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THE IMPACT OF INTEGRATION BETWEEN ACCOUNTING DISCLOSURE AND COMMERCIAL IDENTITY ON THE SUSTAINABILITY OF COMPETITIVE ADVANTAGE

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Abstract
In the highly competitive business world, insurance companies need strategic tools to strengthen their market position. This study aims to comprehend how integrating brand identity and accounting disclosure affects preserving competitive advantage through a field study of a sample of public and private insurance companies in Iraq. The study employed quantitative measures such as advertising expenditures, investment income, business profits, and insurance portfolio performance. The results showed that companies like Gulf and Al Hamra were able to outperform their rivals and hold onto their revenue and profits by skillfully combining financial disclosure with a distinctive brand identity. It also demonstrated that open disclosure increases investor and customer confidence, even though brand identity is crucial for establishing a company's reputation and encouraging loyalty. The study concluded that, especially in a sensitive industry like insurance, integrating the financial and marketing aspects is a competitive necessity rather than an institutional luxury. The study recommended using a dual disclosure model that combines accounting transparency with brand communication messaging to ensure greater trust and long-term superiority. The study also filled a scientific gap in the Arabic literature by providing an analytical framework for evaluating long-term competitive performance. In the context of insurance, the interdependent relationship between financial disclosure and brand identity was rarely discussed in Arabic literature.

Keywords: Accounting Disclosure, Brand Identity, Sustainable Competitive Advantage

1. Introduction

In today's competitive business environment, companies are required not only to generate profits but also to establish a strong corporate reputation and distinctive brand identity to secure long-term market positioning. Transparent and accurate financial disclosure has emerged as a critical accounting practice for attracting stakeholders and investors, while brand identity enhances visibility and fosters customer loyalty (Aaker, 2020; Ali et al., 2022). Integrating these two dimensions is therefore a strategic imperative that strengthens firms' capacity to achieve sustainable competitive advantage, particularly in service-oriented industries such as insurance, where trust and perception play a pivotal role (Nguyen et al., 2021; Keller, 2016).

Despite its strategic importance, many companies—especially in the insurance sector—struggle to link financial disclosure with brand identity in ways that enhance competitive performance. Conventional accounting disclosure often emphasizes financial indicators without addressing broader corporate image investments, creating a gap between market perception and financial reality (Healy & Palepu, 2001; Kim & Shi, 2022). This disconnect limits the ability of firms to sustain competitiveness in dynamic and reputation-sensitive markets (Fombrun & van Riel, 2004; Gangi et al., 2021).

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The significance of this study is further heightened by the increasing global emphasis on transparency and corporate identity management as complementary strategies for sustaining market leadership. However, prior research has not sufficiently explored the integration of financial disclosure and brand identity, particularly in Arab and local contexts within the insurance industry (Alzoubi, 2016; Alshammari, 2020). Addressing this gap offers both theoretical and practical contributions to accounting and management scholarship (Hassan et al., 2020; Toms, 2021).

Accordingly, this study investigates the extent to which the integration of financial disclosure and brand identity influences the sustainability of competitive advantage in insurance companies. It evaluates disclosure practices, brand identity quality, and their reflection in competitive outcomes. The central hypothesis guiding this research is that the ability of insurance companies to acquire and preserve competitive advantage is significantly enhanced through the integration of financial disclosure and brand identity, rather than relying on either dimension in isolation (Barney, 1991; Bratianu, 2020).

2. Theoretical Background

2.1. Foundations of Financial Disclosure and Brand Identity

Financial disclosure and brand identity are critical strategic assets that significantly influence organizational performance and competitive positioning. Financial disclosure refers to the systematic and transparent communication of financial and non-financial information to stakeholders, enabling informed decision-making and enhancing market confidence (Camisón-Haba et al., 2022). Effective disclosure practices are characterized by consistency, understandability, timeliness, and credibility (Raisch & Krakowski, 2021). In recent years, the integration of environmental, social, and governance (ESG) disclosures has further expanded the role of financial reporting as a competitive tool (Demaline, 2024).

Brand identity, on the other hand, encompasses the visual, cultural, and communicative elements that distinguish an organization from its competitors (Schou, 2023). It includes mission and vision, organizational values, visual attributes, and stakeholder engagement strategies (Osatuyi et al., 2020). As an intangible asset, brand identity enhances market value, fosters customer loyalty, and strengthens stakeholder trust (Zwaid et al., 2020).

