

How strategic attentiveness affects gaining a competitive edge Algeria Telecom Corporation: A Case Study
Comment l'attention stratégique affecte l'obtention d'un avantage concurrentiel Algérie Télécom

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Abstract:

Strategic vigilance, according to experts, is one of the most crucial administrative processes because it gathers, analyzes, and disseminates strategic information. This information helps the institution make decisions and predicts the movements of customers and competitors, giving it a competitive advantage. Therefore, the purpose of our study was to demonstrate how strategic attentiveness impacts gaining a competitive edge. Using a survey of Algeria Telecom Foundation workers in Laghouat, By distributing a questionnaire to a study sample, SPSS was used to determine whether or not our hypotheses were valid. We were able to demonstrate that the process of strategic vigilance—which is contained in the aspects of environmental and technical vigilance—is being applied in this way. But this did not have an impact on.

Keywords: Vigilance, strategic alertness, competitive advantage

Résumé

La vigilance stratégique, selon les experts, est l'un des processus administratifs les plus cruciaux car elle rassemble, analyse et diffuse des informations stratégiques. Ces informations aident l'institution à prendre des décisions et prédisent les mouvements des clients et des concurrents, lui conférant ainsi un avantage concurrentiel. Par conséquent, le but de notre étude était de démontrer l'impact de l'attention stratégique sur l'obtention d'un avantage concurrentiel. À l'aide d'une enquête auprès des travailleurs

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de la Fondation Algérie Télécom à Laghouat, En distribuant un questionnaire à un échantillon d'étude, SPSS a été utilisé pour déterminer si nos hypothèses étaient ou non valide. Nous avons pu démontrer que la démarche de vigilance stratégique, contenue dans les aspects de vigilance environnementale et technique, est ainsi appliquée. Mais cela n'a eu aucun effet.

Mots clés : *Vigilance, vigilance stratégique, avantage concurrentiel*

JEL Classification : *O38 , O21 ,M5*

Introduction:

Institutions need to consistently and permanently enhance their performance in order to adjust to the level of competition, prevail over it, and hold a privileged position in the market. Understanding the environment in which the institution operates and being aware of all the opportunities and risks it presents are the only ways to accomplish this.

Therefore, it has become crucial for Algerian institutions to implement a system of strategic vigilance in order to respond to the massive volume of information and fend off competition by creating a competitive edge that is challenging to copy and is based on strong principles.

Firstly-The study Problem:

Based on the above, we pose the following problem:

What is the reality of the strategic vigilance to achieve the competitive advantage in the Algeria Telecom Corporation in Laghouat? To what extent does strategic vigilance affect the achievement of institutional excellence?

Second-The importance of studying:

The importance of this study lies in the importance of the strategic vigilance system, the continuity of the life of projects, and the clarification of the breadth of this system as a tool to outperform competitors by gaining customer confidence and competitive advantage based on information about the competitive environment surrounding the organization .

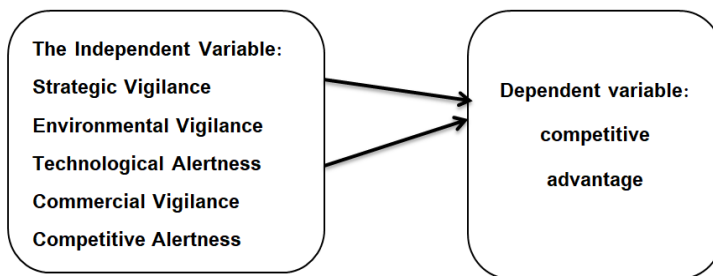
Third- Study Objectives:

- Clarifying the concept of strategic vigilance with exposure to its various types.

- Demonstrating the importance of the institution's openness to its environment, as well as its selection of strategic information.

Learn how to achieve a competitive advantage.

Model the study



Study Hypotheses:

The first premise:

There is a process of strategic vigilance in Algeria Telecom at a significant level ($\alpha = 5\%$).

