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الجامعية قصر الشلالة، جامعة ابن خلدون -
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The opening :

Within this issue, 21 articles were accepted as follow:

The first article entitled:” **An analytical study of recent trends in consumer behavior in light of the development of digital marketing technologies and the impact of the Covid-19 pandemic**” for the researcher **Alit Nassira** ; her study relied on analyzing the total data related to these changes to answer the study’s problem. The most important finding of the study is that the Covid-19 crisis led to a change in consumer behavior, as the level of mistrust in digital commerce decreased among some, and online purchases increased. Consumers are becoming more aware and have more choices, which poses new challenges for organizations. This requires the latter to realize the importance of understanding these behaviors and the necessity of using appropriate digital marketing techniques, exploiting opportunities, and avoiding threats.

As for the second article which entitled: “**Competitiveness and Its Beyond: Examining the Impact of Exports, Exchange Rates, Inflation, and Government Budget on Economic Growth in BRICS, Iran, Egypt, and Ethiopia (2011-2021)**” for the researchers **TALMAT Malika & TCHIKO Faouzi**, their study delves into the paradox surrounding competitiveness, exploring its origins and concepts. The primary objective is to investigate how export competitiveness, exchange rates, inflation, and government budget impacted the economic growth of BRICS+ countries, including Iran, Egypt, and Ethiopia, over the period 2011 to 2021. Utilizing annual time series data, mainly sourced from WDI with additional data from IMF (consumer price index) and Bruegel dataset (real effective exchange rates), they employed the autoregressive distributed lag (ARDL) model to analyze the relationships between the variables. The empirical findings from the ARDL Panel method indicate that exchange rates and exports positively influence economic growth both in the short and long term. On the other hand, inflation has a negative short-term impact but a positive long-term effect on economic growth.

While the third article which entitled “**Fiscal Policy Effects on Algerian Economic Growth (2015-2021)**” for the researchers **BOUZEKRI ACHOUR & SEHLI ROUKIA**, they conclude that the contribution to economic activity from the measures and application of fiscal policy with setting goals and specifying them within the expected results, and the expansion of public spending applied in Algeria stimulates economic activity, until the growth of GDP, with the inclusion of factors that help to Reaching the objectives of the ruler in influencing the macroeconomic variables.

The fourth article included a study entitled: **“Measuring the efficiency of commercial banks using the Data Envelopment Analysis Model An applied study of a sample of Algerian commercial banks”** for the researchers **HIRECHE ABDELKADER**, his study is designed to assess the efficiency of commercial banks in Algeria, focusing on both technical and scale efficiency. The goal is to identify the efficient banks that have been able to utilize the available inputs to achieve higher outputs, as well as to pinpoint the inefficient banks that have not been able to achieve higher outputs with the inputs available to them. Additionally, the study seeks to identify the necessary improvements that inefficient banks must implement in order to achieve total relative efficiency. The study employed an evaluative approach to measure the efficiency of commercial banks in Algeria, relying on the Data Envelopment Analysis (DEA) method and using financial data included in the annual reports issued by these banks during the period (2018-2020). DEA analysis was performed using the Variable Returns to Scale (BCC-O) model with an output-oriented approach. This involved presenting efficiency scores, size gains, and benchmark units.

Concerning the fifth article entitled **“The Impact Of Algeria's Monetary Policy On The Country's Economic Growth Throughout The Period (1997–2022)”** for the researcher **MEZIANE MOHAMMED TOUFIK**, he examines the influence of monetary policy on the economic growth of Algeria between 1997 and 2022. It uses multiple linear regression models to evaluate monetary policy impacts across both short- and long-term periods. The results demonstrate a strong and lasting correlation between economic development and two variables: the amount of credit provided to the private sector and the inflation rate. Conversely, the rediscount rate and the overall money supply have an inverse relationship with long-term economic growth. However, the relationship is different in the near run: economic growth negatively correlates with inflation and private sector credit but positively correlates with the broad money supply and rediscount rate.

The sixth article entitled **“The impact of E-WOM Credibility on Perceived Risks: An empirical study on a sample of dishwasher buyers ”** for the researcher **DJEFFEL Ouarda** , The purpose from her study was to investigate the effect of e-WOM credibility on reduction the buyers' perceived risk. Consequently, the current study developed a conceptual framework to explore the relationship between e-WOM credibility and perceived risk. Based on initial responses gathered from (383) buyers, S.E.M modeling was used to validate the conceptual model proposed. The results indicated that while e-WOM credibility was High, perceived risk was Medium. Furthermore, it showed that e-WOM credibility had no effect on lowering dishwasher buyers' perceived risks.

While the seventh article entitled: **“The Impact of Leader Justice on Job Performance in Economic Organizations: A Case Study of the National Entrepreneurship Support and Development Agency (NESDA) in Chlef”** for the researcher **Merkache Samira** , his study aims to

identify the effect of the leader justice on job performance through a field study conducted at the National Entrepreneurship Support and Development Agency NESDA in Chlef through a study applied to the employees of this agency. This study was based on the descriptive analytical method and the Statistical Package for the Social Sciences (SPSS) program, which was used to analyze questionnaire data on a sample of 35 agency employees. The results of the study concluded that: there is an effect of leader justice on the increase in job performance of employees of the National Entrepreneurship Support and Development Agency NESDA “in Chlef, through the terms of supervision, motivation and team work building.

