

ISSN 2676-184X (Print)

ISSN 2710-8856 (Online)

*University of Djelfa, Algeria*

# Management & Economics Research Journal

مجلة بحوث  
الإدارة و الإقتصاد



Peer-reviewed Biannual Journal

Specialized in:

Economics, Business & Management

*Vol 06 No 01*

*2024*



Vol. 6, No. 1 (2024)

Table of Contents

<i>The importance of digitization in social security institutions - a case study of the Nationale Social Security Fund For Unpaid Workers CASNOS-Biskra Agency</i>	<i>Chahra Adissa</i> <i>University of Biskra</i> <i>Rabah khouni</i> <i>University of Biskra</i>	<i>01-19</i>
<i>Ethical and Value Controls for Media Practices in the Current Environment Variables</i>	<i>fegouri leila</i> <i>Mohamed Boudiaf University, M'sila</i>	<i>20-35</i>
<i>Reflection of Quantitative Easing Policy on Government Spending in Algeria 2017-2021</i>	<i>Kesri Mohamed Adel</i> <i>University of Djelfa</i>	<i>36-54</i>
<i>The contribution of the National Microcredit Management Agency to enhancing economic development in Algeria through stimulating the Performance of small and medium-sized enterprises</i>	<i>Redhouane Lammar</i> <i>Tipaza University,</i> <i>Haoua abdelkader</i> <i>Djelfa University</i> <i>IBEN BOUSHAKI FATIHA</i> <i>Algiers 3 University</i>	<i>55-78</i>
<i>Algeria's efforts to promote exports outside the hydrocarbons through developing food industries during the period 2017\ 2019</i>	<i>BOUTALBI Maamar</i> <i>University of Algiers 3</i> <i>KRAMOU LILA</i> <i>University of Blida 2</i>	<i>79-94</i>
<i>The Impact of E-Marketing on the Consumer Buying Decision Field study -Condor - Algeria</i>	<i>DAHMANE Ahmed</i> <i>University of Djelfa</i>	<i>95-122</i>
<i>The Role of Marketing Vigilance in Enhancing the Brand of Mobilis in Algeria :(An Opinion Survey Study of a Sample of Mobilis Customers)</i>	<i>Madni Ahmed</i> <i>University of Djelfa</i> <i>Mokhtari Attallah</i> <i>University of Tissemsilt</i>	<i>123-146</i>
<i>Informal Communication in the age of artificial Intelligence and the Spread of Hate Speech in Algerian Enterprises</i>	<i>Elkhamssa Ramdane</i> <i>University of Biskra</i>	<i>147-163</i>
<i>Digitalization Strategy in the Healthcare Sector of Qatar: A Field Descriptive Study on its Impact on the Delivery of Health Services in Selected Public and Private Institutions</i>	<i>El bachar Khalida</i> <i>University of Algiers3</i>	<i>164-179</i>
<i>The Role of the Real Estate System in Algeria's Economic Development</i>	<i>Hamza Ahmed</i> <i>University of Djelfa</i>	<i>180-192</i>
<i>University students' attitude toward employment in Algeria on the light of the economy knowledge-a field study on a sample of students at Muhammad Al saddik Benyahia-Jijel university-</i>	<i>Samira Benyahia</i> <i>University Jijel</i>	<i>193-207</i>
<i>The Role of Traditional Industries in Local Development: A Case Study of Tipaza Province</i>	<i>Habili Hayet</i> <i>Tipaza University</i> <i>Bouachache Samia</i> <i>Chlef University</i>	<i>208-226</i>

