

Purple Economy: The role of improving the job performance of human resources in achieving sustainable development and enhancing the cultural dimension

الاقتصاد البنفسجي : دور تحسين الأداء الوظيفي للموارد البشرية في تحقيق التنمية المستدامة وتعزيز البعد الثقافي

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Abstract:

This study aims to highlight the role of improving the job performance of human resources in achieving sustainable development in all fields and enhancing the functions of the purple economy by addressing the cultural dimension, as well as highlighting the importance of this dimension as a basic dimension of achieving sustainable development, which has developed over time. As well as presenting a set of basic concepts about the purple economy as a concept for a new sustainable economy, an explanatory picture must be presented to it and the most important principles in it.

key words: job performance , Human resource, sustainable development, Purple economy, Cultural footprint.

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ملخص:

تهدف هذه الدراسة إلى إبراز دور تحسين الأداء الوظيفي للموارد البشرية في تحقيق التنمية المستدامة في جميع المجالات وتعزيز وظائف الاقتصاد البنفسجي من خلال التطرق للبعد الثقافي وكذا إبراز أهمية هذا البعد كبعد أساسي من أبعاد تحقيق التنمية المستدامة والذي عرف تطورا عبر الزمن. وكذا تقديم جملة من المفاهيم الأساسية حول الاقتصاد البنفسجي كمفهوم لاقتصاد مستدام جديد وجب تقديم صورة تفسيرية له ولأهم المبادئ فيه. الكلمات المفتاحية: الأداء الوظيفي ، الموارد البشرية ، التنمية المستدامة، الاقتصاد البنفسجي، البصمة الثقافية.

Introduction :

The topic of development is among the important topics that have attracted the attention of researchers in various scientific and professional fields, as this concept emerged to the world after the Second World War, and international organizations and bodies led by the United Nations considered it as a necessary and inevitable right for countries like other rights. This concept has defined an evolution from the concept of economic development to the development of the human element, up to the term sustainable development, which has evolved in development thought over time.

The issue of achieving sustainable development is one of the most important obstacles facing governments to allow the eradication of poverty in society and increase the average real income per person and improve the standard of living and thus access to achieve economic prosperity.

In order to achieve sustainable development, the environment and economy must be integrated into the decision-making process, with an emphasis on human development.

Consequently, the sustainable economy is based on the necessity of using local resources in order to maintain their

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sustainability while preserving the right of future generations to benefit from them equally. Accordingly, the governments of the countries are working to develop other sectors, such as the care, services and tourism sector, in search of sustainable economic development that combines their various dimensions with a cultural imprint, and this is what the new model of the economy seeks, which it called the purple economy.

The organization uses several resources to achieve its goals, but the stable and controlling resource in other resources is the human resource, which is an important success factor in the organization and a source that must be used well because it has essential and original characteristics that are difficult to imitate, and this requires attention to its performance and its continuous improvement. After adopting this idea, management developed in modern organizations. Considering that the human element is one of the most important elements in the function of the component jobs in the organization, and the organization that wants to increase its competitiveness and achieve sustainability needs attention to improving the job performance of workers

The topic includes an introduction that deals with the points that are presented within it according to the division into Requirement

The problematic:

In light of the foregoing, the problem of this study revolves around answering the following question:

Is it possible to achieve sustainability and enhance the functions of the purple economy through concern for improving the job performance of human resources in welfare organizations?

Hypotheses:

- The cultural footprint of the purple economy contributes to the process of economic development.

- There is complementarity and parallelism between the purple economy and the green economy .
- The attention and care of human resources contributes to achieving sustainable development.
- The improvement of job performance contributes to support the enhancement of the functions of the purple economy.
- The purple economy contributes to achieving sustainable development by paying attention to and highlighting the cultural aspects of goods and services.

SECTION I : Purple economy : General concepts of care economy

In the current capitalism, many variables related to the organization of productive activities, such as the care of the elderly and home cleaning, appear in response to needs arising from employment. Which resulted in the emergence of a new concept of economy called the purple economy in search of sustainable economic development that combines its various dimensions with a cultural footprint

First Requirement: What is a purple economy?

