

# جامعة باتنة 1



Vol. 10 Nu. 02 2024

Success

Journal of economic studies and researches in renewable energies

Solutions

DECODING

مجلة علمية دورية محكمة سداسية الترقيم الدولي ISSN: 5353–2392 الترقيم الالكترونيEISSN: 7528–2661

كل الحقوق محفوظة، لا يجوز إعادة نشر الأبحاث الواردة في المجلة إلا بإذن مسبق

# جامعة باتنة 1 الحاج لخضر-مخبر إقتصاديات إستثارات الطاقات المتجددة وتمويل المناطق النائية

مجلة دراسات وأبحاث اقتصادية في الطاقات المتيدكة

مجلة علمية دولية محكمة، نصف سنوية المجلد: 6، العدد: 1 الصادر بتاريخ جوان/يونيو 2019 الترقيم الدولي ISSN : 2392-5353 الترقيم الالكتروني EISSN: 2661-7528 رقم الإيداع القانوني: 2014/331

# **Publisher**

Laboratory of economics investment in renewable energies and strategies of remotes areas

Review of studies and researches economics in renewable energies (Joerre)

Laboratory director

Pr. CHARIF Amor

**Editor chief** 

# PR. KHATAR TAREK

#### **Editor membres**

HANNACHI LAALA

**BAHCHACHI RABAH** 

TALEB AMAR

**KHATAR TAREK** 

TAHTOUH MESSAOUD

SALHAOUI SAMIR

**ARGABI ADEL** 

**GHODBAN LEILA** 

#### Secretariat

# **GOMRI HAYAT**

Contact us

Address : economic and business college, Batna- 1 university, Algeria

# Phone: 00213 553 40 42 11

**Website:** http://lab.univ-batna.dz/eier/index.php/revue **Email:** tarek.khatar@univ-batna.dz

Copyright is reserved for the laboratory, and it is not permissible under any circumstances, except with the prior approval of the laboratory, to reproduce or distribute the data contained in the magazine, and it is permitted to use it for the purposes of scientific research only.

Scientific Committee			
Professor Dr. Ali Al-Wahishi	Professor Dr. Faisal Farhi		
University of Zawiya – Libya	University of Quebec - Canada		
Professor Dr. Boualem Amar	Professor Dr. Khaled Jamal Jaarat		
Chebira	Middle East University - Amman,		
University of Annaba - Algeria	Jordan		
Professor Dr. Ammar Okail	Professor Dr. Mohammed Knoush		
Muscat University, Oman	Trakya University - Turkey		
Professor Dr. Ali Sayeh Jubour	Professor Dr. Tarek Sadrawi		
University of Chlef - Algeria	University of Mahdia - Tunisia		
Professor Dr. Moulood Aoudia	Professor Dr. Rawas Badr Al-Rawas		
Northern Borders University - Saudi			
Arabia			
Abdelmalek Essaadi University -	Dr. Edward Doctor Nashat		
Morocco	Al-Ibur Higher Institute for		
	Management, Computers, and		
	Information Systems - Egypt		
Professor Dr. Nasser Youssef	Professor Dr. Belkacem Laabes		
International Islamic University -	Arab Institute for Planning - Kuwait		
Malaysia			
Dr. Sawsan Zerq	Dr. Zelika Qantri		
Skikda University - Algeria	Khenchela University - Algeria		
Professor Dr. Makhfi Amin	Dr. Bilal Lwail		
University of Mostaganem	University of Boumerdes - Algeria Dr. Sherine Mohamed		
Dr. Khalida Delhoum			
	Al-Fajr College of Science and		
Kasdi Merbah University, Ouargla, Algeria	Technology - Sudan		
Algena			
Dr. Mohammed Holi	Dr. Habib Bouharour		
University of Annaba - Algeria	Kuwait University - Kuwait		
Prof. Sid ali kamel Kaya	Professor Dr. Suraaj Abdullah		
Business School Toulouse	King Faisal University - Saudi Arabia		
Prof. Khaled Hussainey	Prof. Essia Ries Ahmed		

k-	
University of Portsmouth	Universiti Sains Malaysia
Prof. Issam MALKI	Prof. Sid ali kamel Kaya
University of Westminster	Business School Toulouse
Prof. Eric Patrick FEUBI PAMEN	Prof. Jean Baptiste MEYE
Université de Yaounde 2-Soa /	Institut de recherche pour le
Laboratoire d'Analyse et de	développement IRD Marseille France
Recherche en Economie	
Mathématique (LAREM)	
Prof. MOUNIA BENABDALLAH	Prof. Ahsan Riaz
Université de Toulon France	Government College University
	Faisalabad, Pakistan.
Prof. Denis legros	Prof. MARIA PESCARU
Paris 8 (France)	UNIVERSITY OF PITEȘTI,
	ROMANIA

# **Publishing rules**

To publish in the journal, it is necessary to adhere to academic scientific analysis and the methodological approach in writing the article, following the following rules:

The research should not exceed 30 pages and should not be less than 10 pages. The research should be accompanied by an abstract in two languages, the language of the research and another language, with a maximum of 150 words. The title of the article should be written in both languages.

