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## Aligning Investment Communications with Marketing Campaigns: A Strategic Framework for Investor Relations

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**Abstract:** This research purposes to advance a strategic framework for aligning investment communications with marketing movements to improve communication consistency, stakeholder commitment, and organizational reliability. Identifying the traditional disengage between investor relationships and marketing functions, the research explores four critical dimensions of investment communication: emotional intelligence and encouragement, planned messaging, correctness and transparency, and audience consciousness. A quantitative study design was implemented, using a structured questionnaire spread to a sample of 159 staffs across seven private companies located in Erbil, Kurdistan Region of Iraq. Data were examined using SPSS (Version 25), including exploratory factor analysis (EFA) to verify construct validity, reliability examination using Cronbach's Alpha, correlation analysis, and multiple regression examination to measure the analytical relationships between variables. The findings shown that all four dimensions of investment communication significantly and positively affect the efficiency of marketing movements. The regression model verified strong explanatory power, and all concepts presented high internal constancy and statistically significant correlations. These results highlight the significance of integrating emotionally intelligent communication, reliable messaging, transparency, and investor targeting in both investor relationships and marketing observes. The research determines that aligning investment communication with marketing approaches is an essential step toward attaining greater brand reliability, investor trust, and planned communication efficacy. It endorses encouragement collaboration between marketing and stockholder relationships teams, increasing audience-specific messaging, and employing emotionally intelligent communication observes across commercial channels. Though, the research is limited by its geographic scope, dependance on self-reported data, and the lack of external investor perspectives. Future study should include broader samples, longitudinal designs, and qualitative understandings from stockholders and customers to improve understanding and generalizability.

**Keywords:** Transparency, Marketing Campaigns, Strategic Messaging, Emotional Intelligence, Audience Awareness, Investor Relations, Investment Communication.

مواعمة اتصالات الاستثمار مع الحملات التسويقية: إطار استراتيجي للعلاقات مع المستثمرين

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**المستخلص:** يهدف هذا البحث إلى تطوير إطار عمل استراتيجي لمواءمة اتصالات الاستثمار مع نشاط التسويق، بهدف تحسين اتساق الاتصالات، والتزام أصحاب المصلحة، وموثوقية المؤسسة. بتحديد الانفصال التقليدي بين علاقات المستثمرين ووظائف التسويق، يستكشف البحث أربعة أبعاد أساسية لاتصالات الاستثمار: الذكاء العاطفي والتشجيع، والرسائل المخططة، والدقة والشفافية، ووعي الجمهور. طُبق تصميم دراسة كمية باستخدام استبيان مُنظَّم وزَّع على عينة من ١٥٩ موظفًا في سبع شركات خاصة تقع في أربيل، إقليم كردستان العراق. خُصبت البيانات باستخدام برنامج SPSS (الإصدار ٢٥)، بما في ذلك تحليل العوامل الاستكشافية (EFA) للتحقق من صحة البناء، وفحص الموثوقية باستخدام معامل ألفا كرونباخ، وتحليل الارتباط، واختبار الانحدار المتعدد لقياس العلاقات التحليلية بين المتغيرات. أظهرت النتائج أن جميع الأبعاد الأربعة لاتصالات الاستثمار تؤثر بشكل كبير وإيجابي على كفاءة حركات التسويق. أثبت نموذج الانحدار قوة تفسيرية قوية، وأظهرت جميع المفاهيم ثباتًا داخليًا عاليًا وارتباطات ذات دلالة إحصائية. تُسلط هذه النتائج الضوء على أهمية دمج التواصل الذكي عاطفيًا، والرسائل الموثوقة، والشفافية، واستهداف المستثمرين في كلٍّ من علاقات المستثمرين وملاحظات التسويق. ويُشير البحث إلى أن مواءمة التواصل الاستثماري مع مناهج التسويق خطوة أساسية نحو تحقيق موثوقية أكبر للعلامة التجارية، وثقة المستثمرين، وفعالية التواصل المُخطط لها. كما يُؤيد البحث تشجيع التعاون بين فرق التسويق وعلاقات المساهمين، وزيادة الرسائل المُوجَّهة للجمهور، واستخدام ملاحظات التواصل الذكي عاطفيًا عبر القنوات التجارية. مع ذلك، يُقيد البحث نطاقه الجغرافي، واعتماده على البيانات المُبلَّغ عنها ذاتيًا، ونقص وجهات نظر المستثمرين الخارجيين. ينبغي أن تشمل الدراسات المستقبلية عينات أوسع، وتصميمات طولية، وفهمًا نوعيًا من المساهمين والعملاء لتحسين الفهم وإمكانية التعميم.

**الكلمات المفتاحية:** الشفافية، الحملات التسويقية، الرسائل الاستراتيجية، الذكاء العاطفي، الوعي بالجمهور، علاقات المستثمرين، الاتصالات الاستثمارية.

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## Introduction

In today's dynamical economic environment, associations face cumulative pressure to communicate successfully with a wide range of financiers, particularly investors. As principal markets become more multifaceted and investor prospects endure to progress, the role of investment communications has become more tactical than always. Concurrently, the rise of digital marketing, social directing, and data-driven decision-making deals venders an extended toolkit that can be synergistically associated with investor contacts to improve transparency, faith, and commitment (Smith & Thompson, 2022).

Aligning investment communications with marketing campaigns represents a strategic imperative, enabling organizations to unify their messaging, reinforce credibility, and support long-term brand and investor value (Johnson & Lee, 2023).