Regarding the eighth article that entitled: **“The importance of a successful brand for enhancing marketing performance case study of two private higher education institutions in Tizi Ouzou-Algeria”** for the researcher **HOCINE Lynda**, her study investigates the increasingly competitive landscape of Algerian higher education due to the proliferation of private universities. Employing a qualitative approach through in-depth interviews with key figures from diverse institutions, the research explores the impact of branding strategies on marketing effectiveness and the influence of digital tools in fostering brand equity. The findings unveil a dynamic environment where institutions actively utilize targeted marketing strategies to attract high-caliber students. A robust brand identity emerges as a critical factor in shaping student decisions, while digital tools, particularly social media platforms, play an essential role in outreach and student engagement. To effectively navigate this competitive terrain, the study recommends prioritizing the development of a strong brand identity, leveraging the power of digital marketing strategies, and continuously adapting these approaches to align with evolving student preferences and market trends

The ninth article entitled: **“The Intellectual Foundations for Building a Strong Economic System”** for the researcher **Djabari Messaoud**, he saw in his study that After Islamic civilization led humanity for many centuries with visions that considered the nature of humans and balanced between their living needs in various fields of life as well as their spiritual dimensions, it experienced decline and deterioration. The Industrial Revolution in Europe then came to dominate the world with materialistic theories and philosophies that distanced humans from their humanity, leading humanity into misguidance and deviation.

The tenth article entitled: **“The performance of the information and communication technology sector and the digital sector in Algeria and its impact on the international classification indicators related to them during the period spanning 2000 to 2023”** for the researcher **Saad Mohamed**, his study aims to show the most important indicators of international classifications for the information and communication technology sector and the extent of their conformity with the performance of the sector’s components in Algeria. He adopted the descriptive approach to describe and present the components and mechanisms of the sector and the analytical approach to analyze the most important indicators of international classifications through the extent of their conformity and application on the ground. He found that most of the classification indicators are unstable at most stages of the study. While some of them are positive, such as e-government development and electronic security, which are very acceptable, others are negative, such as the speed of Internet flow. The least to say about global connectivity from and to mobile is weak, compared to the countries under study. He came up with a set of recommendations for decision-makers at the sector level in particular and public authorities in general regarding the necessity of keeping pace with

developments taking place mainly in the digital field and allocating significant budgets for research, development, and training for the sector.

The 11th article entitled: “**Analyse de la stratégie d’investissement des fonds souverains du Golfe : cas des pays du Conseil de Coopération du Golfe (CCG)**” for the researchers **AMIRI Ramdane & OUALIKÈNE Selim**, Their article attempts to understand how the managers of sovereign wealth funds in the member countries of the Gulf Cooperation Council (GCC) select their investments and tries to define the factors that guide their investment choices. The study is based on a multinomial logistic regression model applied to sovereign wealth funds in GCC countries and covers a 12-year period (2008-2020). The results of our study highlight the importance of the investment strategies of sovereign wealth funds in the region and their alignment with the political agenda of the countries that own them.

The 12th article entitled: “**Ébauche d’amélioration de la gouvernance universitaire et esquisse d’intégration de l’enseignement entrepreneurial dans le management universitaire en Algérie**” for the researchers **MOKHTAR Yasmina & BELMIMOUN Abdennour** their study saw that the Algerian university has belatedly embarked on the path of entrepreneurial education. This field being new and unknown to her, it was discussed in a first part to make her discover it in its complexity and its difficulties. The second part is related to proposals for a slight and partial transformation of university governance, particularly regarding **democratization, the bureaucratic centralization** and ultimately the **autonomy of the University** for a correct and sustainable assumption of this new mission. Finally, a track has been proposed to gradually integrate entrepreneurial teaching in university management

The 13th article entitled: “**Évaluation de la performance du système de transport public de la ville d’Alger par la méthode multicritère TOPSIS**” for the researcher **Mimoune Nariemene & Belaidi Mohamed Amine**, their study examined users' perceptions of various modes of urban public transportation. The results highlight a notable discrepancy: according to users, the subway emerges as the most efficient mode, closely followed by the tramway, whereas operators propose an inverse ranking. Furthermore, it is noteworthy that the bus, particularly in the western region, is considered the least effective by both users and operators.

The 14th article entitled: “**Evaluation des actifs des entreprises publiques privatisées: Objectifs et contraintes**” for the researcher **HORRI KHELIFA** , he saw that Business valuation is a set of concepts and methods whose main purpose is to give a value to the assets of a company and its securities. It is carried out according to a process which is part of a given economic and regulatory environment to accurately assess the economic value of a company or of one as a whole. Expert opinions, data and results previously obtained from the Diagnostic and Business Plan of the company concerned constitute the basis of this evaluation process. Several known methods are commonly used by this process to determine the fair value of a company. The objectives of business valuation are numerous and varied. Certain aspects of the company are decisive in knowing the value of the company such as its off-balance sheet commitments, its past, its products, its strengths and weaknesses, as well as its.