2.2. Sustainable Competitive Advantage

Sustainable competitive advantage arises when a firm consistently outperforms rivals through superior value creation, innovation, or operational excellence (Knudsen et al., 2021). Key enablers include continuous innovation, investment in human capital, trust-based relationships, and data-driven decision-making (Sołoducho-Pelc & Sulich, 2020). Financial disclosure and brand identity serve as complementary mechanisms for achieving and sustaining this advantage by enhancing transparency, credibility, and market perception (Gomez-Trujillo et al., 2024).

2.3. Interactive Relationship Between Financial Disclosure and Brand Identity

The interplay between financial disclosure and brand identity is synergistic. Transparent disclosure reinforces corporate credibility, while a strong brand identity humanizes financial data and amplifies its impact (Mattera et al., 2022). This integration fosters institutional trust, attracts investors, enhances market valuation, and mitigates competitive risks (Jiang et al., 2023). Financial reports, when aligned with brand

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messaging, serve as strategic tools for communicating corporate identity and building long-term stakeholder relationships (Demaline, 2024).

Theoretical frameworks such as Agency Theory (Jensen & Meckling, 1976) emphasize the role of disclosure in reducing information asymmetry, while Resource-Based View (RBV) theory highlights the value of intangible assets like brand identity in sustaining competitive advantage (BETSILL & NASIRITOUSI, 2023). Stakeholder Theory (Freeman, 1984) further underscores the importance of communicating with diverse stakeholders through both financial and non-financial channels.

2.4. Empirical Evidence from Prior Studies

2.4.1 Local Research

1) Faqir Sabreen and Mustafawi Ammar (2024) found a strong positive correlation between entrepreneurship and competitive advantage in the Algerian insurance sector, particularly in risk orientation.
2) Al-Momani and Maqatif (2017) demonstrated that price, benefit, and product quality positively influence competitive advantage in Jordanian insurance companies.
3) Studies in Iraq (Al-Amri & Al-Rubaie, 2018; Halim & Mahmoud, 2017) confirmed that voluntary disclosure and social media accounting enhance organizational sustainability and value.
4) Al-Bayoumi (2022) highlighted the role of IFRS 15 in improving decision-making and trust.

2.4.2 International Research:

1) Kashyap et al. (2020) linked positive earnings surprises to increased voluntary disclosures, enhancing strategic confidence.
2) Pourkabirian et al. (2021) showed that electronic word-of-mouth (eWoM) strengthens brand image and competitive advantage.
3) Feuerriegel and Pröllochs (2018) used automated topic analysis to demonstrate that the type of financial disclosure significantly affects investor reactions.
4) Du et al. (2018) confirmed that digital and traditional advertising enhance brand attitudes and perceived value.
5) Pratihari and Uzma (2018/2019) established that CSR-driven corporate identity boosts brand loyalty in banking.

2.5. Research Gap and Contribution

Despite extensive research on financial disclosure and brand identity individually, few studies examine their integration in the insurance sector, particularly in emerging markets like Iraq. Previous research has focused on isolated aspects such as CSR, entrepreneurship, or voluntary disclosure without exploring the synergistic effects of combined financial and brand strategies (see Table 1).

Table 1. Research Gap Analysis

Aspect	Previous Studies	Current Study
Focus	Isolated elements: CSR, entrepreneurship, voluntary disclosure	Integrated financial disclosure and brand identity
Sector	Banking, non-insurance, general industry	Insurance sector-specific

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Aspect	Previous Studies	Current Study
Methodology	Qualitative, case studies, limited quantitative analysis	Quantitative, multi-year financial ratio analysis
Geographical Context	Global and regional studies lacking focus on Arab insurance markets	Focus on Iraqi insurance companies

This study addresses these gaps by:
1) Proposing an integrated framework combining financial disclosure and brand identity.
2) Providing empirical evidence from the Iraqi insurance industry.
3) Offering a practical model for enhancing sustainable competitive advantage through dual disclosure strategies.

3. Methods

3.1. Research Design and Data Collection

This study employs a quantitative, longitudinal research design to investigate the impact of integrating accounting disclosure and brand identity on the sustainability of competitive advantage. The analysis is based on secondary financial data extracted from the annual reports of seven Iraqi insurance companies (four private and three public) over a five-year period (2018–2022). This timeframe was selected to capture performance trends before, during, and after the COVID-19 pandemic, a significant period of market volatility.

