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# Journal of Contemporary Business and Economic Studies

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### **The opening :**

Within this issue, 20 articles were accepted as follow:

The first article entitled: **”Entrepreneurship as an Approach to Food Security in Algeria; Challenges and Solutions; A Descriptive Analytical Study”** for the researcher **Abdu-Allah Gameel**; his study aimed to explore the challenges that debilitate entrepreneurship as a way to attain food security in Algeria and their solutions. The study administered the descriptive analytical approach. A review of literature was conducted. The study came to the conclusion that the most significant causes of entrepreneurship inability to fulfill food security in Algeria are lack of funding and export obstacles. The study made the recommendation that bank interests ought to be illegalized and economic integration between Muslim countries ought to be strengthened in order to move forward entrepreneurship sector so as to grapple with the problem of food security in Algeria

As for the second article which entitled: **“An econometric study of the impact of financial policy on economic growth in Algeria, 1990-2021”** for the researchers **Abbas Abdelhafid , CHIB Djazia & Rachid chebbah**, they focused on the possibility of applying an econometric model of the economic relationship between financial policy tools and economic growth over the period 1990-2021 in order to explain the economic relationship between the variables of financial policy instruments and domestic production using Granger's causality and the VAR self-regulatory vector model. They found a positive impact of public spending and public revenues on long-term economic growth in Algeria.

While the third article which entitled **“Analysis of gaps in the application of international accounting standards IAS/IFRS in Algeria: the case of the Accounting and Financial System (SCF)”** for the researchers **Abdelhamid BAAR & Hani AIT BARA**, they examined the shortcomings in the application of international accounting standards IAS/IFRS in Algeria. The Accounting and Financial System (SCF) was introduced in 2010 to meet national accounting requirements and international standards, but gaps persist. The new definitions, accounting principles and standards, as well as the accounting organization, aim to standardize accounting practices in Algeria. However, controversies exist regarding their adaptation to the national

economy. This contribution identifies issues related to the implementation of the SCF, such as inadequate preparation of entities and auditors, persisting old accounting practices, the informal economy, and a lack of interest in accounting. Organizational and functional aspects are also analyzed. The findings provide insights for improvements to enhance the effectiveness of the accounting and financial system in Algeria. This article offers an in-depth analysis of the shortcomings in the application of international accounting standards in Algeria

The fourth article included a study entitled: **“Blockchain technology in the field of banana global supply chains”** for the researchers **Bachir Zenagui, Chafia Hadjadj & Mimouna Chekifi** their study aims at focusing on the most important concepts related to the blockchain and at knowing its importance, characteristics, and the degree of its application and efficiency in the international supply chains of the agricultural products. The study was projected on the international market of banana through presenting the characteristics of this market, the international development of banana, and the biggest importing and exporting countries. Findings show that the blockchain technology has a big positive effect on the supply chains of banana as it guarantees the interests of the all the parts from the farmers to the consumers. This is achieved through increasing the production, reducing the mistakes, avoiding delivery delay and any illegal or unethical behavior, and improving the customers and suppliers’ trust.

Concerning the fifth article entitled **“Crypto Currencies and Islamic Finance: The case of start-up Stellar”** for the researchers **Redouane AMRI, Meriem RIAD & Atmane AKHENAK** in their In this article, they tackle a subject that is closely related to financial innovation, namely a new form of currency known as virtual currency, such as Bitcoin. Given that the use of this currency in trade and investment has increased considerably, they have tried to address the positioning of this crypto currency in Islamic finance, namely the opinion of experts on its use by Islamic banks. they attempted to gain a better understanding of the concept of virtual currency, the introduction of Blockchain Management Systems (BMS) based on Islamic law, and finally the case of Stellar, which has been approved by the Shariyah Review Bureau.

The sixth article entitled **“Evaluation of agricultural development policies and programs as a mechanism for achieving food security in Algeria”** for the researcher **Hergoun Tefaha** she saw that Due to the current global economic transformations and the numerous challenges they present, particularly for developing countries, it was necessary for these countries,

including Algeria, to work to reduce their dependence on the outside world, particularly with regard to achieving food security by finding solutions and adopting development policies, the foundation of which was based on achieving a national consensus on the issue of food security to ensure national sovereignty and social cohesion.

