

Abstract

Title: Mechanisms of Activating Innovative Marketing in Non-Governmental Organizations Working in the Field of Women: a Study from the perspective of the Community Organization Method

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The current study aimed at: a proposed procedural mechanisms to activate innovative marketing in NGOs working in the field of women from the perspective of the community organization method, which belongs to the pattern of analytical descriptive studies, the sample-style social survey method was used for board members and NGO activity officials, and the data was obtained through a three-pronged measurement form (prepared by the researcher) and It was applied to sample their numbers (269).

The results of the study showed that: the level of the reality of innovative marketing (innovation in the services provided - innovation in promotion/marketing of services provided - innovation in distribution of services provided) average in NGOs working in the field of women. There is a difference in the level of innovative marketing in these organizations for the benefit of urban areas from the countryside. The level of innovative marketing skills (sense of problems - flexibility - originality - Perseverance and acceptance of the challenge - effective communication) is average in NGOs working in the field of women. There is a difference in the level of innovative marketing skills in these organizations for benefit urban areas from the countryside. The study concluded by reaching proposed procedural mechanisms (administrative/organizational- security- human- knowledge-skilled) to activate innovative marketing in NGOs working in the field of women from the perspective of the community organization method.

Keywords: Mechanisms - Innovative marketing - NGOs - Women's Field-Community Organization Method.