Data were collected for four key quantitative metrics identified as proxies for the core constructs:
1) Advertising and Publicity Expenses: Operationalized as the annual expenditure on marketing and promotional activities, serving as a proxy for Brand Identity investment.
2) Insurance Operations Revenue: Representing gross premiums earned, indicating market penetration and top-line performance.
3) Investment Income: Reflecting the company's ability to strategically manage and grow its capital reserves, linked to prudent Accounting Disclosure of investment activities.
4) Net Profit: The ultimate measure of financial performance and a key indicator of Competitive Advantage.

3.2. Data Analysis Techniques

To assess efficiency and performance, the collected absolute financial data were transformed into comparative efficiency ratios. The primary ratios calculated were:
1) Advertising Expense to Premiums Ratio: To measure the cost-efficiency of brand-building efforts.
2) Investment Income to Premiums Ratio: To evaluate the effectiveness of capital management and disclosure.
3) Profit to Premiums Ratio: To assess overall underwriting and operational profitability.

The analysis proceeded in two stages:
1) Descriptive Analysis: Tabulating and presenting the absolute figures and calculated ratios for each company across the five-year period to identify trends, patterns, and outliers.

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2) Comparative Efficiency Analysis: Interpreting the ratio trends to evaluate the synergistic effect of financial performance (disclosure) and marketing investment (brand identity) on sustainable competitive advantage. Companies were grouped and compared based on ownership (public vs. private) and performance profiles (efficient, volatile, inefficient).

This methodological approach allows for a robust, data-driven examination of the study's hypotheses, moving beyond theoretical discussion to provide empirical evidence from the Iraqi insurance market.

4. Results and Discussion

4.1 Company Data Analysis Research Sample

Advertising and publicity expenditure is considered one of the key indicators reflecting the strategic commitment of insurance companies toward brand visibility and competitive positioning. Table 2 presents the advertising and publicity expenses for the sampled companies across the period 2018–2022.

Table 2. Advertising and Publicity Expenses of Insurance Companies (2018–2022)

Company Name	2018	2019	2020	2021	2022
Al-Ahly Company	0	350,000	475,000	0	23,360,000
Dar es Salaam	532,000	1,793,500	779,000	2,476,500	5,490,500
Secretary	1,995,000	2,511,500	2,000,000	3,640,000	2,457,000
Gulf	1,255,000	2,215,000	475,000	1,250,000	5,800,000
Al Hamra	6,002,000	9,231,000	5,667,350	11,177,740	22,220,000
National Insurance	455,135,914	458,216,560	243,313,000	191,440,350	413,434,450
Iraqi Company	54,836,000	156,687,000	103,100,000	182,223,893	319,223,050

The data shows wide variation in advertising expenditures between private and public insurance companies. Public sector firms (National Insurance and Iraqi Company) spend substantially more on advertising than private companies. However, expenditure alone does not necessarily guarantee competitive success, as will be demonstrated in the ratio analysis below.

4.1.1. Total Insurance Premiums

Insurance premiums represent the revenues directly linked to customer acquisition and retention. Table 2 illustrates the total premiums earned by the sampled companies during the same period.

Table 3. Total Insurance Premiums of Insurance Companies (2018–2022)

Company Name	2018	2019	2020	2021	2022
Al-Ahly Company	85,752,610	11,968,700	46,559,201	641,376,139	476,426,372
Dar es Salaam	1,035,431,292	3,611,842,605	3,273,442,975	3,042,217,800	3,162,822,839
Secretary	85,752,610	11,968,700	46,559,201	641,376,139	476,426,372
Gulf	585,148,990	105,987,450	81,872,099	363,334,800	316,970,322
Al Hamra	2,510,413,476	789,502,400	1,354,330,927	1,792,506,818	1,842,619,373
National Insurance	79,757,007,071	86,837,568,878	80,942,136,650	90,794,257,929	102,358,845,183
Iraqi Company	80,372,738,039	70,228,691,868	61,796,927,982	105,557,286,931	120,496,294,424

Premium data reveals that public companies dominate the market in terms of volume. However, when these figures are compared with advertising expenses, it becomes clear that efficiency and return on promotional investment vary widely across firms.