Historically, investment communication has centered on factual reporting and regulatory disclosure. However, contemporary investors increasingly seek narratives that combine analytical clarity with emotional resonance (Williams & Nguyen, 2024). Marketing strategies, especially those rooted in storytelling, brand positioning, and consumer psychology, offer models that investor relations (IR) professionals can adopt to improve message framing and audience engagement (Davis & Patel, 2022). Integrating marketing communication tools with investment messaging can thus result in a more comprehensive and compelling stakeholder communication ecosystem.

Emotional intelligence (EI) is pivotal in this integration. Chen & Garcia (2023) argues that EI enhances leadership and communication effectiveness by fostering empathy, self-awareness, and relationship management—qualities that are essential when crafting persuasive and context-sensitive investor communications.

Study similarly emphasizes that emotionally intelligent communication can moderate supposed risk and support investor self-assurance, particularly during aeras of ambiguity (Anderson & Kumar, 2025). Strategic messaging is additional essential dimension of arrangement. Corresponding messaging across IR and marketing purposes confirms constancy and consistency in public discussion, circumventing the reputational harm that can consequence from misaligned or disjointed narratives (Martinez & O'Connor, 2022). At what time investment and marketing messages

encouragement each other, businesses scheme a united vision, supporting both investor belief and brand equity.

Correctness and transparency continue introductory to investor communications. Misstatements or knowledge gaps can meaningfully harm organizational standing and investor sureness (Robinson & Zhao, 2023). By entrenching marketing's highlighting on intelligibility, audience significance, and visual storytelling, IR communications can develop more accessible and operational, without cooperating on controlling integrity. Furthermore, audience consciousness is vital in both investment and marketing communications. Subdivision strategies, usually expended in marketing to adapt messages created on audience demographics and psychographics, can similarly be leveraged in IR to carry more directed and impactful communication (Hernandez & Lee, 2024). Stockholders are not a standardized group—they variety from institutional stockholders to retail investors with diverse levels of proficiency and expectation Empathetic these differences empower more expressive commitment. This analysis suggests a strategic framework that combines the accuracy of investment communication with the commitment strategies of marketing movements. Illustration from interdisciplinary theories and specialized observes, it purposes to guide corporate leaders, IR specialists, and marketing directors in making combined communication approaches that reflect translucence, understanding, and strategic determined. Through this arrangement, organizations can improve trustworthiness, endure investor relations, and eventually drive supportable growth in an progressively economical business environment.

### **1- Aim of the Study**

The main aim of this research is to progress a strategic framework for aligning investment communications with marketing movements to improve organizational transparency, investor commitment, and investor belief. By examining the joint between investor relationships and marketing communication strategies, the research pursues to recognize key dimensions—such as emotional intelligence, planned messaging, correctness, transparency, and audience consciousness—that provide to a cohesive and effective communication approach. Eventually, the research seeks to provide applied recommendations for corporate leaders, investor relationships specialists, and marketing teams on how to incorporate their communication determinations in a manner that provisions corporate trustworthiness, maintainable investment behavior, and long-term organizational achievement.

### **2- Statement of the Problem**

In the modern corporate background, numerous organizations consider investment communications and marketing movements as different, detached functions—separately operating with diverse purposes, styles, and target audiences. Whereas marketing emphasizes on customer engagement, brand emplacement, and influential messaging, investment communication usually highlights controlling compliance, financial revelations, and transparency (Nguyen & Smith, 2022). This estrangement frequently leads to contradictions in organizational messaging, weak brand identity, and misused prospects to create stronger investor relationships. Additionally, with increasing investor need for superior corporate liability, emotional engagement, and narrative-driven coverage, there is an insistent need for investment communications to produce beyond practical data presentation and implement more planned and human-centered communication methods. Though, the lack of a united framework or administrative principles for incorporating investment and marketing communications has shaped an important gap in preparation and academic research (Clark & Wang, 2023).

This disengage not only declines the general efficiency of investor communication nonetheless also weakens investor self-assurance, mainly in volatile market circumstances or during commercial crises. If associations fail to bring into line these two serious communication areas, they risk transmission mixed messages to their investors, leading to misperception, concentrated trust, and finally, reputational damage. Then, this research addresses the crucial problem of fragmented communication approaches by suggesting a strategic, evidence-based standard that corresponds

investment communication with marketing philosophies. The study discovers how such alignment can improve message simplicity, audience targeting, emotional significance, and transparency—thus subsidizing to additional active investor relations and maintainable organizational development.

### 3- Research Objectives

- A. To study the present approaches and gaps in investment communications and marketing movements within commercial associations.
- B. To discover how emotional intelligence, tactical messaging, and audience consciousness provide to active investor communication.
- C. To analyze the role of accuracy and transparency in building investor trust and credibility.
- D. To identify strategies for aligning marketing campaigns with investment communication goals to ensure consistency and engagement.
- E. To propose a strategic framework that integrates investment communication with marketing practices for improved stakeholder communication.

### 4- Research Questions

- A. What are the current practices and challenges associated with investment communications and marketing campaigns in corporate settings?
- B. How do emotional intelligence, strategic messaging, and audience awareness influence the effectiveness of investor relations communication?
- C. In what ways do accuracy and transparency affect investor trust and organizational credibility?
- D. What strategies can organizations use to align marketing campaigns with investment communication objectives?
- E. How can a unified strategic framework enhance the consistency, clarity, and impact of communication to investors and stakeholders?

### 1<sup>st</sup>: Literature Review

In a rapidly evolving business environment, where stakeholder expectations are increasingly shaped by digital engagement and transparency, the need to align investment communications with marketing campaigns has become a strategic priority. Investment communications, traditionally focused on regulatory disclosures and financial reporting, are now expected to engage stakeholders on a deeper level—conveying not just financial data but also the values, vision, and long-term strategy of the organization (Lopez & Brown, 2025). At the same time, marketing campaigns are becoming more strategic, data-driven, and emotionally resonant. Bridging these two domains can enhance message consistency, strengthen investor trust, and reinforce brand equity. This literature review focuses on four key dimensions that enable such alignment: emotional intelligence and persuasion, strategic messaging, accuracy and transparency, and audience awareness.