The second hypothesis

There is a significant effect of strategic vigilance in Algeria Telecom Corporation on the competitive advantage at a significant level ($\alpha = 5\%$).

Sub-hypotheses:

-There is a significant effect of environmental vigilance on the competitive advantage at the level ($\alpha = 5\%$).

-There is a significant effect of technological vigilance on the competitive advantage at the level ($\alpha = 5\%$).

-There is a significant effect of commercial vigilance on the competitive advantage at the level ($\alpha = 5\%$).

-There is a significant effect of competitive vigilance on the competitive advantage at the level ($\alpha = 5\%$).

The Study sample:

The study sample consisted of a group of employees of the Algeria Telecom Corporation, where we distributed 40 questionnaires and retrieved 30 of them.

Data collection methods

In the theoretical section, a group of references were relied on from books, magazines, letters and dissertations.., while the questionnaire was relied entirely on as a main tool in data collection in the applied section. The following statistical methods were used in analysis and hypothesis

testing: arithmetic mean, deviation Standard, correlation coefficient, multiple regression.

Based on the above, the study was divided into the following axes:

The first Axis: a theoretical introduction to strategic vigilance

The second Axis: competitive advantage

The third axis: the applied framework of the study

1-A theoretical introduction to strategic vigilance

1-1-The concept of strategic vigilance:

Vigilance is defined as: a function associated with the management of information resources to make the organization more intelligent and competitive (Bergeross, p. 68).

It is also defined as: a continuous activity that enables the institution to follow innovation, keep pace with it, and create a competitive advantage that allows it or the state to adapt to the changes in its environment (Cartier, 2016, p. 213).

1-2-Strategic vigilance:

Strategic vigilance is not just an action limited to simple monitoring of the surroundings, but rather a voluntary action, as it is like radar that always seeks to anticipate the appropriate time (Mahet, 2014).

Strategic vigilance is the inquiry about the behavior of competitors, technological innovations, control of commercial strategies, knowledge of new desires of consumers, and in general monitoring of the environment (Reix, 2000, p. 56).

Through the previous definitions, the researcher believes that strategic vigilance is the continuous activities that are related to the management and organization of information in order to improve decisions and create a competitive advantage for the organization.

1-3- Types of Strategic Vigilance:

a-Environmental Vigilance: It is the monitoring and vigilance of the economic, political, legal and cultural developments that affect the activity of the institution and the peripheral vigilance of the institution. The elements of the remaining environment of the institution can be explained as follows (Mahet, 2014, p. 26):

b- Social vigilance: It consists in identifying and observing all social phenomena such as (social conflicts).

c- Legislative Vigilance: Interested in following up on laws and legislation outside the institution, which have a direct or indirect relationship with the institution and its market.

Political vigilance: interested in following up and analyzing all political changes and events.

1-4- Technological vigilance: It refers to the efforts made by the institution as well as the means used in order to reveal all the developments and developments taking place in the field of techniques and technologies that are of interest to the institution now and may be of interest to it in the future (Boushanaf, 2002).

1-5- Commercial vigilance: That is, monitoring the needs and desires of customers in the short and long term, and monitoring the loyalty of customers by constantly looking at the complaints, which is a new entry point for commercial vigilance (Khalifa, 2010):

- **Customers (Markets):** Focusing on the development of customer needs in the long term, as well as on developing the relationship between customers and the organization.

- **Suppliers:** By tracking the development of new product offerings, the development of the relationship between suppliers and the organization, tracking the possibility of providing the products that the organization needs at the lowest costs and in the appropriate period.

1-6- Competitive vigilance: (competitive inquiry) is a situation in which the institution is in a state of monitoring and following up on what is happening in its field of work, by collecting information about its competitors present in the market and those likely to appear in the future, analyzing that information and exploiting it to know the strengths and weaknesses of competitors and formulate The strategy that allows it to confront and that guarantees it the continuity of its competitive advantage and the stabilization of its competitive ability, as competitive vigilance allows any organization to carry out this task by following up on its competitors in order to identify their strategies that could affect its position and position in the market (Ahmed, 2011) .