Paragraph 1: The purple economy refers to taking account of cultural aspect in economics. It designates an economy that adapts to human diversity in globalization and that relies on the cultural dimension to give value to goods and services.

It is a new type of sustainable economy, based on the great importance of the cultural aspect of society, through the restoration of economic and political balance depending on the internal environment, which represents the cultural footprint of the state, where dependence on each of the local goods and services is valued on trying to establish a sectoral entanglement

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based on the cultural dimension the local. This type of economy is also linked to sustainable development by linking the cultural dimension with each of the three dimensions of sustainable development represented in the economic dimension, the social dimension and the environmental dimension.

The purple economy refers to taking account of cultural aspects in economics. It designates an economy that adapts to the human diversity in globalization and that relies on the cultural dimension to give value to goods and services. The purple economy is that part of the economy which contributes to sustainable development by promoting the cultural potential of goods and services. “The purple economy refers to taking account of cultural aspects in economics. The purple economy is multidisciplinary, in that it enriches all goods and services by capitalizing on the cultural dimension inherent to every sector. It differs from the cultural economy, which is sector-based

Paragraph 2: Definition of purple economy : purple economy is defined as the economy linked to the cultures of societies, and it has the property of adapting to human diversity and the cultural level and awareness of each individual in society, and given the cultural differences from society to society and from one person to another, which in turn determines the level of consumer response by the consumer.

The purple economy is a multidisciplinary and multifaceted economy that enriches all commodities And services by making use of the cultural dimension inherent in each sector, as it focuses on the growing importance of culture. (Medjdoud kheira, 2020)

The purple economy refers to an organized economic system around work sustainability by absorbing the redistribution of care costs in the work of the system just as a green economy is organized around the sustainability of savings by nature by

absorbing environmental costs in production and consumption patterns. It recognizes that we rely on labor sponsorship as an indispensable component of human well-being, and therefore we must create an economic system that takes into account the value of care work and allows it to be provided in a sustainable manner, without reference to the mechanisms that generate inequalities by gender, class and origin. This discussion was presented within the framework of a purple economic vision based on feminist work in the past few decades in unpaid work, care economy and gender inequality, and drawing links between human and environmental care.

The purple economy is a multidisciplinary and multifaceted economy that enriches all commodities And services by making use of the cultural dimension inherent in each sector, as it focuses on the growing importance of culture.

Second Requirement: The emergence of the purple economy

Paragraph 1: The emergence of the Term: The term made its first public appearance in France on 19 may 2011, at the initiative of the association, Diversum, in a manifesto published on le Monde.fr, the day before the world day for cultural diversity for Dialogue and development.

The first international purple economy forum, organized by Diversum, was later held in Paris, from 11 to 13 October 2011, under the patronage of UNESCO, the European parliament and the European commission.

through which modern economic world thinkers tried to search for links between the cultural dimension and sustainable development, as this conference concluded with an emphasis on The importance of placing cultural diversification as a priority for the success of local investments, depending on the

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opportunities derived from adapting to the cultural diversity that is occurring.

The primary objectives of this body were to obtain a better definition of the purple economy and to develop a preliminary map of the types of professions involved. Her work also included examining the complementarity between the purple economy, the green economy, and the social economy, and examining possible criteria for trying to measure what became known as the "cultural footprint", that is, the impact of groups and individuals on the cultural environment. (Malik, 2019)

Paragraph 2: first working group on the purple economy:

Purple economy is a new term that appeared on May 19, 2011 at the initiative of DIVERSUM, an independent French association founded in 2006, which aims to contribute to taking into account culture and its contribution to sustainable development policies, and this is through the statement published by the association in the newspaper Le Monde on the eve of the International Day for Diversity. The first international conference on the purple economy was organized in Paris from 11 to 13 October 2011, sponsored by UNESCO Diversum, the European Parliament and the European Commission, in which the purple professions were identified and the cultural footprint was defined. (Meziane Hamzah, 2020, p. 12)

From September 2012 to February 2013 a meeting of a working group consisting of the founding partners (UNESCO, Organization for Economic Cooperation and Development, (OCDE), Francophonie, Ministries of Foreign Affairs and Culture ...) and major companies (Carrefour, Essilor, Lafarge, Renault, Vivendi) to gather testimonials about their experiences in this field and provide a preliminary report.