## Table of Contents

<i>Provisions for concluding public transactions in accordance with Law No. 23-12 Specifying the general rules related to public transactions</i>	<i>Bendaas Siham</i> <i>University Setif2</i>	227-248
<i>Islamic financial institutions and its Role in Developing small and medium-sized enterprises in Algeria -Al Baraka Bank as a model-</i>	<i>Benayad Narimane</i> <i>University of Djelfa,</i> <i>Berini Dahmane</i> <i>University of Djelfa,</i>	249-264
<i>Statutory Audit Accounting Information Reliability Guarantor</i>	<i>MOKDAD SORAYA</i> <i>INRAA</i>	265-277
<i>The impact of social capital on knowledge sharing The case study of CRBt, Constantine, Algeria</i>	<i>Bachir Hasnaoui</i> <i>University center of Tipaza</i> <i>Bensaad Aicha</i> <i>University of Djelfa</i>	278-302
<i>Research trends in the domain of Economic Sciences, Business, and Management Sciences: The case of the Algerian Scientific Journal Platform (ASJP)</i>	<i>CHIKHI Sidi Mohammed Ryad</i> <i>University of Oran 2</i> <i>GACHI Faiza</i> <i>University of Oran 2</i>	303-326
<i>Factors Influencing Technical Efficiency Cow's Milk Production In Municipalities Of Saida Region, Using The Stochastic Frontier Analysis Method During The Period 2015/2020</i>	<i>Hamadene Zineb</i> <i>University of Saida</i> <i>Nezai Azzeddine</i> <i>University of Saida</i>	327-348
<i>The impact of oil prices fluctuations on public expenditures in Algeria during 1989-2019</i>	<i>Aicha BEKHALED</i> <i>Ouargla University</i> <i>Mohamed lakhdar MAHDJOUBI</i> <i>Ghardaïa university</i> <i>Mohamed SADDIK</i> <i>Turkey</i>	349-369
<i>Digital transformation in the service sector and the quality of the decision-making process</i>	<i>SAIDI Ouafaa</i> <i>University of Sidi Bel Abbes</i>	370-391
<i>Administrative Creativity among Public Administration Employees: Concept and Rooting/Originality</i>	<i>Aroui mokhtar</i> <i>University of Djelfa</i> <i>Hamidat missoum</i> <i>University of Djelfa</i>	392-405
<i>The Role of Criminal Law in Activating Consumer Protection</i>	<i>Zibar Chadli</i> <i>University Center of Barika</i> <i>Youcefi Alaeddine</i> <i>University Center of Barika</i>	406-438
<i>The Economic Relationship with Competitive Sports from the Perspective of Algerian Legislation</i>	<i>Tahar Rahmoun</i> <i>Ammar thelidji university</i> <i>Belkacem charbi</i> <i>Djelfa university</i>	439-458
<i>The theoretical and practical foundations of the transitional economic reforms of the IMF</i>	<i>CHERIET Hacene</i> <i>University of Algiers 3</i> <i>AKACEM Kada</i> <i>University of Algiers 3</i>	459-482
<i>Researchers' vision for the prospects for investing in artificial intelligence applications in the governance of university libraries</i>	<i>SEGHIRI miloud</i> <i>University Biskra</i>	483-502
<i>A review of the literature on venture capital investments</i>	<i>Mecibah Souad</i> <i>University of Oum El Bouaghi</i> <i>Djeffal Khalid</i> <i>University of Oum El Bouaghi</i>	503-526

