

People's Democratic Republic of Algeria

**Tomorrow's Industry Initiative - State Association -
for Culture and Sustainable Knowledge (ACSD) -
Khenchla-**

In partnership and coopération with :

Ergonomia and Applied Research Laboratory in
Psychology and Education Sciences *Laarbi Ben M'hidi*
University Oum El-Bouaghi –Algeria-.

Biological and Psychological Responses to Physical
Activity, Laboratory -*Laarbi Ben M'hidi University Oum El-*
Bouaghi - Algeria -

Accounting, Finance, Collections and Insurance
Laboratory. *Laarbi Ben M'hidi University- Oum El-Bouaghi-*
Algeria-

**Under the slogan "In every crisis, a
momentum and a gift in every distress"**

**The International Scientific Conference of the
International Standard Numbering -ISBN-
organizes**

Around on:

**"Ergonomia marketing practices
between digital transformation
opportunities and epidemic crises"**

03rd - 04th of April, 2021

Via Zoom technic lecturing



1- Preamble of the Conference :

The world today is experiencing a complete halt and paralysis of various economic, social and political sectors and activities. And other works. Despite taking precautionary measures to prevent the spread of the Covid 19 virus. And numerous attempts by countries of different degrees of progress to find solutions and strive towards a normal, normal life. And with expectations about the second pandemic wave and the need for individuals, organizations and states to coexist with this pandemic. By finding new mechanisms to adapt to it and out of economic recession in conjunction with important developments in the field of information and communication technology and access to the digital world that is characterized by huge amounts of data and high speed of operations. It represents the new way of doing business by integrating digital technology.

Today, in light of these exceptional situations, and in an effort to adapt and accelerate the pace of the organizations' transformation towards adopting innovative methods to develop marketing activity, especially those most affected by the consequences of this crisis. The resulting decrease in sales and profits significantly due to the accumulation of products and the inability to dispose of them due to the stone and closure to reduce movement. And gatherings and waiting lines, where organizations can no longer carry out their activities normally. Including marketing activity based on digital media and search engines, and the use of information and communication technology in all activities and practices according to ergonomic rules.

And human engineering by applying this amount of information about human capabilities, movement obstacles and other human characteristics related to designing tools, machines, systems, tasks, jobs and environments for efficient, safe and comfortable use.

Accordingly, the idea and problem of this scientific conference crystallized as follows:

The problem of the forum:

What are the features of Ergonomia in marketing practices derived from the opportunities for digital transformation and the epidemic crises of COVID-19?

2- Conference Axis:

The first axis: Digital transformations and marketing practices

- 1-Technology of digital transformations - concept and stages - Forms -
- 2-Marketing practices between tradition and contemporary.
- 3-Information and communication technology and digital transformation in marketing practices.
- 4-Obstacles and challenges of digital transformation in the marketing practices of business Organizations.

The second axis: the historical rooting of epidemic crises, their repercussions and implications for development.

- 1-Global epidemic crises, their causes and repercussions.
- 2-Global epidemic crises and economic development, Social and political.
- 3-The new Corona pandemic, its causes, repercussions and effects on the global economy.
- 4-The new Corona pandemic and a decline in the marketing activity of business organizations.
- 5-The new Corona pandemic and the shift towards digital marketing to achieve economic development.

The Third axis: the role of marketing ergonomics in light of epidemic crises Digital marketing and local products in light of the new Corona pandemic.

- 1-Digital marketing and changing consumer patterns of societies in light of the new Corona pandemic.
- 2-Digital marketing and rationalization of consumption in light of the new Corona pandemic.
- 3-Digital marketing and social responsibility in light of the new Corona pandemic.
- 4-Digital Marketing and Environmental Responsibility to Limit the Spread of the Novel Coronavirus.
- 5-The ethics of digital marketing in light of the new Corona pandemic.

The fourth axis: sports marketing and its importance in light of the epidemic crises - and COVID-19 -.

The Fifth Axis: Pioneering Arab and Foreign experiences in marketing ergonomics in light of The new Corona pandemic

The Sixth Axis: A forward-looking reading of the marketing ergonomics in Algeria after the crisis.

3- *Conference Participation Criteria:*

All participation papers are subject to a set of Rules these are :

- Research papers must be prepared according to generally accepted scientific methods
- Research papers must be unpublished or previously submitted to participate in scientific conferences or sent to other parties.
- The first page of the research paper includes the participant's full personal information and the information about the research paper.
- Research papers can be written in Arabic, English or French.
- The number of pages of the research paper must not exceed 15 pages (A4), and not be less than 08 pages (including the abstract and the list of references).
- Research papers are written in Word 2007 format, font size 14 for the Arabic language, and 12 for the foreign language.
- Accepted research papers will be published in the conference book of the ISBN-
- Deadline for sending the research Paper : **Friday, 01 March 2021.**
- The participation costs 5000 dinars includes: the conference bag, only one paper copy of the conference book.
 - Research papers to participate in the conference are exclusively sent to the following e-mail :

ergomarketing20@gmail.com

4- *Staff:*

-Honorary President of the Conference:

Mr.: Prof. Dibi Zohir - President of Laarbi Ben M'hidi University - Oum El Bouaghi – Algeria-

-Conference Director:

Dr. Hicham Karbouch - Laboratory of Ergonomia and Applied Research in Psychology And educational sciences - Laarbi Ben M'hidi University- Oum El Bouaghi-- Algeria-

-General Supervisor:

Prof. ATHMANI Hassine - President of the Association - Sustainable Culture and Knowledge - Khenchela-

- Conference Chairman: Dr. Manaa Sabrina- Abbas el Ghoror Khenchela University-

- **Vice President of the Conference:** Dr. Baaloul Noufel.
- **Head of the Scientific Committee:** Dr. Fares Tallouch.
- **Head of the Organizing Committee:** Dr. Saida Harkat.
- **Deputy Chairman of the Organizational Committee:** Dr. Ben Djamaa Amina
- **Head of the Media Committee:** Dr. Salah kellil.
- **Forum Secretariat:** Bennour Nabila.