Another reference document published in June 2017 touched on various works that could potentially result in

economics with cultural benefits: architecture, art and colors, enjoyment and morals, heritage, imagination, learning, and social and personal skills. (Meziane Hamzah, 2020, p. 13)

The working group met in Paris on six occasions, between September 2012 and February 2013:

- Wednesday, 9 September 2012 (from 9 to 11AM, at UNESCO's headquarters);
- Wednesday, 17 October 2012 (from 9 to 11 AM, at MEDEF's headquarters);
- Wednesday, 21 November 2012 (from 9 to 11 AM, at UNESCO's headquarters);
- Wednesday, 12 December 2012 (from 9 to 11 AM at MEDEF's headquarters);
- Wednesday, 16 January 2013(from 9 to 11 AM at UNESCO's headquarters);
- Wednesday, 13 February 2013 (from 9 to 11 AM, at MEDEF's headquarters).

Third Requirement: The importance of the purple economy

The importance of the purple economy lies in:

- Many economic thinkers and observers believe that economic crises were the result of the marginalization of the cultural dimension that characterizes each country.
- The urgent need to create a cultural orientation for every country or region so that companies can know the requirements that must be based on in order to align with this trend.
- Many specialists believe that economic diversification has become linked to the cultural credibility of the goods produced and the services provided.
- Economic institutions are seen as a tool for transmitting and preserving local culture, which takes

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into account a unified culture of consumption based on local characteristics and opportunities.

- France, the United States, and Japan are seeking developed countries to improve and integrate different consumption patterns with physical and cultural characteristics.
- The violet economy contributes effectively to the diversification of the national economy of developing countries that depend mostly on the oil sector, as it contributes to supporting tourism locally and internationally. (Malik, 2019, p. 44)

Forth Requirement: The objectives of the purple economy

It aims at adopting its idea to:

- Achieving the economic diversification component by setting the standard in other economic sectors such as the tourism sector.
- Confronting the causes of recurrent economic crises.
- Transferring and preserving culture in order to preserve the right of future generations.
- Establishing the idea of the importance of the cultural dimension in achieving institutional success.
- Integration with a sustainable green economy by using local resources to produce environmentally friendly products.
- Preserving the customs and traditions of society while spreading the local culture and introducing it internationally by organizing major sporting and cultural demonstrations. (Malik, 2019, pp. 44-45)

SECTION II : Improving the performance of human resources and their role in sustainable development

The importance of human resources in development thought varied in the post-World War II period until the 1990s, so it has been reported that the human element in development was characterized by two phases: the first extending until the nineties of the last century and the second from the nineties until now, which was represented by the emergence of human development at this stage. It was found that the aspect of (people are the goal of development) and this positive path of development thinking appeared more and more evident in the decade of the eighties from its path, as the focus began on economic growth and proposing structural adjustment policies that placed the human resource in the second place.

First Requirement: Performance concept:

The concept of performance is one of the most common concepts used in the field of corporate governance, as it has received wide attention from specialists.

Paragraph 1 : Definition of performance:

Performance is defined as the behaviors, behaviors, or actions that an individual worker performs during his work. (Asia, 2017, p. 11)

Peter Drucker views performance as: the institution's ability to survive and maintain a balance between shareholder and worker satisfaction. (youcef, 2018, p. 17)

Paragraph 2 : Reasons for interest in performance:

(Mohamed, 2018)

There are several reasons for paying attention to the level of performance and seeking to improve it, the most important of which are the following :

- The changing nature of work.
- Increased competition.

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- Innovations and continuous improvement.
- The change in organizational roles.
- Change in external requests.
- The power of information technology.