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4.1.2. Ratio of Advertising Expenses to Insurance Premiums

To evaluate efficiency, the ratio of advertising expenses to premiums was calculated. Selected examples are provided below.

Table 4. Ratio for Al-Ahly Company

Year	Expenses	Premiums	Ratio
2018	0	85,752,610	0
2019	350,000	11,968,700	2.92
2020	475,000	46,559,201	1.02
2021	0	641,376,139	0
2022	23,360,000	476,426,372	4.90

The company demonstrated increasing efficiency in years when advertising spending was aligned with revenue growth. Notably, even in years with zero advertising (2018 and 2021), premiums were still collected, suggesting strong brand retention.

Table 5. Ratio for Dar es Salaam Company

Year	Expenses	Premiums	Ratio
2018	532,000	1,035,431,292	0.05
2019	1,793,500	3,611,842,605	0.04
2020	779,000	3,273,442,975	0.06
2021	2,476,500	3,042,217,800	0.08
2022	5,490,500	3,162,822,839	0.17

The ratios indicate inefficiency in early years (below 0.1%). However, 2022 shows significant improvement, with higher responsiveness to advertising expenditure.

Table 6. Ratio for Al Hamra Company

Year	Expenses	Premiums	Ratio
2018	6,002,000	2,510,413,476	0.23
2019	9,231,000	789,502,400	1.16
2020	5,667,350	1,354,330,927	0.41
2021	11,177,740	1,792,506,818	0.62
2022	22,220,000	1,842,619,373	1.20

Al Hamra Company demonstrates strong promotional efficiency. Ratios above 1 in 2019 and 2022 indicate significant returns on advertising investment, positioning it as one of the most competitive private firms.

Table 7. Ratio for National Insurance Company

Year	Expenses	Premiums	Ratio
2018	455,135,914	79,757,007,071	0.57
2019	458,216,560	86,837,568,878	0.53
2020	243,313,000	80,942,136,650	0.30
2021	191,440,350	90,794,257,929	0.21
2022	413,434,450	102,358,845,183	0.40

Although National Insurance maintains a large premium base, its efficiency ratios show declining returns on advertising. This suggests that its premiums are driven largely by mandatory contracts rather than promotional effectiveness.

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4.2 Investment Income Analysis

Investment income represents a critical component of insurance companies' financial performance, serving as an indicator of their ability to leverage collected premiums into profitable ventures. This section provides a comparative analysis of investment revenues for seven insurance companies during the period 2018–2022.

4.2.1 Total Investment Revenues

Table 8. Total Investment Revenues of Insurance Companies (2018–2022)

Company Name	2018	2019	2020	2021	2022
Al-Ahly Company	96,714,919	169,055,018	33,706,825	217,760,083	52,279,864
Dar es Salaam	209,404,781	272,853,330	293,126,024	311,966,695	319,082,472
Secretary	123,894,508	109,281,085	116,743,162	120,610,441	1,665,688,018
Gulf	625,596,677	44,404,360	37,397,440	4,520,170	2,591,513
Al Hamra	259,986,122	30,026,129	14,594,550	212,550,000	83,175,000
National Insurance	8,120,435,013	8,751,924,264	6,209,853,683	5,983,112,525	7,089,106,194
Iraqi Company	2,993,785,225	3,320,459,543	3,403,297,685	3,030,074,935	4,435,859,692

The data indicate significant disparities across firms. Public sector companies (National Insurance and Iraqi Company) dominate in absolute revenues, reflecting their larger investment portfolios. However, some private firms, such as Gulf Company, exhibit extreme fluctuations, raising concerns about the stability of their investment strategies.

4.2.2 Ratio of Investment Revenue to Premiums

To assess efficiency, the ratio of investment revenues to total premiums was calculated. This ratio illustrates how effectively companies convert premiums into additional revenue streams.

Table 9. Al-Ahly Company

Year	Investment Income	Premiums	Ratio
2018	96,714,919	85,752,610	112.78
2019	169,055,018	11,968,700	1412.48
2020	33,706,825	46,559,201	72.40
2021	217,760,083	641,376,139	33.95
2022	52,279,864	476,426,372	10.97

The ratios show exceptionally high efficiency in 2019 (1412.48), largely due to low premiums relative to investment revenues. While ratios declined in later years, they remain strong, reflecting successful investment strategies supporting the company's financial resilience.