The 15th article entitled: “**Impact des TIC sur l'enseignement moyen en Algérie: cas de l'établissement 'Martyrs Baouche et Iken**” for the researchers **MERIDJA Amazigh & ABDELBAKI Mohamed**, the objective of their research is to evaluate the perceptions of teachers regarding the incorporation of ICT in a secondary education institution in Algeria, as well as its influence on the overall quality of teaching. The results reveal a generally favorable perception, although gaps remain, particularly in accessibility to equipment and the effectiveness of training programs. Variables related to infrastructure, training, skills, and ICT usage show a significant and positive effect on teaching quality, while technical support exhibits limited impact and curriculum recommendations demonstrate a positive but non-significant trend. Recommendations include regular evaluation mechanisms and updating curriculum guidelines for effective ICT integration in education.

The 16th article entitled: “**La Transformation Digitale de l'Université : Axes Stratégiques, Obstacles et Impacts**” for the researchers **TOURI Rosa , LAOUDJ Ouardia & ZIOUANI Saida**, Thier article looks at the axes of the university's digital transformation, the obstacles encountered and its impact. they adopted an hypothetico-deductive approach and conducted a survey of teacher-researchers from business schools at the Koléa university campus in order to collect data. This enabled us to provide answers to each of our questions and to rule on our hypotheses. After presenting the main results obtained, they conclude with a synthesis and some recommendations.

The 17th article entitled: “**قياس العلاقة بين التضخم والنمو الاقتصادي في ليبيا باستخدام نموذج الانحدار “الذاتي ذو العتبات**” for the researcher **حسين فرج الحويج** , The main aim of this study was to estimate inflation threshold in the Libyan economy during the period 1970-2019. In addition, it aimed to investigate the nature of relationship between inflation and economic growth. In order to achieve its objective the study adopted TAR model. The study findings showed that inflation threshold in Libya is 0.01731234. Moreover, it indicated a negative relationship between inflation and economic growth above the selected threshold.

The 18th article entitled: “**تقييم التوجه الريادي للطلبة الجامعيين نحو المقاوالاتية الخضراء في ظل القرار “ 1275(Boissin) باستخدام نموذج** غنام نعيمة” for the researcher **غنام نعيمة**, her study aim to investigate students' orientation towards green entrepreneurship within the framework of Resolution 1275, to know the contribution of this mechanism in encouraging projects related to the environment and sustainable development. To achieve this, a questionnaire was designed based on the Boissin model, which studies the factors affecting the presence of the intention to move towards entrepreneurship among students, namely the presence of the desire to establish projects, the influence of social standards and perception of entrepreneurial behavior. 405 questionnaires were analyzed using the statistical analysis program SPSS. The study reached the conclusion that there is a desire to establish green entrepreneurship projects in terms of the presence of ideas and efforts made to search for information.

The 19th article entitled: “**رأس المال الفكري والنمو الاقتصادي في الجزائر**” for the researcher **سي جيلالي هاشمي** , and his paper is concerned with studying the impact of intellectual capital on economic growth in Algeria for the period between 2007 - 2021, using the least squares model OLS in estimation, the results of the study revealed a positive and significant effect between the variable of mobile phone subscriptions as it represents the supporting infrastructure that facilitates access to

and dissemination of information and an indicator that determines the technological efficiency of the state and economic growth

The 20th article entitled: “ في منصات التمويل الجماعي آلية مبتكرة لتمويل المؤسسات الناشئة ” for the researcher عبد الهادي مختار & مرابط عبد الجليل, their study aims to shed light on crowdfunding platforms as a financing mechanism and a modern financial technology that acts as a financial intermediary, by providing the necessary financing to emerging institutions and groups that are financially excluded from banking facilities. The most important challenges facing these platforms in Algeria, as well as The study was dropped on my partner CHRIKY's Algerian platform

The 21st article entitled: “ واقع العملات الافتراضية المشفرة –البتكوين نموذجا-” for the researcher لعقون محمد & بوكريف زهير their study aims to recognize the reality of virtual cryptocurrencies in the world, by addressing some theoretical concepts of them, also addressing the reality of virtual currencies in general and bitcoin in particular, and in the latter to recognize some of the implications of the use of virtual currencies. To study the topic, a descriptive approach was drawn upon. Through the study, they found that virtual cryptocurrencies have evolved in quantity and type since their emergence in 2009, and have become widespread in various regions of the world, making some of them even more expensive than real currencies in their trading platforms. The study also found that bitcoin is the most widely used virtual currency in transactions and this contributed to their price rise and made them one of the most expensive virtual currencies especially with a digital system essentially supported by the blockchain.

Editorial Committe