The research should be presented on A5-sized paper with single spacing between lines, leaving a margin of 1.5 cm on the right, 1.5 cm on the left, 1.5 cm at the top, and 1.5 cm at the bottom. The writing should be in "Simplified Arabic" font size 12 for Arabic language, and "Times New Roman" font size 11 for French and English languages.

The article should be recent and not published in any other scientific entity.

The article should be sent in Microsoft Word format through the electronic platform for Algerian journals at https://www.asjp.cerist.dz/en/PresentationRevue/466.

The referencing process should be done in the APA style, and it should be presented at the end of the article in the following order: Author. (Year). Book Title. Edition, Country: Publisher. Author. (Year). "Article Title." Journal, Conference, or Website Title.

The journal retains full intellectual property rights for the published research.

The articles published in this journal reflect the opinions of their authors only.

The editorial board has the right to make some formal modifications to the submitted material, if necessary, without affecting the content of the subject.

An article that does not comply with the publication requirements of the journal will not be published regardless of its scientific value.

Ν	Title		
	الكلمة الافتتاحية للعدد	8	
	رئيس تحرير المجلة/ أد خاطر طارق		
1	Studying and analyzing the determinants of inflation in Algeria for the period 2000-2022	9	
	Messaoud Lecheheb, Skikda University, Algeria		
2	Utilizing E-CRM to achieve Customer Satisfaction – Study of Algeria Gulf Bank ( AGB ) - Guelma Agency	33	
	Souad BOUDJEHEM, University 8 May 1945 – Guelma, Algeria,		
	Nassireddine BEN AHCENE, University 8 May 1945 – Guelma,		
	Algeria		
3	The Role of Financial Ratios in Measuring and Evaluating Liquidity Risks in Banking Institutions Case Study of BEABank, AGBBank and SGABank During the Period 2015- 2021	59	
	MORKANE Mohamed El Bachir, Tissemsilt University,		
	Algeria		
	Merger and Acquisition as a strategy to improve	84	
	competitive advantage: Evidence from Pfizer (2000-2022)		
	Zoubeida Sahraoui, University of Djillali Liabes Sidi Bel Abbes		
	Hichem Benchiha kada, University of Djillali Liabes Sidi Bel Abbes		
	Energy transition in Algeria between renewable and nonrenewable alternatives Solar energy and shale gaz as a	102	
	Sample		
	Slimane kaouane university of 20 august 1955 skikda, Algeria		

Review of studies and researches economics in renewable energies (Joerre)

Vol. 10 ; Nu 02

5	Energy efficiency and the promotion of renewable	129
	energies, the inevitable conditions for sustainable	
	development: the case of Algeria	
	Kansab Jamila, Universite Oran2, Algerie	
6	Digital Marketing Effectiveness in Stimulating Electronic	145
	Commerce: A Case Study on Amazon	
	Benzidane Fatma zohra, University of Chlef, Algeria,	
	Terchani Siham,*University of Chlef, Algeria,	
	Zair wafia, University of Blida 2, Algeria	
7	Analysis of the strengths and weaknesses of Algeria's	170
	share of the European energy market in light of the	
	Ukrainian crisis.	
	Abdelhafidlekoui, 20 aout 1955 university of skikda, Algeria	

# Editorial for this issue

The Renewable Energy Economics and Rural Development Laboratory, affiliated with the Faculty of Economics, Commerce, and Management Sciences at Batna 1 University, works on disseminating all economic research and studies, particularly those related to renewable energy and sustainable development, in the Journal of Economic Studies and Research in Renewable Energy. This scientific journal is peer-reviewed and published every six (06) months. The objective of establishing this journal is to create a scientific field for economic issues related to renewable energy, especially solar energy. Therefore, the journal focuses on research and studies that address the development of renewable energy, environmental economics, sustainable development, as well as financing strategies for development in rural and isolated areas. It values and prioritizes studies that align with the journal's goals, such as:

- Solar energy development and environmental protection.

Economic costs of bioenergy and solar energy and ways to reduce them.

- Social costs of bioenergy.
- Economic tools for developing solar energy production.
- Sustainable development in all its economic dimensions.
- Environmental accounting.

These objectives are part of the overall goals, and the door remains open to all scientific economic studies that contribute genuine scientific value, especially applied and field studies.

Renewable energy is one of the most vital fields in the current century, as it plays a crucial role in achieving sustainable

development and reducing environmentally harmful emissions. To achieve these goals, many researchers and specialists in the field of renewable energy are studying and analyzing various aspects of this subject and developing new technologies and solutions to improve the efficiency of renewable energy utilization and reduce its costs.

This journal aims to publish scientific research and studies related to renewable energy and encourage interaction among researchers and specialists in this field. We hope that this journal will be a valuable source of knowledge and inspiration for all readers and individuals interested in the field of renewable energy.

Editor-in-Chief: Professor Khatar Tarek