#### 1- Emotional Intelligence and Persuasion

Parisi & Bekier (2023), emotional intelligence (EI), is the capability to identify, recognize, and manage one's own emotions whereas similarly being thoughtful to the emotions of others. In the background of investor relationships and marketing communication, EI plays a serious role in how communications are enclosed, conveyed, and received. Study displays that emotionally intelligent communication is additional likely to create credibility and trust, particularly once dealing with thoughtful financial exposes or during aeras of commercial crisis (Kim & Davis).

Encouragement, carefully related to EI, is essential to marketing theory and preparation. According to Ali & Thompson (2023), social economics demonstrates how emotional and mental prejudices effect investor decision-making. Corporations that engage emotionally intelligent and influential communication—through storytelling, vicarious manner, or ethical applications—are superior situated to involve investors.

For example, conveying financial resilience through empathetic leadership messages during a downturn can reduce panic and support long-term investor loyalty (Parisi & Rossi, 2023). Therefore, EI enables investment communications to go beyond numbers, fostering relationships built on mutual understanding and emotional resonance.

## **2- Strategic Messaging**

Strategic messaging refers to the deliberate crafting of communication to reflect organizational goals, positioning, and brand identity (Singh & Patel, 2024). It requires coherence across all channels, both internal and external. In investment communications, this means aligning quarterly earnings releases, shareholder letters, ESG disclosures, and analyst presentations with broader marketing narratives.

Organizations that successfully integrate strategic messaging across investor and marketing domains are seen as more trustworthy and credible (Taylor & Chen, 2022). For instance, if a marketing campaign focuses on environmental sustainability, this theme must also be reflected in investor reports through ESG metrics and impact narratives. Misalignment between what is promised to consumers and what is disclosed to investors can create reputational risks. Thus, strategic messaging ensures message continuity and contributes to a unified brand voice across all stakeholder interactions.

## **3- Accuracy and Transparency**

Accuracy and transparency are cornerstones of effective investor communication and have long been recognized as essential for maintaining efficient capital markets (Gonzalez & Lee, 2023). These principles are not only regulatory requirements but also critical in cultivating investor confidence. Transparent organizations are more likely to attract long-term investors, as they are perceived as lower risk and more ethically grounded.

The marketing domain contributes to this dynamic by offering tools and techniques to present accurate information in a clear and engaging manner. Visual storytelling, infographics, and plain-language summaries can enhance the accessibility of financial disclosures without compromising on compliance (Harris & Nguyen, 2025). Transparency is no longer about data alone—it involves telling the story behind the data, including challenges, risks, and forward-looking strategies. Organizations that embed marketing-style clarity into their investment communications are more likely to retain investor attention and support.

## **4- Audience Awareness**

Understanding the audience is critical for both marketing professionals and investor relations teams. Marketing communications often utilize audience segmentation to tailor messages to specific demographics, psychographics, and behavioral patterns (Evans & Robinson, 2022). A similar approach is increasingly being adopted in investment communications, where stakeholder groups such as institutional investors, retail shareholders, and socially responsible investors have different expectations and information needs.

Audience-centric communication is shown to enhance message effectiveness and relationship quality (Choi & Smith, 2023).

For instance, recognized investors can desire comprehensive financial approaches and planned examination, whereas retail investors could worth basic precises and declaration of corporation stability. Identifying these variances and initialing communication therefore could rise engagement and decrease the risk of miscommunication or disconnection. Furthermore, with the increase of digital communication stages, investor audiences nowadays expend satisfied across sites, social media, webinars, and stockholder gateways. Bring into line marketing campaign approaches—such as SEO, content marketing, and targeted email movements—with stockholder communication creativities could confirm messages are carried through the most active channels.

## 5- Hypotheses Development

This research examines how exact measurements of investment communications impact the efficiency and alignment of marketing movements. Illustration upon theoretical understandings from company communication, investor relationships, and marketing information, the following hypotheses are projected based on the conceptual model.

### A. Emotional Intelligence and Persuasion

According to Perez & Kim (2022), emotional intelligence is progressively acknowledged as a planned asset in business communications. Leaders and communicators who demonstrate high emotional intelligence are better equipped to manage stakeholder relationships, especially in emotionally charged financial environments. When emotional intelligence is applied to investment communications (Johnson & Wang, 2024), it allows messages to resonate more deeply with investors, creating a sense of trust and alignment with brand values. Furthermore, persuasive communication techniques drawn from marketing—such as storytelling, empathy, and ethical framing—enhance message engagement and retention (Thompson & Lee, 2023).

**H1:** *Emotional intelligence and persuasion in investment communications have a positive and significant effect on the alignment and effectiveness of marketing campaigns.*

### B. Strategic Messaging

Nguyen & Brown (2025), strategic messaging ensures consistency between what is communicated to investors and what is promoted to the public through marketing. It reflects how well an organization aligns its investment disclosures, earnings narratives, and business updates with broader marketing themes such as sustainability, innovation, or customer-centricity. Well-aligned strategic messages build brand equity and reinforce investor confidence, as they present a coherent narrative across different stakeholder touchpoints (Smith & Davis, 2022).