## Table of Contents

<i>Financial technology innovations and their role in developing the performance of Islamic banks - a realistic study to explore the future -</i>	<i>Maache kouider Université of djelfa Khalffalah Benyoucef Center University Aflou Dallal Chattouh Center University Aflou</i>	<i>527-549</i>
<i>The Use of Artificial Intelligence Applications in Public Relations Management: Reality and Challenges A Qualitative Study on a Sample of Some Banks Public Relations Practitioners in Algeria</i>	<i>khalfi nacera University Tizi Ouzou</i>	<i>550-569</i>
<i>An Attempt at Diagnosing Voluntary Absenteeism at Work: Case of Algerian Public Enterprises</i>	<i>ZEBOUCHI Mohamed Abderraouf School of Higher Commercial Studies TIBOURTINE Lilia University center of Tipaza</i>	<i>570-594</i>
<i>ESTIMATE THE IMPACT OF FINANCIAL SECTOR DEVELOPMENT ON CARBON EMISSIONS IN ALGERIA</i>	<i>Anfal necib University of Biskra Safa nid University of Biskra</i>	<i>595-614</i>
<i>Towards Achieving Economic Takeoff under the New Investment Law (Law No. 22-18)</i>	<i>Tarek Makhlouf University Tebessa</i>	<i>615-641</i>
<i>The Role of Industrial Specialization in Increasing Profits of Audit Firms in Algeria - A Field Study</i>	<i>Bourkaib Mohamed Abdelmadjed Khemis Miliana University Hanane Djellab Khemis Miliana University Sid Mohammed Khemis Miliana University</i>	<i>642-661</i>
<i>The effect of viral marketing on promoting tourism services Study of a sample of tourist agencies in Algeria</i>	<i>Nichen Haouioui University of Biskra Rekia Hassani University of Biskra</i>	<i>662-687</i>
<i>The Role of the National Agency for the Valorization of Research and Technological Development in Supporting and Accompanying Innovation in Start-ups</i>	<i>NassiraLaouiti University of Algiers 3,</i>	<i>688-706</i>
<i>The Impact of Marketing Mix(5P's) on the Intention to Purchase a Home Loan in Algerian Banks.</i>	<i>Chenni Talia University Centre El-Bayadh Reguig Mohamed Khalifa University Mascara</i>	<i>707-730</i>
<i>"Economic Dimensions of Asymmetric Threats in the Mediterranean: Sources, Consequences, and Remedies"</i>	<i>Maha Zeggagh University of Batna 1 Adel Zeggagh University of Batna 1</i>	<i>731-746</i>
<i>The Importance of the Value at Risk Method Using the Historical Simulation Approach in Measuring the Financial Risks of the Organization: An Applied Study on Companies Listed on the Algerian Stock Exchange</i>	<i>Hachi Faiza OumelKheir University of Djelfa Benlarbi Abbas South Korea</i>	<i>747-766</i>

## Table of Contents

<i>Political and economic uncertainty and its impact on oil prices</i>	<i>Garoui sabah</i> <i>University of El Tarf</i> <i>Aissani rabie</i> <i>University of Batna</i>	767-785
<i>The Role of Marketing Effectiveness in Improving Performance. A Field Study of CPA Bank in Biskra, Algeria.</i>	<i>BRAHIMI Farouk</i> <i>University of Biskra</i> <i>BEZGRARI Abla</i> <i>University of Biskra</i>	786-814
<i>Administrative Conflict and Functional Bullying ...A sociological Vision in Conceptual Differentiation and Coping Means</i>	<i>Fateh Zeghadi</i> <i>Batna University 1</i> <i>Bouacherine Issa</i> <i>University of Biskra</i>	815-840
<i>Innovation in startups according to their sector of activity, a case study of several institutions</i>	<i>AMINE MEZIANI</i> <i>University of Algiers 3</i> <i>Melissa Boussa</i> <i>University of Algiers 3</i>	841-864
<i>The Role of the Purple Economy in Achieving Sustainable Development</i>	<i>Farid Abba</i> <i>University of Biskra</i> <i>Insaf Guessouri</i> <i>University of Biskra</i>	865-882
<i>Women on the Labor Market: Gender Constraints to Female Entrepreneurship in North Africa, Case of Algeria</i>	<i>MEDOUNI Yamina</i> <i>University of Djelfa</i> <i>ATCHEMDI Komi Abdou</i> <i>University of Djelfa</i>	883-912
<i>Economic Evaluation of Cultural Heritage: Challenges and Methodological Approaches</i>	<i>Benali abdelghani</i> <i>university of batna</i> <i>Zouda ammar</i> <i>university of batna</i> <i>Hellal abdesselam</i> <i>university of batna</i>	913-930
<i>Public-Private Partnership in Algeria: challenges and obstacles</i>	<i>LAICHE Mohamed</i> <i>University of Tizi- Ouzou</i>	931-943
<i>The Reality of the Digital Communication in the University scientific institutions (A Case Study of the Official Website of M'Sila University)</i>	<i>saidani selami</i> <i>University, M'sila</i>	944-959
<i>The relationship between foreign exchange reserves and the volume of car imports in Algeria for the period: 1990 – 2020 Using the Vector Autoregressive (VAR) model</i>	<i>Saad Kouider</i> <i>University of Djelfa</i> <i>Oucif Mohamed saleh</i> <i>University of Bechar</i>	960-989