Through the foregoing, we can conclude that strategic vigilance is a comprehensive vigilance for several aspects, as it seeks to search for strategic information, and its interest in one aspect of vigilance is related to the relevant information.

2- Competitive advantage:

2-1- The concept of competitive advantage:

A systematic way to look at the series of activities performed by the institution, through which the current and potential sources of the advantage achieved by the institution over its competitors can be understood (Khalil, 1998).

According to Michel Porter, it is the new methods that the institution discovers that are more effective than those used by competitors, so that they are able to embody this discovery in the field, in other words, creating a deposit process in the institution in a broader sense (Bouzidi & Blagait, 2022, p. 295).

It is also defined as: the ability of the organization to outperform competitors in one or more dimensions of strategic performance (cost, quality, flexibility, reliability, time, delivery and innovation) (Najm, 2005).

It is also defined as: the skill or technique that allows the organization to produce values and benefits for customers that are more than what competitors offer them, and confirms its distinction and difference from these competitors from the point of view of customers who accept this difference and distinction, as it achieves more benefits and values that are superior to what is offered to them. The Other Competitors (Al-Salami, 2001).

And from it, the researcher believes that the competitive advantage is a characteristic that the institution is known in the market and distinguished by over its competitors, by using and exploiting all its resources and energy in order to preserve it and not be subject to imitation or disappearance .

2-2- Types of Competitive Advantage:

a-The lowest cost: It means the ability of the enterprise to design, manufacture, and market a product that is less expensive compared to competing institutions, which ultimately leads to achieving greater returns.

To achieve this advantage, it is necessary to understand the critical activities in the value chain. For the organization, which is an important source of cost advantage.

b- Product differentiation: It means the institution's ability to provide a distinct and unique product that has a high value from the consumer's point of view (higher quality - special characteristics of the product - after-sales services).

Therefore, it becomes necessary to understand the potential sources of product differentiation through the activities of the value chain and to employ the capabilities and competencies of the organization to achieve aspects of excellence (Khalil, 1998, p. 84).

2-3- Determinants of Competitive Advantage:

The competitive advantage of the organization is determined by two variables or two important dimensions: the size of the competitive advantage and the scope of competition.

a- The size of the competitive advantage:

the competitive advantage is achieved if the institution is able to maintain the advantage of the lowest cost or distinguish the product in the face of competing institutions, and in general, the greater the advantage, the more efforts it requires from the competing institutions to overcome it or limit its impact. As is the case with the life cycle of new products, the competitive advantage has a life cycle that also begins with the stage of progress, followed by the stage of adoption by competing institutions, then the stage of imitation in the event that competing institutions imitate and simulate the competitive advantage and try to outperform it, and from here the institution begins to renew or Developing and improving the current advantage or creating a new competitive advantage that achieves greater value for the consumer or customer (Khalil, 1998, p. 86).

b- Scope of competition or target market:

It is the extent of the organization's activities and operations in order to achieve competitive advantages. The scope of activity on a large scale enables the organization to achieve savings in cost as well as in production over other competing organizations. This dimension can be divided into (Amr, 2009):

b-1-The market sector: It reflects the diversity of the organization's outputs, as well as the diversity of customers who are served. Here, a choice is made between focusing on a specific sector of the market or serving the entire market (Suleiman, 2010)

b-2-Forward integration: refers to the degree to which the organization performs its activities, whether internal or external. Higher front-end integration compared to a competitor may bring lower cost advantages or differentiation .

b-3-Geographical dimension: It represents the number of geographical regions or countries in which the organization competes, and this scope allows achieving competitive advantages by providing one type of activities and jobs across several different geographical regions, and the importance of this feature is highlighted for institutions that operate on a global scale, as Provides products and services all over the world.

b-4-Activity Sector: It expresses the extent of the interdependence between the industries under which the organization operates. The existence of links between different activities across several industries would create opportunities to achieve many competitive advantages.