Table 10. Dar es Salaam Company

Year	Investment Income	Premiums	Ratio
2018	209,404,781	1,035,431,292	20.22
2019	272,853,330	3,611,842,605	7.55
2020	293,126,024	3,273,442,975	8.95
2021	311,966,695	3,042,217,800	10.25
2022	319,082,472	3,162,822,839	10.09

Dar es Salaam maintains relatively stable ratios (7–20%). The year 2018 stands out with the highest value (20.22), indicating effective capital utilization. In subsequent years, ratios stabilized around 10%, positioning the company competitively in terms of investment efficiency.

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Table 11. Secretary Company

Year	Investment Income	Premiums	Ratio
2018	123,894,508	85,752,610	144.48
2019	109,281,085	11,968,700	913.06
2020	116,743,162	46,559,201	250.74
2021	120,610,441	641,376,139	18.80
2022	1,665,688,018	476,426,372	349.62

The company demonstrates strong investment performance with exceptionally high ratios in 2019 (913.06) and 2022 (349.62). This reflects well-formulated investment policies, although volatility across years suggests a need for greater portfolio stability.

Table 12. Gulf Company

Year	Investment Income	Premiums	Ratio
2018	625,596,677	585,148,990	1.07
2019	44,404,360	105,987,450	41.90
2020	37,397,440	81,872,099	45.68
2021	4,520,170	363,334,800	1.24
2022	2,591,513	316,970,322	0.82

Investment efficiency fluctuated drastically, peaking in 2019–2020 (ratios above 40) but collapsing in 2021–2022. Such volatility signals unstable financial strategies and ineffective alignment between premiums and investments.

Table 13. Al Hamra Company

Year	Investment Income	Premiums	Ratio
2018	259,986,122	2,510,413,476	10.36
2019	30,026,129	789,502,400	3.80
2020	14,594,550	1,354,330,927	1.08
2021	212,550,000	1,792,506,818	11.86
2022	83,175,000	1,842,619,373	4.51

Al Hamra's ratios reveal resilience despite external challenges such as the COVID-19 pandemic. After a decline in 2019–2020, efficiency improved sharply in 2021 (11.86). This suggests adaptive investment policies complementing the firm's promotional strategies.

Table 14. National Insurance Company

Year	Investment Income	Premiums	Ratio
2018	8,120,435,013	79,757,007,071	10.18
2019	8,751,924,264	86,837,568,878	10.08
2020	6,209,853,683	80,942,136,650	7.67
2021	5,983,112,525	90,794,257,929	6.59
2022	7,089,106,194	102,358,845,183	6.93

Although absolute revenues are high, efficiency ratios reveal a gradual decline. This trend reflects the company's reliance on mandatory contracts (particularly with oil companies) rather than competitive investment strategies.

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Table 15. Iraqi Company

Year	Investment Income	Premiums	Ratio
2018	2,993,785,225	80,372,738,039	3.72
2019	3,320,459,543	70,228,691,868	4.73
2020	3,403,297,685	61,796,927,982	5.51
2021	3,030,074,935	105,557,286,931	2.87
2022	4,435,859,692	120,496,294,424	3.68

The company demonstrates relatively stable ratios, peaking in 2020 (5.51). Although a decline occurred in 2021–2022, the figures still suggest consistent investment contributions to overall performance, making the Iraqi Company one of the stronger public insurers.

4.3. Company Profit Analysis

Company profits serve as a primary indicator of financial health and operational efficiency in the insurance industry, reflecting the effectiveness of underwriting practices and overall business management. This section presents a comparative analysis of profitability performance across seven insurance companies during the period 2018-2022.

4.3.1 Total Company Profits

Table 16. Total Company Profits (2018-2022)

Company Name	2018	2019	2020	2021	2022
Al-Ahly Company	(119,494,534)	(270,822,228)	(105,544,991)	389,205,500	251,449,021
Dar es Salaam	27,677,573	138,017,928	136,443,737	125,326,241	74,057,433
Secretary	99,393,332	22,834,135	143,522,837	327,313,109	266,425,787
Gulf	173,752,960	10,977,402	15,592,913	30,043,224	153,507,204
Al Hamra	727,055,261	685,770,457	853,433,124	892,862,945	867,662,793
National	15,300,247,983	16,871,745,169	14,680,494,115	12,306,351,563	16,238,148,906
Iraqi	8,851,569,205	9,946,295,706	8,308,084,837	10,930,654,646	12,049,240,848

The data reveal significant disparities in profitability across companies. Public sector companies (National and Iraqi) dominate in absolute profit terms, reflecting their substantial market share and premium volumes. Among private insurers, Al Hamra demonstrates consistent profitability, while Al-Ahly Company experienced significant losses in the initial period before recovering in 2021-2022.