While the seventh article entitled: **“Financial Inclusion in Algeria and Arab countries: A Comparative study”** for the researcher **Hassyna DAKHANE**, his study aimed to provide a brief overview of financial inclusion in Algeria and Arab countries, by discussing the major indicators of financial inclusion and dropped on SMEs of Algeria and Arab countries, and equally emphasising on financing side with all its components in attaining the financial inclusion on these enterprises. In pursuit of this goal, we employed a case study approach to examine the accessibility of financial resources for SMEs in Algeria, compared to a selected number of Arab nations. The study concludes, by outlining some complex and interconnected factors on which SMEs, that an intensification of efforts by Algerian officials and policymakers is required to ensure that SMEs have access to the necessary funding and financial support. Therefore, such efforts will by implication encourage the financial inclusion of SMEs to be part of overall policy strategies as well as achieving Algeria's financial sector development plans.

Regarding the eighth article that entitled: **“Sensory marketing is a new vision and a complementary approach to traditional marketing (reality and prospects)”** for the researcher **Djokhdem Moussa** through this research paper he aimed to highlight the importance of sensory marketing, and how the five senses can play a major role in marketing its products as well as its various brands. He saw that The current consumer is mostly attracted towards the brand on the basis of his sensory experience, so both the human senses and consumer experiences and sensations are considered in models.

The ninth article entitled: **“The Development of Desert Agriculture as a method of achieving food security in Algeria”** for the researcher **Talhi Kaouther**, her study's main goal is to highlight food security, which is among the most significant issues that concern decision-makers in many countries around the world. she focused on the the Algerian case, which is striving to achieve self-sufficiency through its efforts to develop the agricultural sector in general and desert agriculture in particular, with the goal of achieving food security by relying on its own local resources.

The tenth article entitled: **“The effectiveness of electronic promotion channels for booking platforms: comparative study between Namlatic Hotel Booking and Booking.com”** for the researcher **Manadi Fatiha**, her research paper intends to analyze the most effective e-promotion tools for an emerging online booking platform to improve its results despite limited resources. To achieve this objective, a qualitative research approach was adopted by carrying out a comparative

study between Namlatic Hotel Booking and Booking.com. Booking.com excels in building strong relationships with its customers through its advanced and interactive website. In contrast, Namlatic focuses on transactional and informational aspects but faces challenges in developing relational features on its website. Both platforms use SEO and SEA to improve online visibility, While Booking.com has a strong affiliate program, Namlatic has chosen not to integrate it currently. Both platforms take a holistic approach, using social networks offering special promotions and investing in paid advertising.

The 11<sup>th</sup> article entitled: **“The extent to which Algerian companies understand the practices of artificial intelligence in business”** for the researcher **Abdelhalim Lachache**, he studied the extent to which Algerian companies understand the practices of artificial intelligence, as it represents the global trend and the direction of Algerian politics, in his study, he searched for the acceptability or possibility of an acceptable understanding of artificial intelligence practices in business support, marketing, and harmony with sustainability. he tested his hypotheses based on a questionnaire answered by companies based in Algeria. he founded that there is an acceptable understanding of AI practices rightly and effectively could improve business management, support marketing and align with sustainability.

The 12<sup>th</sup> article entitled: **“ The impact of Islamic finance on Financial Inclusion Evidence from Algeria”** for the researchers **Hadj Ali Amina & Bidi Aissaoui Soraya** their study aims to highlight the impact of Islamic finance on financial inclusion in Algeria over the period (2004 – 2021) using a multiple linear regression model. The total deposits of Al Baraka Bank Algeria were used as a measure of Islamic finance (dependent variable), and the number of ATMs was used as an indicator of financial inclusion (independent variable). The study concluded that there is a significant effect and positive relationship between Islamic finance and financial inclusion. However, the impact of Islamic finance on financial inclusion is weak in Algeria. This is attributed to the small number of Islamic bank branches and the high costs of Islamic financial services. And The Islamic financial industry in Algeria is still in its early stages.

The 13<sup>th</sup> article entitled: **“The purple economy in the United States: Reality and horizons”** for the researcher **SAYAH Fatima**, she saw that the purple economy is one of the modern branches of the economy & It adapts with the cultural diversity in the context of globalization. her study aims at finding a better definition of the purple economy and focusing on its contribution to the sustainable development in USA. Findings show that the purple economy focuses on the cultural values found in the goods and services, creates jobs, and boosts growth. Thus, it helps achieve the social, economic, and sustainable developments.