3- The applied framework of the study:

Through this axis, we aim to identify the personal characteristics of the study sample individuals, and then to measure the degree of stability of the study tool, and for that we have extracted and analyzed the answers of the study sample members about the phrases included in the questionnaire directed to the employees of Algeria Telecom, and treated them with the SPSS28 program.

3-1- Distribution of the study sample according to personal characteristics.

Table 01: Distribution of the study sample according to gender

gender			
feminine		Male	
The ratio	Repetition	The ratio	Repetition
%46.7	14	%53.3	16

Source: Prepared by the researchers based on the outputs of the SPSS28 program

It is clear from the table that the majority of the respondents are males, as they accounted for 53.3% of the total sample size, while the percentage of females amounted to 46.7% of the total sample size, which are close percentages, but the male component prevails and this is due to the institution's keenness to employ males, especially if we talk about The higher administrative levels, we find that the proportions of the female element are small, and because the study sample is limited to the upper administrative levels, where the percentage of female workers is very small.

Table 02: Distribution of study sample members according to age

	Age			
	< 30years	30 – 40years	40 – 50years	> 50years
Repetition	8	11	7	4
The ratio	26.7%	36.7%	23.3%	13.3%

Source: Prepared by the researchers based on the outputs of the SPSS28 program

It is clear from the following table that most of the sample is within the category confined between the ages of (30 to 40 years) with a rate of (36.7%), followed by the age of (less than 30 years) with a rate of 26.7%, then followed by the two distributions with a medium percentage whose ages range between the ages of 40 to 50 years 23.3%, and 50 years and over, 13.3% of the total sample size.

The reason for the high percentage of the young and middle age groups may be attributed to the fact that the sample members are mostly heads of departments and managers.

Table 03: Distribution of study sample members according to experience

	Experience			
	< 5 years	05 – 10years	11 – 15years	> 16years
Repetition	4	13	6	7
The ratio	13.3%	43.3%	20%	23.3%

Source: Prepared by the researchers based on the outputs of the SPSS28 program

Table (03) shows that 43.3% of the study sample have experience in Algeria Telecom ranging from 5 to 10 years. The study has experience of less than 5 years. This is consistent with the objectives of the research where the focus is on the experienced

3-2- Tool Stability Test:

The stability of the study tool was verified using the Cronbach alpha coefficient, and the following table shows this:

Table 05: Cronbach Coefficient Stability test

Study stability coefficient (Cronbach's alpha)	number of phrases
0.853	24

Source: Prepared by the researchers based on the outputs of the SPSS28 program

From the previous table, we find that Cronbach's alpha coefficient is equal to (0.853), or 85.3% of the respondents are consistent with their answers (26 individuals), and therefore we can say that the study tool is characterized by strong stability, which makes it valid for this study.

3-3- Analysis of the study data:

We will display and analyze the answers of the study sample on the topics it includes using the statistical program SPSS28

3-3-1- Description of the respondents' answers

- a. Description of the respondents' answers to the independent variable: strategic vigilance

Table (06): Attitudes of respondents towards the first axis: environmental

vigilance

the trend	the standard deviation	the arithmetic mean	statement	The number
neutral	1.136	3.13	The institution is interested in observing its surroundings from the social and cultural point of view.	1
OK	0.647	4.16	The institution has a department that monitors all information surrounding the local and international work environment.	2
OK	0.808	4.03	The information gathering process is based on teamwork on the part of the employees.	3
OK	0.550	4.20	The organization's management collects, analyzes and processes information about the external environment.	4
OK	0.944	3.73	The institution takes into account the social conditions of the employees.	5
OK	0.858	3.76	The organization's management follows up on possible developments in the behavior of the customer and the suppliers that you deal with.	6
OK	0.499	3.83	The sum of the first axis phrases.	