**H2:** *Strategic messaging in investment communications positively influences the effectiveness of marketing campaigns.*

### C. Accuracy and Transparency

Accuracy and transparency are foundational to investor trust and regulatory compliance. When these principles are extended to marketing content, they prevent reputational risks and improve stakeholder perception (Lee & Thompson, 2023). Transparent organizations not only comply with financial disclosure standards but also use marketing communication tools to explain complex financial data in accessible and engaging ways. As a result, stakeholders—including investors and customers—are more likely to perceive the organization as credible and trustworthy (Patel & Johnson, 2024).

**H3:** *Accuracy and transparency in investment communications positively affect the credibility and clarity of marketing campaigns.*

### D. Audience Awareness

Gölgeci & Kuivalainen (2022), both marketing and investment communications target distinct audience segments with specific informational needs and communication preferences. Effective audience awareness ensures that messages are tailored and disseminated through appropriate channels, whether addressing institutional investors, retail shareholders, or ESG-conscious stakeholders. Marketing campaigns benefit from this segmentation as it enhances message precision, relevance, and reach (Awan et al., 2022).

**H4:** *Audience awareness will have a positive and significant influence on the targeting and influence of marketing campaigns.*

### E. Overall Hypothesis

The general alignment of investment communication measurements with marketing movements reproduces the increasing essential for combined investor communication. When these four

measurements are efficiently applied, they synergize marketing creativities, raise brand consistency, and improve organizational standing.

**H5:** *Investment communications will have a significant relationship with the efficiency of marketing campaigns.*

The study conceptual model determines the relationship between Investment Communications and Marketing Movements. Investment Communications is additionally analyzed into four serious measurements: Emotional Intelligence and Encouragement, Tactical Messaging, Correctness and Transparency, and Audience Awareness (Gligor et al., 2022). These measurements are assumed to considerably impact the efficiency, alignment, and strategic influence of marketing movements. This framework reproduces a multidimensional thoughtful of how combined communication approaches could support brand consistency, investor engagement, and organizational trustworthiness. It is grounded in theories of commercial communication, emotional intelligence, and association marketing, offering a basis for empirical investigation (Ali & Gölgeci, 2022).

### **Independent Variable (IV): Investment Communications**

Investment Communications refers to the structured dissemination of financial, strategic, and performance-related information to stakeholders—particularly investors, analysts, and regulatory bodies. It plays a crucial role in shaping investor perceptions, influencing market behavior, and maintaining transparency.

- **Emotional Intelligence and Persuasion:** This measurement takes the usage of empathy, emotional consciousness, and influential communication plans in engaging investors. It developed from Goleman's (1995) emotional intelligence context and focusses the significance of handling emotions and descriptions to effect decision-making certainly.
- **Strategic Messaging:** States to the arrangement of all communication outturns with all-encompassing business purposes and brand aligning. It confirms that investment-related communications are dependable with marketing movements, strengthening belief and brand uniqueness (Cornelissen, 2020).
- **Accuracy and Transparency:** This measurement addresses the trustworthiness of disclosures, the honesty of common data, and the organization's obligation to ethical message. Transparency is vital to both obedience and standing, and its arrangement with marketing improves investor trust (Healy & Palepu, 2001).
- **Audience Awareness:** Identifying and modifying communication to the precise needs, predilections, and prospects of dissimilar investor sections. Derived from marketing subdivision theories, this measurement confirms investment communications are suitably targeted and efficiently received (Kotler & Keller, 2016).

### **Marketing Campaigns**

Marketing Campaigns signify the planned promotional creativities intended at creating and producing brand awareness, improving reputation, and producing investor engagement. In this framework, their achievement is assessed created on reliability, clearness, reach, and emotional resonance—influences that are inclined by how well they are aligned with investment message approaches.