Paragraph 3: Dimensions of job performance:

Job performance consists of a set of dimensions, namely:

- **The quality of the work performed:** It is represented by what the individual realizes about the work he is doing, the desire and technical, human and cognitive skills he possesses according to the organizational level to which he belongs, and his proficiency and ability to organize and implement the work without making mistakes.
- **The amount of work accomplished:** that is, the amount of work that an individual accomplished under normal working conditions, and the speed of completion.
- **Knowledge of job requirements:** This includes general knowledge, technical and professional knowledge, and general background about the job and its related fields.
- **Excellence in performance:** It is the state of administrative creativity and organizational excellence that achieves extraordinary levels of performance and implementation of production, marketing, financial and other processes. (Mohamed, 2018, p. 35)



The figure is prepared by the authors based on the job performance dimensions for (Mohamed, 2018)

Second Requirement: The role of human resources in achieving sustainable development :

Recently, there has been a lot of talk about productivity and ways to improve it, in order to double and push the wheel of development forward. In that, they rely on industrialization as the basis for achieving these goals, as many managers are interested in advanced machinery and technology and consider it the basis of progress, but most specialists do not agree with them in that, as lack of concern for the human factor leads to the latter not exploiting the available technology.

Paragraph 1 : The reality of interest in human resources and their role in sustainable development :

Life has witnessed, over time, amazing achievements that indicate the human ability to construct the enormous edifices of human civilization and through the high value of the human element as a development unit and considering it part of the wealth of nations for what human work contributes to the process of human development, and based on the differentiation of

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human production and its superiority over all other forms of wealth. Which places human labor as the most important element of development at all.

Researchers with different orientations have emphasized the importance of the human role and its active and positive influence in the process of sustainable development and in the effectiveness of the elements of sustainability. (Nafez, 2010)

Interest in the issue of training human resources and increasing investment in people has increased after the Second World War for the following reasons:

- The large increase in natural resources in developed countries, which can be explained to a large extent by the high level of investment in human resources.
- The human element, with its capacity for innovation, creativity, invention and development, enables it to overcome the scarcity of natural resources, and through that, the importance of the human element becomes clear to us, which is the main pillar for achieving sustainable development in all fields.
- The escalation of interest in sustainable development in underdeveloped countries that have been suffering from underdevelopment despite their political independence due to the focus on the systems that isolated and in them man and made him lose control over his surroundings, making him unable to highlight the potential energy. (seradj, 2012, p. 29)

Paragraph 2 : Human resources in light of global changes

Human resources in light of global changes must have the following:

- Laying down modern scientific foundations for developing skills.

- Encouraging, qualifying and training the human resources seeking to establish small projects and working to help them in the process of the success of these projects: the experience of China.
 - Attention to human resources problems and work to find solutions to those problems that face some of them.
 - . Culture in general plays an important role, so it is necessary to spread cultures, including the culture of the work team.
 - Creating job opportunities in all fields of work and providing job opportunities for unemployed youth.
 - Encouraging the private sector and combating all obstacles facing the investment process.
 - Encouraging local industries and working on training and qualifying human resources to raise the level of these products so that we can enter the competition battle.
- (Salem, 2012, p. 29)

SECTION III: The transition towards a purple economy

As the capitalist mode of production matures until the twenty-first century, its potential as a sustainable economic, environmental and social system for production and reproduction is facing increasing challenges from many crises: the global economic crisis, high unemployment, the worsening environmental crisis, and what some feminist scholars have called the emerging welfare crisis. In this talk, Professor Ipek Elkaracan presents a future vision for a new economic order that complements the green economy and addresses multiple systemic challenges: the purple economy.

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First Requirement: the purple economy as a new vision

The importance of the purple economy as a new vision is evident through the concepts it brought to bear on its predecessor models on the one hand, and its integration with previous models on the other hand.