Source: Prepared by the researchers based on the outputs of the SPSS28 program

According to Table (06), we find that the arithmetic mean of the total attitudes of the respondents on the axis of environmental vigilance is equal to: (3.83) and the standard deviation is (0.499). This means that the majority of the respondents agree that Algeria Telecom is interested in analyzing the environment. As an essential element of strategic vigilance, their awareness of external variables and their classification into opportunities and threats, and the importance of identifying strengths and weaknesses by analyzing the internal environment.

Table (07): Respondents' attitudes towards the second axis: Technological vigilance

direction	the standard deviation	the arithmetic mean	statement	The number
Strongly Agree	0.504	4.56	The management of the institution is concerned with everything related to creativity and modern technological machines	1
OK	1.055	3.70	The corporation owns the interest of research and development	2
OK	1.159	3.63	The company uses modern means of communication to promote its goods	3
neutral	1.098	3.36	The Corporation carries out research projects and develops its technologies	4
OK	0.681	4.13	The website of the institution is activated continuously	5
OK	0.590	3.88	The sum of the phrases of the second axis	

Source: Prepared by the researchers based on the outputs of the SPSS28 program.

According to Table (07), it appears to us that the arithmetic mean of the total attitudes of the respondents on the axis of technological alertness

was equal to: (3.88) and the standard deviation was (0.590). This means that the majority of the respondents agree that Algeria Telecom cares about the technological aspect of By providing modern machines and using advanced technical means, in order to create a competitive advantage.

Table (08): Respondents' attitudes towards the third axis: commercial vigilance

direction	the standard deviation	the arithmetic mean	statement	The number
neutral	1.074	2.86	The company works to meet the tastes and needs of its customers	1
OK	1.080	3.73	The company is constantly looking for opportunities to enter new markets	2
OK	0.868	3.93	The company cares about the opinion of customers and suppliers about its products	3
OK	0.550	4.20	The institution can change its services according to the customer's desire	4
OK	0.556	3.68	The sum of the phrases of the third axis	

Source: Prepared by the researchers based on the outputs of the SPSS28 program

According to Table (08), it appears to us that the arithmetic mean of the total attitudes of the respondents on the commercial vigilance axis was equal to: (3.68) and the standard deviation (0.556). This means that the majority of the respondents agree that Algeria Telecom takes into account the commercial aspect and Everything related to the marketing field through its interest in customers, their opinions, suppliers and their products.

Table (09): Respondents' attitudes towards the fourth axis: Competitive

vigilance

direction	the standard deviation	the arithmetic mean	statement	The number
OK	0.583	4.06	The company's management monitors continuously for the competitor that is active in the same sector	1
OK	0.817	3.56	The organization has information about the performance of its competitors	2
neutral	1.136	3.13	The organization attaches importance to the products of competitor organizations	3
OK	0.647	4.16	The company is interested in developing the quality of the products offered	4
OK	0.486	3.73	The sum of the phrases of the fourth axis	

Source: Prepared by the researchers based on the outputs of the SPSS28 program

According to what was stated in Table (09), we find that the arithmetic mean of the total attitudes of the respondents on the axis of competitive vigilance was equal to: (3.73) and the standard deviation (0.486). This means that the majority of the respondents agree that Algeria Telecom seeks to know Its current and potential competitors, as well as its interest in the environment in which the competing organization develops, and this is what makes it maintain its position in the market.

Description of the respondents' answers to the dependent variable:
competitive advantage

Table (10): Respondents' attitudes towards the first axis: competitive advantage

direction	the standard deviation	the arithmetic mean	statement	The number
OK	0.808	4.03	The organization tries to acquire its products at the lowest costs to create the lowest cost advantage	1
OK	0.550	4.20	The organization monitors the development of the relationship between the customer and the employee in order to draw a distinct mental image for him	2
OK	0.944	3.73	Knowing the most research and development areas of competitors allows the organization to create a competitive advantage	3
OK	0.858	3.76	Knowledge of the production process and the possibility of its development creates a competitive advantage	4
neutral	0.964	2.96	The organization seeks to broadcast information quickly, which in itself is a competitive advantage	5
OK	0.455	3.74	Competitive advantage statements	

Source: Prepared by the researchers based on the outputs of the SPSS28 program

According to what was stated in Table (10), we find that the average of the phrases (dependent variable: competitive advantage) is (3.74) and the

standard deviation is (0.455) in the direction of (OK). Therefore, it can be said that the competitive advantage in Algeria Telecom is characterized by a degree of acceptance by the management The institution gives importance to excellence and maintain the status of the institution.