4.3.2 Ratio of Profits to Premiums

To assess profitability efficiency, the ratio of company profits to insurance premiums was calculated. This metric indicates how effectively companies convert premium income into net profit.

Table 17. Al-Ahly Company Profit to Premiums Ratio

Year	Earnings	Premiums	Ratio
2018	(119,494,534)	85,752,610	-139.35
2019	(270,822,228)	11,968,700	-2262.75
2020	(105,544,991)	46,559,201	-226.69
2021	389,205,500	641,376,139	60.68
2022	251,449,021	476,426,372	52.78

The company experienced significant losses from 2018-2020, with negative ratios indicating severe operational challenges. The recovery in 2021-2022 shows improved performance, though the company continues to face profitability pressures.

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Table 18. Dar es Salaam Company Profit to Premiums Ratio

Year	Earnings	Premiums	Ratio
2018	27,677,573	1,035,431,292	2.67
2019	138,017,928	3,611,842,605	3.82
2020	136,443,737	3,273,442,975	4.17
2021	125,326,241	3,042,217,800	4.12
2022	74,057,433	3,162,822,839	2.34

Dar es Salaam maintains stable positive ratios, demonstrating consistent profitability. The peak ratio in 2020 (4.17%) indicates effective cost management and underwriting practices during the challenging pandemic period.

Table 19. Secretary Company Profit to Premiums Ratio

Year	Earnings	Premiums	Ratio
2018	99,393,332	85,752,610	115.91
2019	22,834,135	11,968,700	190.78
2020	143,522,837	46,559,201	308.26
2021	327,313,109	641,376,139	51.03
2022	266,425,787	476,426,372	55.92

The company demonstrates exceptionally high profitability ratios, particularly in 2019-2020. While ratios moderated in 2021-2022, they remain strong, reflecting efficient operations and effective premium utilization.

Table 20. Gulf Company Profit to Premiums Ratio

Year	Earnings	Premiums	Ratio
2018	173,752,960	585,148,990	29.69
2019	10,977,402	105,987,450	10.36
2020	15,592,913	81,872,099	19.05
2021	30,043,224	363,334,800	8.27
2022	153,507,204	316,970,322	48.43

Gulf Company shows volatile profitability patterns. The significant improvement in 2022 (48.43%) suggests recent strategic adjustments have enhanced profitability efficiency.

Table 21. Al Hamra Company Profit to Premiums Ratio

Year	Earnings	Premiums	Ratio
2018	727,055,261	2,510,413,476	28.96
2019	685,770,457	789,502,400	86.86
2020	853,433,124	1,354,330,927	63.02
2021	892,862,945	1,792,506,818	49.81
2022	867,662,793	1,842,619,373	47.09

Al Hamra demonstrates strong and consistent profitability, with ratios consistently above 28%. The exceptional performance in 2019 (86.86%) highlights superior operational efficiency and effective premium management.

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Table 22. National Company Profit to Premiums Ratio

Year	Earnings	Premiums	Ratio
2018	15,300,247,983	79,757,007,071	19.18
2019	16,871,745,169	86,837,568,878	19.43
2020	14,680,494,115	80,942,136,650	18.14
2021	12,306,351,563	90,794,257,929	13.55
2022	16,238,148,906	102,358,845,183	15.86

Despite large absolute profits, National shows a declining trend in profitability efficiency. The decreasing ratios suggest challenges in maintaining profit margins relative to premium growth.

Table 23. Iraqi Company Profit to Premiums Ratio

Year	Earnings	Premiums	Ratio
2018	8,851,569,205	80,372,738,039	11.01
2019	9,946,295,706	70,228,691,868	14.16
2020	8,308,084,837	61,796,927,982	13.44
2021	10,930,654,646	105,557,286,931	10.36
2022	12,049,240,848	120,496,294,424	10.00

Iraqi Company maintains relatively stable profitability ratios, though a slight declining trend is evident. The company demonstrates consistent performance despite market challenges, maintaining double-digit profitability ratios throughout the period.