The 14<sup>th</sup> article entitled: **“The Role of the Central Bank in Supporting Comprehensive Financial Systems in the Region of the Middle East: Case Study of the Central Bank of Iraq”** for the researcher **OULAD BRAHIM LAILA** , her study aims to comprehend and understand key

theoretical concepts related to financial inclusion through our study of the role of the central bank in promoting financial inclusion, with a focus on the Central Bank of Iraq as a case study, including its various aspects and evaluating indicators. The study also emphasizes the significance of financial inclusion in enhancing economic and social aspects within countries. To achieve the objectives of the study, descriptive and analytical methodologies were employed, chosen to align with the study's data and reports. A case study was conducted on the role of the Central Bank of Iraq in promoting financial inclusion. The study's findings indicate that central banks bear a significant responsibility in raising the level of financial inclusion due to their distinct advantages and capabilities, whether in terms of material resources or human personnel. Based on these capabilities, central banks are qualified entities to lead national strategies aimed at enhancing financial inclusion. The success of the national strategy adopted by the Central Bank of Iraq in achieving the aspirations of enhancing financial inclusion has been confirmed.

The 15<sup>th</sup> article entitled: “**L’impact du management des connaissances sur l’innovation organisationnelle : cas institutions bancaires de Skikda**” for the researchers **Boughagha Esma & Metaiche Med.Amine**, their study was carried out. It is based on a descriptive analytical study and uses SPSS software to analyze the data obtained from a questionnaire designed for the managers of the state banking institutions in Skikda. It is interested in examining the impact of the various knowledge management processes on the administrative and technical innovation within banking.

The 16<sup>th</sup> article entitled: “**L’intelligence artificielle IA transforme le monde des affaires**” for the researcher **Benmehdi Safia & Chouali Ahlam**, Their study aims to demonstrate the importance of adopting Business Intelligence systems to optimize the decision-making process and data processing. It thus responds to the central issue relating to the advantages offered by this emerging trend, based on progress in artificial intelligence, they propose an analytical study by examining and presenting the experiences of leaders in artificial intelligence such as IBM, Google and Microsoft. The results highlight the pioneering position of these three giants in investments linked to artificial intelligence. Accordingly, we recommend that companies aspiring to innovation and competitiveness take advantage of these experiences, especially on a national scale.

The 17<sup>th</sup> article entitled: “**La gestion des carrières : enjeux et perspectives en entreprises publiques économiques**” for the researchers **KENOUD Horri & TAHAR Laradj**, This article is about career management it proposes to contribute to the reflection on the challenges and the perspectives of evolution of the career management in public economic enterprise (epe) this reflection is dictated by the induced effects of socioeconomic and technological changes in the countries western industrialized organizational career management is called into question new forms of career « nomadic career » career without borders etc. tend to replace traditional career management since the end of the 1980s with the advent of the paradigm-the logic of competence and propose as alternatives adapted to the new environment characterized by complexity with the transition towards a market economy and the globalization of the markets the algerian EPE in search of competitiveness tend towards the management of nomadic career.

The 18<sup>th</sup> article entitled: “**La révolution numérique et les opportunités du développement durable**” for the researcher **AIT ABDELAZIZ Kahina**, This paper proposes, through an analytical descriptive methodology, to demonstrate the impact of the digital revolution on sustainable development. Therefore, it is essential to promote the use of ICT, through a responsible communication, which encourages the various economic agents to act in favor of environmental protection and to show solidarity with disadvantaged people

,The 19<sup>th</sup> article entitled: “**Relation entre inflation et chômage en Algérie, étude économétrique**” for the researcher **GRIBI Djamila**, This article discusses the relationship between inflation and unemployment in Algeria. Its objective is to know if there is a relationship between the two phenomena as assumed by economic theory and to specify the nature of this relationship. The econometric study on data from Algeria using simple regression and the Granger causality test, showed the absence of a relationship between the two phenomena over the period (1991-2021).

The 20<sup>th</sup> article entitled: “**أهمية التمويل الإسلامي في تعزيز الإستثمار الزراعي لتحقيق الأمن الغذائي**” for the researcher **عروس أمينة**, This article discusses the relationship between inflation and unemployment in Algeria. Its objective is to know if there is a relationship between the two phenomena as assumed by economic theory and to specify the nature of this relationship. The econometric study on data from Algeria using simple regression and the Granger causality test, showed the absence of a relationship between the two phenomena over the period (1991-2021).

**Editorial Committe**