3-4- Testing hypotheses and presenting results

a. Correlation coefficients for all axes of the study

Table (11): Correlation coefficient between the sub and independent variables and the dependent variable

the correlation coefficient	the dependent variable	The independent variable
0.841	Competitive advantage	The impact of strategic vigilance
0.850		environmental vigilance
0.770		Technological alertness
0.405		commercial vigilance
0.517		Competitive alertness

Source: Prepared by the researchers based on the outputs of the SPSS28 program

Through Table (11), it is clear that there is a strong positive correlation between strategic vigilance and competitive advantage with a value of 0.841. A correlation was recorded between the axis of environmental vigilance and competitive advantage with a value of (0.850), and it is considered a strong positive correlation.

The main hypothesis and sub-hypotheses:

After presenting and analyzing the various answers of the study sample on the axes included in the questionnaire, we test the hypotheses at a significance level of ($0.05 \geq \alpha$)

The first main hypothesis:

Null hypothesis H0: There is no strategic vigilance in Algeria Telecom at a significant level ($0.05 \geq \alpha$)

Alternative hypothesis H1: There is strategic vigilance in Algeria Telecom at a significant level ($0.05 \geq \alpha$)

The second main hypothesis:

Null hypothesis H0: There is no significant effect of strategic vigilance on competitive advantage at a significant level of $(0.05 \geq \alpha)$

Alternative hypothesis H1: There is a significant effect of strategic vigilance on competitive advantage at a significant level of $(0.05 \geq \alpha)$

The first sub-hypothesis:

Null hypothesis H0: There is no significant effect of environmental vigilance on competitive advantage at the level of $(0.05 \geq \alpha)$

Alternative hypothesis H1: There is a significant effect of environmental vigilance on competitive advantage at the level of $(0.05 \geq \alpha)$

The second sub-hypothesis:

Null hypothesis H0: There is no significant effect of technological vigilance on competitive advantage at the level of $(0.05 \geq \alpha)$

Alternative hypothesis H1: There is a significant effect of technological vigilance on competitive advantage at the level of $(0.05 \geq \alpha)$

The third sub-hypothesis:

Null hypothesis H0: There is no significant effect of commercial vigilance on competitive advantage at the level of $(0.05 \geq \alpha)$

Alternative hypothesis H1: There is a significant effect of commercial vigilance on competitive advantage at the level of $(0.05 \geq \alpha)$

The fourth sub-hypothesis:

Null hypothesis H0: There is no significant effect of competitive vigilance on competitive advantage at the level of $(0.05 \geq \alpha)$.

Alternative hypothesis H1: There is a significant effect of competitive vigilance on competitive advantage at the level of $(0.05 \geq \alpha)$

Multiple linear regression for the study axes:

The multiple linear regression model was used to test the hypotheses between the independent variables and the dependent variable, and we will present it in the following table:

Table (12): Regression analysis table

How strategic attentiveness affects gaining a competitive edge Algeria Telecom Corporation: A Case Study

value of a	F value	The coefficient of determination	The probability value	regression coefficient	the dependent variable	The independent variable
			0.000	0.727	Competitive advantage	environmental vigilance
			0.014	0.291		Technological alertness
			0.530	0.061-		commercial vigilance
			0.094	0.233-		Competitive alertness
0.910	27.32	0.814	0.000			The reality of strategic vigilance

Source: Prepared by the researchers based on the outputs of the SPSS21 program

From Table (12), we conclude the following:

The main equation:

Competitive advantage:

$$(0.910 + 0.727 X_1 + 0.291 X_2 + 0.061 X_3 + 0.233 X_4)$$

For the coefficient of determination:

The coefficient of determination is a measure of the quality of the model, as the closer it is to (1), this indicates the quality of the model and vice versa. competitiveness in Algeria Telecom, which is a high acceptance rate for the study, while the rest is due to other factors or concepts that were not included in the study

Although the percentage is rather high, the institution adopts and cares about the process of strategic vigilance at an acceptable rate.