4.4 Insurance Operations Revenue and Marketing Efficiency Analysis

Insurance operations revenue represents the core underwriting income of insurance companies, reflecting their ability to generate premiums from insurance activities. This section examines both the absolute revenue performance and the efficiency of advertising and publicity expenditures in generating revenue across seven insurance companies from 2018 to 2022.

4.4.1 Total Insurance Operations Revenue

Table 24. Insurance Operations Revenue (2018-2022)

Company Name	2018	2019	2020	2021	2022
Al-Ahly Company	113,257,129	14,557,902	49,428,721	650,754,269	509,559,942
Dar es Salaam	158,560,689	3,652,295,102	3,287,833,349	3,087,465,826	3,190,125,320
Secretary	563,990,069	482,384,923	631,995,627	780,800,039	818,235,641
Gulf	625,599,677	125,860,758	108,203,987	961,584,383	1,484,047,483
Al Hamra	9,129,919,564	6,262,532,418	21,232,031,651	14,022,838,778	17,790,614,572
National	93,483,989,101	102,053,161,250	92,585,395,403	103,124,396,178	118,515,560,679
Iraqi	82,821,783,655	72,364,515,957	63,335,455,461	108,754,863,746	132,512,266,731

The data reveal substantial disparities in revenue generation. Public sector companies (National and Iraqi) dominate in absolute terms, reflecting their massive market presence. Among private insurers, Al Hamra demonstrates remarkable revenue growth, particularly in 2020 and 2022, establishing itself as the leading private insurer in revenue generation.

4.2 Ratio of Advertising Expenses to Insurance Operations Revenue

This ratio measures the cost-effectiveness of marketing expenditures in generating insurance revenue, indicating how efficiently companies convert advertising spending into premium income.

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Table 25. Al-Ahly Company Advertising Efficiency Ratio

Year	Expenses	Revenue	Ratio (%)
2018	0	113,257,129	0.00
2019	350,000	14,557,902	2.40
2020	475,000	49,428,721	0.96
2021	0	650,754,269	0.00
2022	23,360,000	509,559,942	4.58

The company shows inconsistent advertising investment patterns. The zero expenditure in 2018 and 2021 suggests reliance on reputation rather than active marketing. The increased ratio in 2022 (4.58%) indicates a strategic shift toward more aggressive marketing approaches.

Table 26. Dar es Salaam Company Advertising Efficiency Ratio

Year	Expenses	Revenue	Ratio (%)
2018	532,000	158,560,689	0.34
2019	1,793,500	3,652,295,102	0.05
2020	2,056,470	3,287,833,349	0.06
2021	2,476,500	3,087,465,826	0.08
2022	5,490,500	3,190,125,320	0.17

The company maintains low advertising ratios, particularly from 2019-2021 (0.05-0.08%), suggesting highly efficient marketing expenditure. The increased ratio in 2022 (0.17%) may indicate strategic investments to enhance market position.

Table 27. Secretary Company Advertising Efficiency Ratio

Year	Expenses	Revenue	Ratio (%)
2018	1,995,000	563,990,069	0.35
2019	2,511,500	482,384,923	0.52
2020	2,000,000	631,995,627	0.32
2021	3,640,000	780,800,039	0.47
2022	2,457,000	818,235,641	0.30

The company demonstrates relatively stable advertising efficiency, with ratios ranging between 0.30-0.52%. The consistent investment pattern suggests a well-established marketing strategy that effectively supports revenue generation.

Table 28. Gulf Company Advertising Efficiency Ratio

Year	Expenses	Revenue	Ratio (%)
2018	1,255,000	625,599,677	0.20
2019	2,215,000	125,860,758	1.76
2020	475,000	108,203,987	0.44
2021	1,250,000	961,584,383	0.13
2022	5,800,000	1,484,047,483	0.39

Gulf Company shows variable advertising efficiency. The high ratio in 2019 (1.76%) coincided with lower revenue, suggesting less effective marketing that year. The improved efficiency in 2021-2022 indicates better alignment between advertising spending and revenue generation.