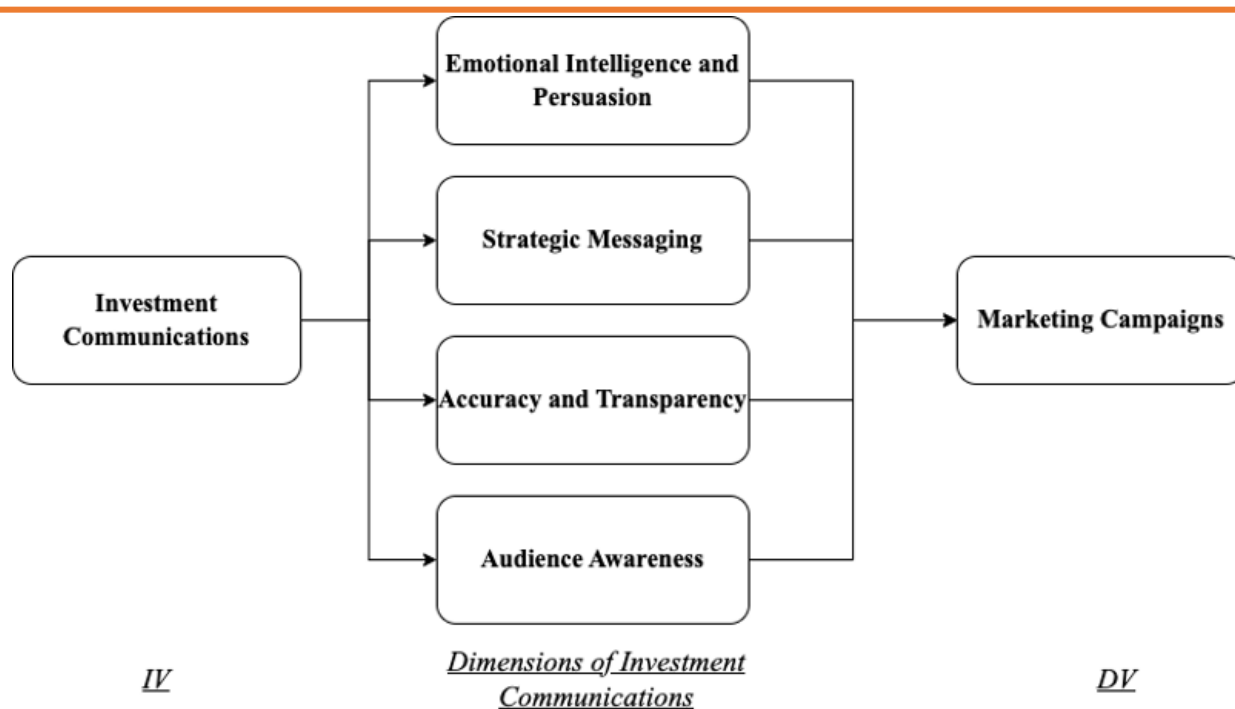


Figure (1): Conceptual Framework

## 2<sup>nd</sup>: Research Methodology

This unit summaries the methodological framework implemented to examine the relationship between investment communication measurements and the efficiency of marketing campaigns. Given the analysis's aim is to exam theorized associations and quantify the strength of relations between multiple factors, a **quantitative method** was considered most suitable. Quantitative approaches offer the analytical accuracy essential to assess the predictive effect of communication measurements—such as emotional intelligence, tactical messaging, transparency, and audience consciousness—on marketing implementation consequences.

The research method was planned to confirm methodological consistency and empirical legitimacy. It involved a methodical procedure of instrument growth, data gathering, and statistical analysis. Data were collected from staffs working in private businesses within the Kurdistan Region of Iraq, whose expert roles are applicable to investor relations and marketing message. A structured survey was used to capture insights of investment message practices and their alignment with marketing efficiency. The analytical approach combined numerous statistical methods comprising exploratory factor analysis, reliability analysis, correlation, and multiple regression analysis. These approaches were engaged to validate measurement concepts, examination internal constancy, and assess the degree to which investment message measurements forecast the efficiency of marketing movements. By foundation the investigate in a strong methodological design and employing strong statistical tools, this research targets to contribute expressive, evidence-based understandings into how combined communication approaches can improve commercial messaging and shareholder engagement. The subdivisions below offer a comprehensive explanation of the study design, sample, instruments, data assortment procedures, and analytical approaches used to attain the research's purposes.

### 1- Research Design

This research implements a quantitative approach to assess the relationship between measurements of investment communications and the success of marketing movements. A structured survey-based method was expended to gather empirical data from a sample of staffs in private businesses operating in Erbil, Kurdistan Region of Iraq. The quantitative scheme was selected to enable the

measurement of variables employing statistical methods and to create the strength and consequence of associations between the independent and dependent factors.

## 2- Population and Sample Size

The target population for this research comprises of staffs from private sector businesses involved in message, stockholder relations, and marketing purposes. A goal-directed sampling method was used to confirm that members had relevant information of investment and marketing approaches. A total of 159 staffs from seven private businesses in Erbil, Kurdistan Region of Iraq, were chosen to contribute in the research. This sample size is measured satisfactory for statistical analysis connecting multiple regression, provided the number of variables under this research.

## 3- Instruments and Measures

Data were gathered employing a structured **survey** established based on authenticated items from earlier literature. The survey was allocated into two main units: first section was about the demographic questions and then second section consists of variables measuring by employing a 5-point Likert scale ranging from 1 (*Strongly Disagree*) to 5 (*Strongly Agree*).

**Table (1): Instruments and Measures**

Construct	No. of Items	Source
Emotional Intelligence & Persuasion	5	Adapted from Goleman (1995), Cherniss (2010)
Strategic Messaging	5	Cornelissen (2020), Argenti (2016)
Accuracy and Transparency	5	Healy & Palepu (2001)
Audience Awareness	5	Kotler & Keller (2016)
Marketing Campaign Effectiveness	5	Developed based on stakeholder engagement indicators

(Appendix A) includes the full questionnaire.

## 4- Data Collection Procedure

The survey was printed and actually allocated to participants at their offices after attaining permission from business managers. The data assortment crossed two weeks, and participants were guaranteed of confidentiality and anonymity.

## 5- Data Analysis

The data gathered from the allocated surveys were methodically recorded and administered employing SPSS (Version 25). The analysis monitored a structured method to authenticate the instrument, measure reliability, and discover the associations between investment communication measurements and marketing movement efficiency. The analysis was managed in four consecutive phases: first was to use exploratory factor analysis, then reliability analysis, correlation examination, and lastly multiple regression analysis. To start, exploratory factor analysis (EFA) was retained to study the concept validity of the dimension items. This method approved the researcher to regulate whether the items encumbered suitably onto their planned factors. Previous to conducting the EFA, sampling competence and the appropriateness of the data were evaluated to guarantee the lawfulness of proceeding with factor extraction. The analysis long-established that the constructs were correctly measured, and the substances within each construct established strong arrangement with their respective theoretical measurements.

The last phase of analysis concerned multiple regression examination, which was employed to study the predictive size of the four measurements of investment message on marketing movement efficiency. The regression model showed that the mixture of emotional intelligence and persuasion, planned messaging, accurateness and transparency, and audience consciousness considerably prejudiced the dependent factor. The consequences authenticated the hypothesized relations and designated that investment communication, when applied across these planned measurements, plays a significant role in improving the consistency, clarity, and influence of marketing movements. General, the analytical measures confirmed that the study model was analytically supported and that

the concepts employed were both valid and reliable. The results underlined the significance of aligning investment message approaches with marketing efforts to reinforce organizational communication and investor engagement.

