capabilities and adopts strategies that are difficult to imitate. Moreover, it possesses a larger market share compared to its competitors.

The overall mean for this dimension was 3.86, with a standard deviation of 1.019, reflecting an agreement level. These results demonstrate the company's clear orientation toward achieving a sustainable competitive advantage.

Testing the Study Hypotheses:

To answer the study's hypotheses, the results obtained from the SPSS v-26 software were summarized in the following table:

Dependent Variable	Independent Variable	β Value	Correlation Coefficient (R)	Coefficient of Determination (R^2)	T Value	F Value	Significance Level (α)
Sustainable Competitive Advantage	Customer Understanding	0.830	0.684	0.468	7.728	59.71	0.000
	Product Intelligence	0.887	0.702	0.439	8.138	66.23	0.000
	Market Understanding	0.891	0.738	0.545	9.029	81.52	0.000
	Competitor Intelligence	0.863	0.696	0.485	7.999	63.991	0.000

Source: Prepared by the researchers based on the outputs of SPSS v-26

It is evident from the table above that the results of the simple linear regression analysis provide answers to the following hypotheses:

Main Hypothesis:

There is a statistically significant effect of the dimensions of marketing intelligence, in accordance with Islamic principles, on achieving sustainable competitive advantage at "Algérie Télécom" in El Bayadh province.

Sub-Hypothesis 1:

There is a statistically significant effect of customer understanding on achieving sustainable competitive advantage at "Algérie Télécom" in El Bayadh province.

The table shows a statistically significant and positive correlation and influence between customer understanding and the achievement of sustainable competitive advantage at the institution. The correlation coefficient (R) reached **0.684** at a significance level of $\alpha = 0.000$, indicating that customer understanding contributes to achieving sustainable competitive advantage.

Furthermore, the β value was **0.830**, which means that a one-unit increase in customer understanding leads to a **0.830** increase in sustainable competitive advantage.

The coefficient of determination (R^2) was **0.468**, indicating that **47%** of the variation in sustainable competitive advantage is due to customer understanding.

The **F-value** was **59.71** at a significance level of **0.000**, confirming the validity of the model in predicting the effect of customer understanding on sustainable competitive advantage.

The **T-value** also confirms that customer understanding has a statistically significant effect. **Thus, the first sub-hypothesis is supported**

Sub-Hypothesis 2:

There is a statistically significant effect of product intelligence on achieving sustainable competitive advantage at "Algérie Télécom" in El Bayadh province.

The table reveals a statistically significant and positive correlation and influence between product intelligence and sustainable competitive advantage. The correlation coefficient was 0.702 at a significance level of $\alpha = 0.000$, indicating the contribution of product intelligence to competitive advantage.

The β value was 0.887, suggesting that a one-unit increase in product intelligence leads to a 0.887 increase in sustainable competitive advantage.

The coefficient of determination (R^2) was 0.439, meaning 44% of the variation in sustainable competitive advantage is due to product intelligence.

The F-value was 66.23, and the T-value confirms a statistically significant effect.

Thus, the second sub-hypothesis is supported

Sub-Hypothesis 3:

There is a statistically significant effect of market understanding on achieving sustainable competitive advantage at "Algérie Télécom" in El Bayadh province.

The analysis shows a statistically significant and positive relationship between market understanding and sustainable competitive advantage, with a correlation coefficient of **0.738** and a significance level of $\alpha = 0.000$.

The β value was **0.891**, indicating that a one-unit increase in market understanding results in a **0.891** increase in competitive advantage.

The coefficient of determination (R^2) was **0.545**, meaning **55%** of the variation in sustainable competitive advantage is due to market understanding.

The **F-value** was **81.52**, and the **T-value** supports the statistical significance of the effect. **Accordingly, the third sub-hypothesis is confirmed**

Sub-Hypothesis 4:

There is a statistically significant effect of competitor intelligence on achieving sustainable competitive advantage at "Algérie Télécom" in El Bayadh province.

The table indicates a statistically significant and positive relationship between competitor intelligence and sustainable competitive advantage, with a correlation coefficient of **0.696** at $\alpha = 0.000$.

The β value was **0.863**, meaning a one-unit increase in competitor intelligence leads to a **0.863** increase in sustainable competitive advantage.

The R^2 was **0.485**, indicating that **49%** of the variation in sustainable competitive advantage is attributable to competitor intelligence.

The **F-value** was **63.991**, and the **T-value** confirms a significant effect. **Therefore, the fourth sub-hypothesis is validated.**

Conclusion:

Through the study conducted at "Algérie Télécom" in the Wilaya of El Bayadh, the researchers were able to reach the following results:

Study Findings:

- "Algérie Télécom" in El Bayadh places significant emphasis on applying marketing intelligence in accordance with Islamic principles, aiming through it to achieve a sustainable competitive advantage.
- The analysis results showed that marketing intelligence, based on Islamic guidelines and its dimensions (customer understanding, product/service intelligence, market understanding, and competitor intelligence), has a statistically significant effect on achieving sustainable competitive advantage at the institution.
- The results also confirmed a strong correlation between the dimensions of marketing intelligence in line with Islamic standards and the achievement of sustainable competitive advantage at "Algérie Télécom" in El Bayadh.
- The study revealed that the institution places great importance on understanding the market due to its significant impact on attaining sustainable competitive advantage in the Wilaya of El Bayadh.
- "Algérie Télécom" in El Bayadh also focuses on utilizing product/service intelligence to develop offerings that align with customer needs and preferences.

Study Recommendations:

This study recommends the following:

- Economic institutions should pay close attention to applying marketing intelligence in accordance with Islamic principles, to better serve both the organization and the broader community.
- It is essential to verify the accuracy, reliability, and transparency of the information collected to ensure sound decision-making.
- The institution should enhance its resources—especially human resources—to achieve and maintain a sustainable competitive advantage.

- **Conflict of Interest**
The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this article.
- **Acknowledgement**
The authors would like to express their sincere gratitude to the management and staff of Algérie Télécom – El Bayadh for their cooperation and support in providing the necessary data and facilitating the survey process. The authors also acknowledge the Laboratory of Sustainable Development in the High Plateaus and Desert Regions and the Literature and Languages Laboratory at Nour Bachir University Center – El Bayadh for their academic support and resources.

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