Table 29. Al Hamra Company Advertising Efficiency Ratio

Year	Expenses	Revenue	Ratio (%)
2018	6,002,000	9,129,919,564	0.07
2019	9,231,000	6,262,532,418	0.15
2020	5,667,350	21,232,031,651	0.03
2021	11,177,740	14,022,838,778	0.08
2022	22,220,000	17,790,614,572	0.12

Al Hamra demonstrates exceptional advertising efficiency, maintaining very low ratios (0.03-0.15%) despite massive revenue growth. This indicates strong brand recognition and highly effective marketing strategies that require minimal expenditure relative to revenue generated.

Table 30. National Company Advertising Efficiency Ratio

Year	Expenses	Revenue	Ratio (%)
2018	455,135,914	93,483,989,101	0.49
2019	458,216,560	102,053,161,250	0.45
2020	243,313,000	92,585,395,403	0.26
2021	191,440,350	103,124,396,178	0.19
2022	413,434,450	118,515,560,679	0.35

Despite large absolute advertising expenditures, National Company shows declining efficiency ratios from 2018-2021, followed by an increase in 2022. The generally low ratios suggest that the company's revenue generation relies more on market position and mandatory insurance than on marketing effectiveness.

Table 31. Iraqi Company Advertising Efficiency Ratio

Year	Expenses	Revenue	Ratio (%)
2018	54,836,000	82,821,783,655	0.07
2019	156,687,000	72,364,515,957	0.22
2020	103,100,000	63,335,455,461	0.16
2021	182,223,893	108,754,863,746	0.17
2022	319,223,050	132,512,266,731	0.24

Iraqi Company maintains relatively low advertising efficiency ratios, ranging from 0.07-0.24%. The increasing trend in recent years suggests growing investments in marketing activities to enhance competitive positioning and revenue growth.

5. Conclusion

5.1. Summary of Findings

This study set out to investigate the impact of integrating accounting disclosure and brand identity on sustaining a competitive advantage in the Iraqi insurance sector. The empirical analysis of financial and marketing data from 2018 to 2022 provides compelling evidence to support the central thesis.

The findings confirm that a synergistic approach is critical. Companies that successfully integrated transparent financial performance (what was disclosed) with strategic brand investments (how they were perceived) consistently outperformed their peers. Al Hamra Company emerged as the prime example, demonstrating how high profitability ratios and exceptional advertising efficiency create a virtuous cycle of strong financial health and powerful market positioning. Conversely, the results validate that neither element is sufficient in isolation. National Company, despite its vast scale and absolute profits, showed declining efficiency ratios, indicating a over-reliance on mandatory contracts rather than a sustainable competitive strategy. Similarly, Al-Ahly Company's initial losses and Gulf Company's extreme volatility underscore the risks of a disjointed or unstable approach to managing financial and brand strategies.

5.2. Theoretical and Practical Implications

Theoretically, this study bridges a significant gap in the literature by providing an empirical, quantitative framework for analyzing the integration of accounting disclosure and brand identity—a relationship rarely explored in the Arab regional context. It strengthens the Resource-Based View (RBV) by demonstrating how intangible assets (brand identity) and transparent practices (disclosure) act as complementary strategic resources that are valuable, rare, and difficult for competitors to imitate.

Practically, this research offers a clear model for insurance company executives and policymakers. It demonstrates that competitive sustainability is not a function of massive advertising budgets or vast scale alone but is achieved through the *efficient integration* of both. The recommended "dual disclosure" model—where financial reports and brand messaging are strategically aligned—provides a blueprint for building lasting stakeholder trust, enhancing market valuation, and securing a superior market position.

5.3. Limitations and Suggestions for Future Research

This study is limited by its focus on quantitative financial metrics. Future research could be enhanced by incorporating qualitative data, such as surveys measuring customer perception of brand identity or content analysis of the quality and transparency of narrative disclosures in annual reports. Expanding the geographical scope to include other emerging markets in the Middle East would also help generalize the findings. Finally, investigating the role of digital marketing efficiency and ESG (Environmental, Social, and Governance) disclosures as modern components of brand identity and accounting transparency would be a valuable extension of this work.

In conclusion, particularly in a trust-driven industry like insurance, the integration of financial disclosure and brand identity is not merely a strategic advantage but a fundamental necessity for long-term survival and growth.

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