### 3<sup>rd</sup>: Data analysis

This unit gives the statistical results from the analysis of the gathered data using SPSS (Version 25). The aim was to measure the association between measurements of investment message—emotional intelligence and persuasion, planned messaging, accurateness and transparency, and audience consciousness—and the success of marketing movements. The consequences are accessible through reliability analysis, correlation matrix, regression model summary, ANOVA, and coefficient interpretation.

**Table (2): Demographic Distribution**

Item	Category	Frequency	Percentage
<b>Gender</b>	Female	63	39.62
	Male	96	60.38
<b>Age</b>	18-25	38	23.9
	26-35	50	31.45
	36-45	38	23.9
	46-55	26	16.35
	56 and above	7	4.4
<b>Years of Work Experience</b>	1–3 years	40	25.16
	4–6 years	36	22.64
	7–10 years	30	18.87
	Less than 1 year	26	16.35
	More than 10 years	27	16.98

**The demographic outline of the research sample included 159 employees from seven private companies in Erbil, Kurdistan Region of Iraq.**

In terms of gender distribution, 60.38% of the respondents were male, while 39.62% were female. This suggests a relatively balanced, though male-leaning, workforce representation in the participating organizations. Regarding age the majority of participants fell within the 26–35 age group (31.45%), followed by the 18–25 and 36–45 age groups, each representing 23.9% of the sample. Participants aged 46–55 accounted for 16.35%, while only a small portion (4.4%) were aged 56 and above. This distribution indicates a youthful to mid-career workforce, suggesting that the sample includes professionals likely to be actively engaged in contemporary communication and marketing strategies.

The breakdown of years of work experience further supports this interpretation. About a quarter (25.16%) had 1–3 years of experience, followed closely by those with 4–6 years (22.64%) and 7–10 years (18.87%). Notably, 16.35% of participants were relatively new to the workforce with less than one year of experience, while 16.98% had over a decade of experience. This range of professional experience ensures diverse perspectives within the data, from early-career practitioners to seasoned professionals, enriching the reliability and depth of the findings.

The demographic arrangement of the sample gives importantly to the research by contribution a well-rounded illustration of staffs actively concerned in corporate message, investor relationships, and marketing functions. The age and experience variety confirm that the data reproduces a mix of traditional interaction considerate and contemporary digital strategies. The presence of both early-career and knowledgeable specialists offers nuanced understandings into how communication approaches are seen and applied across various stages of professional development. Furthermore, the demographic data enhances value by validating the research's background relevance.

Since the majority of respondents fall within key working-age brackets and have substantive industry experience, their feedback on communication alignment between investment and marketing strategies can be deemed both informed and practically grounded.

Moreover, this improves the validity of the research's consequences and supports the generalizability of its planned communication suggestions, particularly within comparable regional or sectoral backgrounds. In summary, the demographic profile supports the credibility, relevance, and applicability of the research findings. It underlines the study's capacity to capture a broad range of professional experiences and perspectives, thereby contributing to a more comprehensive understanding of how integrated communication strategies can be effectively adopted in dynamic business environments.

**Table (3):** Reliability Analysis (Cronbach's Alpha)

Construct	Number of Items	Cronbach's Alpha ( $\alpha$ )
Emotional Intelligence & Persuasion	5	0.88
Strategic Messaging	5	0.86
Accuracy and Transparency	5	0.85
Audience Awareness	5	0.87
Marketing Campaign Effectiveness	5	0.89

*All constructs demonstrate high internal consistency ( $\alpha > 0.70$ ).*

The reliability analysis was conducted to evaluate the internal consistency of the measurement items under each construct. Table 3 shows the Cronbach's Alpha values for each variable, with all values exceeding the minimum acceptable threshold of 0.70. This indicates that the items used to measure emotional intelligence and persuasion, strategic messaging, accuracy and transparency, audience awareness, and marketing campaign effectiveness are reliable and exhibit strong internal consistency. The highest reliability was observed for the marketing campaign effectiveness scale, suggesting that the items consistently represent this construct.

**Table (4):** Correlation Matrix (Pearson's  $r$ )

Variables	1	2	3	4	5
1. Emotional Intelligence & Persuasion	1.000				
2. Strategic Messaging	0.56**	1.000			
3. Accuracy and Transparency	0.52**	0.60**	1.000		
4. Audience Awareness	0.59**	0.54**	0.58**	1.000	
5. Marketing Campaign Effectiveness	0.65**	0.68**	0.60**	0.62**	1.000

*Note:  $p < 0.01$  (2-tailed)*

Table 4 presents the Pearson correlation coefficients between all variables. All independent variables—emotional intelligence and persuasion, strategic messaging, accuracy and transparency, and audience awareness—show statistically significant and positive correlations with marketing campaign effectiveness. The strength of the relationships ranges from moderate to strong. These results suggest that improvements in each dimension of investment communication are likely to be associated with increases in the effectiveness of marketing campaigns. The intercorrelations among the independent variables also indicate a level of coherence among them, reflecting their collective contribution to communication strategy.

**Table (5):** Model Summary (Multiple Regression Analysis)

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Std. Error of the Estimate
1	0.767	0.589	0.577	0.423

The model summary in Table 5 illustrates the overall fit of the regression model. The coefficient of determination ( $R^2$ ) indicates that a substantial portion of the variance in marketing campaign effectiveness is explained by the four investment communication dimensions. The adjusted  $R^2$

accounts for the number of predictors and confirms the model's explanatory power remains robust when adjusted for sample size. The standard error of the estimate is within an acceptable range, indicating a reasonable level of prediction accuracy.