Paragraph 1 : parallels and complementarities between purple and green

The purple economy aims to extend the vision for a new sustainable economy beyond that of the green economy. As both visions emerge as a response to systemic challenges – green in response to the ecological crisis and purple in response to the crisis of care, there are number of important parallels and intersection between them. Green economy needs a re-organization and regulation of production and consumption in harmony also with an equitable and sustainable system of reproduction of human beings. Green economy acknowledges that beyond commodity consumption, human wellbeing depends on access to healthy ecosystems; purple economy extends the notions of well-being to also emphasize the indispensable role of access to quality care.

Green economy suggest that economic reorganization needs therefore to account for the value of nature ; purple economy makes a plea for accounting the value of unpaid care work. Reorganization under the green economy is based on an internalization of environmental costs into the working of the system; under the purple economy, it is based on internalization of costs of caring labor. Such a cost redistribution aims at elimination of inequalities; green aims to eliminate intergenerational inequalities, purple aims to eliminate inequalities by gender, class and origin just as the green economy calls for a reordering of priorities placing nurturing of nature at the center, the purple economy calls for a reordering of priorities placing nurturing of human beings at the center. Both vision

therefore, emphasize that GDP growth cannot and should not be the sole or the priority measure of economic performance, but rather sustainable and equitable growth. There is indeed as space for discussion a de-growth agenda in both visions. (Ilkkaracan, 2016)

Complementarities	Green economy	Purple economy
A response to : And also a response to economic crisis and jobless growth through	the environmental crisis ; aims at sustainability of provisioning by nature Green jobs	The crisis of care ; aims at sustainability of provisioning by caring Labor Purple economy
Acknowledges that beyond consumption of commodities human well-being depends on access to	Healthy ecosystems	Universal quality care
Accounts for	The value of nature	The value of unpaid care work
Suggest to internalize Into the (market) economy	Environmental costs	The costs of caring labor
Aims at elimination of ... Through redistribution of costs	Intergenerational inequalities	Inequalities by gender, class and origin
Calls for a reordering of priorities ...	From consumption to nature	From consumption to nurture
And	From GDP growth to sustainable and inclusive growth (or even de-growth)	

Figure 01: Purple Economy and Green Economy: Parallels and Complementarities

Source: Ipek Ilkkaracan, The purple economy complementing the green : towards sustainable and caring economies, P09.

Paragraph 2: Four Pillars of the purple economy

The purple economy entails four pillars aimed at recognition, reduction and redistribution of unpaid care work :

1. A universal infrastructure of social care services : where by all households have equal access to quality professional paid care services for children, ill elderly and disabled. This enables transformation of some of

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the burden from the household/unpaid care work to the state, and through public subsidies to private producers/paid care work.

2. Regulation of the labor market for work life balance – transforming some of the burden from women’s unpaid work hours, and so on.
3. Special measures aimed at reducing the unpaid work burden of rural households. An efficient rural physical infrastructure reduces women’s unpaid work of caring water, collecting firewood, farming and food processing.
4. An alternative macroeconomic policy framework that enables the undertaking of the above three pillars, by prioritizing sufficient job generation and creating the fiscal space for social spending. (Tripathi & Miss Sneglata, 2018)

Figure 2: Four Pillars of a Purple Economy

Four Pillars of the Purple Economy			
<p>universal social care infrastructure</p> <p>accessible, affordable and high quality social care services for children, elderly, disabled and the sick</p> <p>redistribution of care work from unpaid domestic work to paid professional, institutional work</p> <p align="center">Purple jobs</p>	<p>Labor market regulation</p> <p>For work-life balance with Equal Gender Incentives</p> <p>Paternity, maternity and paternal leave, other care leave, flexible work-care leave practices focusing on providing care incentives for men shorter full-time work hours, regulation for gender equality in hiring, pay and promotion</p>	<p>Ecologically- sound and time saving physical infrastructure for rural communities in low-income regions</p> <p align="center">Green and purple Investment in rural areas</p>	<p>Enabling macroeconomic environment</p> <p>Decent employment generation, sustainable and inclusive growth as core objectives of macroeconomic policy</p> <p>Fiscal policy supportive to public investment in a purple and green economy, monetary policies that seek a balance between inflation and employment targets</p>