The analysis of significant variance for the (F) test also appears in the table, as its calculated value was 27.32 at the degree of freedom (3) with a probability value of (0.000), which is smaller than the significance level 0.05 equal to α , which confirms the existence of the explanatory power of the multiple regression model from the statistical point of view, and so it is possible. Saying that the independent variables affect the dependent variable, and therefore there is a relationship between strategic vigilance and competitive advantage in Algeria Telecom.

- **For sub-hypotheses:**

- Testing the first sub-hypothesis: We note that the value of ($\text{sig} = 0.000 < 0.05$), and therefore we accept the alternative hypothesis H1: There is a significant effect of environmental vigilance on the competitive advantage at $0.05 \geq \alpha$.
- Testing the second sub-hypothesis: We note that the value of ($\text{sig} = 0.014 < 0.05$), and therefore we accept the alternative hypothesis H1: There is a significant effect of technological vigilance on the competitive advantage at $0.05 \geq \alpha$.
- Testing the third sub-hypothesis: We note that the value of ($\text{sig} = 0.530 > 0.05$), and therefore we accept the null hypothesis H0: There is no significant effect of commercial vigilance on the competitive advantage at $0.05 \geq \alpha$.
- Testing the fourth sub-hypothesis: We note that the value of ($\text{sig} = 0.094 > 0.05$), and therefore we accept the null hypothesis H0: There is no significant effect of competitive vigilance on competitive advantage at $0.05 \geq \alpha$.

By returning to the table to test the main hypothesis, we find that $\text{sig} = 0.000$, which is smaller than α , and therefore we accept the alternative hypothesis H1, which states: There is a significant effect of strategic vigilance on competitive advantage at $0.05 \geq \alpha$, and this is confirmed by both the first and second hypotheses.

Conclusion :

The presence of a strategic vigilance system allows to meet the needs of the institutions, as a means that seeks to select strategic information that monitors the surroundings of the institution and follows all changes in its environment, in order to make rational decisions that are essential and essential in order to achieve a competitive advantage for the institution, and outperform its competitors by expanding its market share and Increase its sales.

Our study reached the following results:

- The existence of an application of the strategic vigilance process in the Algeria Telecom Corporation, which was manifested in the

dimensions of environmental vigilance, technological vigilance, commercial vigilance and competitive vigilance.

- There is a strong positive relationship between strategic vigilance and competitive advantage at Algeria Telecom with a value of (0.814), and this is reflected in the high correlation coefficients.
- There is a significant impact of strategic vigilance in its dimensions on the competitive advantage of Algeria Telecom Corporation with a value of (0.000).
- The concern of Algeria Telecom with the system of strategic vigilance is tangible, by allocating an entire department, which is the information and technology department.
- Algeria Telecom adopts the environmental vigilance system, which affects the activity of the enterprise, as well as the technological vigilance, which is particularly concerned with the impact of technological developments on the enterprise's strategy, as well as on the strategic movements of competitors.
- Algeria Telecom is still somewhat far from both commercial vigilance and competitive vigilance.

Thus we recommend and suggest:

-Adopting the institution a strategic vigilance system necessary to keep pace with the changes taking place in the institution's environment;

Follow-up and study of information in order to enhance the competitive advantage of the institution;

-Monitoring accurate and correct information by establishing a tight strategic vigilance system;

-Making the best use of information and communication technology in terms of hiring them in order to activate the operations of the strategic vigilance system.

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