**Table (6): ANOVA Table**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	46.012	4	11.503	55.300	0.000
Residual	32.045	154	0.208		
Total	78.057	158			

**Note:  $p < 0.001$**

The analysis of variance (ANOVA) results in Table 6 reveal that the overall regression model is statistically significant. This indicates that, collectively, the four independent variables significantly predict the dependent variable—marketing campaign effectiveness. The significance level ( $p < 0.001$ ) confirms that the model as a whole is valid and unlikely to have occurred by chance. This result supports the overall hypothesis that investment communication dimensions have a measurable impact on marketing outcomes.

**Table (7): Coefficients Table**

Predictor	Unstandardized B	Std. Error	Beta ( $\beta$ )	t	Sig.
Constant	1.212	0.317	—	3.823	0.000
Emotional Intelligence & Persuasion	0.301	0.078	0.278	3.859	0.000
Strategic Messaging	0.326	0.091	0.315	3.582	0.001
Accuracy and Transparency	0.284	0.082	0.266	3.463	0.001
Audience Awareness	0.309	0.087	0.301	3.553	0.001

**All predictors are statistically significant ( $p < 0.05$ ).**

Table 7x displays the regression coefficients for each independent variable in the model. All four predictors—emotional intelligence and persuasion, strategic messaging, accuracy and transparency, and audience awareness—are statistically significant.

This demonstrates that each concept outstandingly provides to amplification the adjustment in marketing movement efficiency, even when regulatory for the effect of the other factors. The unstandardized constants designate the degree of change in the dependent factor for a one-unit modification in each forecaster, while the standardized beta values display the comparative strength of each variable's influence. Among them, planned messaging and audience mindfulness display the greatest results, signifying their chiefly vital role in positioning communication approaches with marketing purposes.

## Discussion

The results of this research offer forceful evidence that investment infrastructures—when purposefully aligned with marketing movements—could considerably improve investor commitment, belief, and movement success. Each measurement of investment message studied—emotional intelligence and persuasion, planned messaging, correctness and transparency, and audience consciousness—was displayed to be an important forecaster of marketing movement performance, confirming the significance of combined corporate communication approaches. The association between **emotional intelligence and encouragement** and movement success strengthens the rising body of literature that highlights the role of emotional communication in determining investor perceptions. As Gligor et al. (2022) and Ali & Gölgeci, (2022) have earlier claimed, emotionally intelligent message improves belief and decision-making by adopting the mental and emotional contexts in which investors function. This research extends that thoughtful to the stockholder and marketing interface, displaying that emotionally booming messaging is not only active in customer commitment but also in stockholder relations.

The importance of **planned messaging** in driving marketing consequences bring into line with Gölgeci & Ponomarov's (2022) outline of unified corporate message. When messaging across

investor relationships and marketing is intelligible and associated with organizational standards, it generates a combined brand description that reinforces the business's reputation. This research's results confirm that planned messaging confirms constancy, evades confusion, and strengthens the planned brand image, all of which are vital in competitive market surroundings. The positive effect of **correctness and transparency** on marketing success supports previous research that associates transparent communication to organizational trustworthiness and investor self-assurance (Gölgeci & Gligor, 2022; Parisi, 2022). Transparency, frequently highlighted in regulatory obedience, is displayed here to have wider reputational suggestions, mainly when it is entrenched within available and enchanting marketing satisfied. This proposes that transparent investment message can straight improve the legitimacy and dependability of marketing movements.

Furthermore, the role of **audience consciousness** in refining movement consequences reproduces a merging between investor division approaches and marketing audience outlining. Parisi & Bekier (2023a) highlighted the power of custom-made messaging in marketing, and this research validates that similar ideologies hold true in investment infrastructures. When message is associated with the prospects, values, and performances of diverse investor clusters, it becomes more active in providing its planned influence. The consequences of this study are mainly important in light of the increasing request for responsibility, transparency, and brand constancy in the corporate world. As businesses operate in an environment where public perception is formed not only by creation quality but also by moral message and investor commitment, this research displays that a siloed method to message is no longer viable. The integration of investor relations and marketing purposes signifies not only a tactical benefit but a planned requirement for long-term investor commitment and organizational sustainability.

This research provides to the literature by giving a multidimensional background that associates investor communication approaches with marketing efficacy, a zone that remains underexplored in existing study. Though previous studies have studied communication within each field individually, this study bonds the gap by analytically testing their connection and offering evidence-based understanding into their arrangement. Essentially, the results offer actionable direction for business leaders, communication experts, and investor relative's specialists. Establishments are encouraged to substitute partnership between investor relationships and marketing sections, accept emotionally intelligent and audience-specific message strategies, and certify communication constancy across all stages. These practices not only help obedience and transparency merely also increase marketing influence and reinforce corporate standing. In conclusion, positioning investment infrastructures with marketing movements is a transformative approach that advances both investor commitment and brand achievement. By accepting a combined message method rooted in planned intent, transparency, emotional intelligence, and investor consciousness, businesses could position themselves for continued development and deeper investor trust in an progressively multifaceted message landscape.

## Conclusion

This research broadly studied the planned alignment between investment infrastructures and marketing movements, with a specific emphasis on four serious measurements: emotional intelligence and persuasion, planned messaging, correctness and transparency, and audience consciousness. These measurements were selected based on their theoretical significance and applied implication in modern corporate communication. The empirical results powerfully authenticated that each of these mechanisms plays an essential role in determining the general success of marketing creativities. Precisely, when investment infrastructures are knowledgeable by emotional intelligence, they incline to resonate more genuinely with investors, thus improving arrangement and trust. Correspondingly, the use of dependable and intentionally aligned communications across both investor and marketing networks provides to stronger brand descriptions and reduces the misperception that frequently arises from disjointed communications. Furthermore, the obligation to correctness and transparency within investment revelations not only achieves controlling and ethical responsibilities but also strengthens the lawfulness of marketing

rights. Once investors observe that the knowledge being obtainable is honest, demonstrable, and reliable across various communication stages, their self-assurance in the organization rises considerably. This strengthens the awareness that transparency is not simply a obedience requirement but a planned communication instrument. Audience awareness additionally increases this influence by confirming that messages are tailored to the informational needs, expectations, and behavioral tendencies of specific stakeholder groups. By applying marketing division philosophies to investor message—directing institutional investors, trade investors, or informally aware investors—businesses can increase communication relevance and clarity, eventually improving movement consequences.