Source: Ipek Ilkkaracan, The purple economy complementing the green : towards sustainable and caring economies, P10. (Ilkkaracan, 2016)

Second Requirement: The link between the purple economy and sustainable development

The purple economy emphasizes the presence of externalities: the cultural environment from which agents draw and on which, in return, they leave their own footprints is a common good. As a result, the purple economy sees culture as an axis for sustainable development. In fact, culture has been a whole sub-section of sustainability since the beginning. Corporate social responsibility can even be said to have originated in the international covenant on economic, social and cultural rights adopted by the United Nations in 1966. This issue is just one of the different components of sustainable development, alongside concerns relating to the natural environment (green economy) and to social environment (social economy)



Figure 3: The three components of a sustainable development

Source: Dr.Santosh Kumar tripathi, Miss snehlata jaiswal, Purple economy : component of a sustainable economy in India, Journal of Business and management, Volume20, Issue 12, ver III, (December 2018), P48 (Ilkkaracan, 2016, p. 48)

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Conclusion:

Various forms of tools for economic recovery are being explored today in response to the economic crisis of recent years. It seems that the purple economy model will be one of the priorities in developing and enriching the cultural environment, and one of the possibilities that can be studied. The purple economy responds, on the one hand, to the companies' need to innovate and differentiate from their competitors, and on the other hand, the will of certain countries to work in favor of cultural diversity. By reconciling culture and sustainable economic development, this concept opens the way to multiple possibilities, for public administrations, as well as for the business community. Through this study, we tried to show the aspects of the purple economy and define it more and define the relationship between improving the performance of human resources and achieving the dimensions of sustainable development in welfare organizations. which is still not very much known in Algeria, where this first look made it possible to define the dimensions and examine the tools that allow clarifying this concept about a concrete project in reality. Where the purple economy is considered one of the modern colors of the economy, which targets sustainable development, the cultural dimension is the effective part of it.

The purple economy is framed from a perspective where sustainability means preserving environmental resources. So why not use culture as a tool for creativity and wealth creation? Acknowledging the cultural initiatives of companies and societies is definitely an inspiration, but can it really be achieved? The concepts of sustainable development and cultural diversity, which are still not clear to many, make it difficult to implement this project. However, initiatives such as classification based on responsible investment criteria and commitment to the

benefit of culture can effectively allow true conception of the concept in reality.

Finding:

- Improving human resource performance is not through direct influence on human resources, but rather through improving working conditions and jobs .
- Human resources are considered essential to achieving sustainable development.
- Education and development is the most important investment of human resources.
- The development of human resources has gained great importance as a basis for improving the job performance of workers and thus achieving sustainable development
- The use of culture as a means of creativity and wealth creation remains untapped in its optimal form as a method of achieving sustainability.
- Purple economy is one of the modern colors of the economy, which targets sustainable development, the cultural dimension is the effective part of it.
- There are great prospects for development and creating more jobs if investing in the social welfare stipulated by the purple economy
- A cultural economy has all the more future prospects in that it represents potential for growth it is based on largely immaterial foundations and is thus in line with the need for moderation that the economy is now facing, for primarily ecological reasons the advent of a multicultural, multi centric world is replacing cultural diversity as a focus of corporate concerns.

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- The purple economy foresees an economic system which acknowledges care as an economic issue and as a persistent source of inequalities unless the responsibilities for caring are equally distributed.

Recommendations :

- Investing in social welfare infrastructure to develop the care economy, given its potential to create many jobs in the future.
- Investment in the care economy is a long term sustainable investment for present and future generations. Investments in the care economy must be exempt from public deficit calculations which consider this type of public investment as a cost and a burden to the public purse rather than a sustainable investment for the present and the future.
- Engage in and facilitate movement building for systemic change that place care at the center of sustainable development.
- Investing governments and welfare agencies in improving education, infrastructure and public utilities, and acquiring modern technologies.
- Continuous improvement of educational and training programs for organizations working in the field of care and health.

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