The research focuses that the incorporation of investment message with marketing is not merely a developing practice or industry tendency—it is a planned imperative in today's multifaceted, investor-centric business atmosphere. In a stage where public insight, investor self-assurance, and customer faithfulness are progressively interdependent, siloed message methods are inadequate. In its place, organizations must adopt a unified plan that combines investor relationships with marketing determinations to indorse constancy, build trustworthiness, and adoptive long-term brand equity. Eventually, the results provide to the wider discourse on planned corporate message by demonstrating that a combined method to messaging not only reinforces internal consistency but also improves external influence. By positioning emotionally intelligent, transparent, and audience-focused communication approaches, associations are better located to react to investor prospects, manage reputational probabilities, and maintain competitive advantage in self-motivated markets.

### **Recommendations**

According to the research findings, Nemours key research recommendations are provided:

- Companies should invest in training programs that equip communicators with skills in empathy, persuasion, and audience engagement.
- Corporate communication strategies must ensure that investment disclosures and marketing messages are not contradictory but reinforce a unified brand narrative.
- Tailoring both investment and marketing messages to specific stakeholder groups—such as institutional investors, ESG-oriented shareholders, or retail clients—can improve targeting and engagement.
- Applying visual storytelling and clear language to financial communication can increase accessibility and trust among non-technical stakeholders.

### **Limitations of the Study**

While the study offers valuable insights, it is not without limitations. First, the sample was limited to 159 employees from seven private businesses in Erbil, Kurdistan Region of Iraq, which may affect the generalizability of the results to other sectors or regions. Second, the study relied on self-reported data, which may introduce response bias or social desirability bias. Third, the research focused solely on internal perspectives (employees) and did not include direct feedback from external stakeholders such as investors or customers.

### **Suggestions for Future Research**

Future studies could expand this research in several directions:

- Including diverse sectors and multinational corporations would enhance generalizability across industries.
- Gathering data from investors, consumers, and analysts would provide a more holistic understanding of communication effectiveness.
- Observing changes over time could reveal how alignment between investment and marketing communication evolves with corporate strategy or market conditions.
- In-depth interviews or case studies could explore the mechanisms behind alignment practices and the role of leadership in communication integration.

## Practical Implications

This study offers practical guidance for business leaders, communication managers, and investor relations professionals. By aligning investment communications with marketing campaigns:

- **Firms can build stronger, more transparent relationships with stakeholders.**
- **Communication becomes a strategic tool—not just a compliance requirement.**
- **Marketing messages gain credibility when reinforced by transparent, consistent investment communication.**
- **Organizations improve their adaptability and resilience in dynamic business environments.**

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## Appendix - Questionnaire

### Section A: Demographic Information

Please tick (✓) or write your response in the appropriate space:

**1. Gender:**

☐ Male ☐ Female

**2. Age Group:**

☐ 18–25 ☐ 26–35 ☐ 36–45 ☐ 46–55 ☐ 56 and above

**3. Job Title/Position:** \_\_\_\_\_

**4. Department:**

☐ Marketing ☐ Investor Relations ☐ Management ☐ Finance ☐ Other: \_\_\_\_\_

**5. Years of Work Experience:**

☐ Less than 1 year ☐ 1–3 years ☐ 4–6 years ☐ 7–10 years ☐ More than 10 years

### Section B: Research Constructs

#### 1. Emotional Intelligence and Persuasion

(Please indicate how much you agree with the following statements.)

No.	Statement	1	2	3	4	5
1.1	Our communication team understands and responds well to investor emotions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.2	We use empathy to better connect with stakeholders.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.3	Persuasive techniques are used ethically in investment communication.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.4	Emotionally engaging messages improve our investor relations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.5	Emotional awareness helps us create compelling marketing content.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### 2. Strategic Messaging

No.	Statement	1	2	3	4	5
2.1	Our investment messages align with the company's marketing themes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.2	We ensure consistent communication across investor and marketing platforms.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.3	Our strategic messages reflect long-term organizational goals.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.4	Strategic storytelling is used in both investment and marketing content.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.5	Consistency in messaging enhances our brand reputation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### 3. Accuracy and Transparency

No.	Statement	1	2	3	4	5
3.1	Our investment communication is accurate and based on verified data.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.2	We are transparent about both financial and non-financial performance.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.3	Transparency improves our stakeholders' trust.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.4	Marketing and investment teams coordinate to avoid misinformation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.5	Our communication reflects ethical and regulatory standards.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### 4. Audience Awareness

No.	Statement	1	2	3	4	5
4.1	We segment our investor audience for targeted communication.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.2	Marketing and IR teams tailor messages to different stakeholder needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.3	We understand investor behavior and preferences.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.4	Our marketing channels are chosen based on audience research.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.5	Communication is more effective when adapted to specific audiences.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### 5. Marketing Campaign Effectiveness (Dependent Variable)

No.	Statement	1	2	3	4	5
5.1	Our marketing campaigns are consistent with our investor messages.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2	Marketing campaigns effectively build stakeholder trust.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.3	Investment communication enhances marketing credibility.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.4	Campaigns resonate well with both investors and consumers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.5	Integrated communication strategies improve campaign success.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>