



Republic of Algeria
Democratic and
popular
Faculty of Economics,
Commerce, and
Management Sciences



The Faculty of Economics, Commerce, and Management
at Larbi Ben M'hidi University – Oum El Bouaghi
Organizes:

National Scientific Conference entitled:

**The digital transformation in Algeria as a
mechanism to support the competitiveness
of the national economy and win the
development bet
Under the current crises and challenges**

Date: 17 / 06 / 2021



Preamble of the Conference

With the growing crises and challenges facing organizations and countries are facing in the 21st century, especially with the outbreak of the Corona pandemic and its transformation from a health emergency to a global pandemic, a lot of them have started to adapt a culture of remote work to respond to the repercussions of the pandemic which has been accompanied by the total and partial closure of the various economic sectors. To follow this critical situation, many global digital companies such as: webex, Microsoft Team and Zoom have started to improve their digital services by leaning on the provision of vital information and cooperation with the governments of the countries to benefit from its services in the process of education and distance work.

In this context, facing these challenges, these crises and their serious effects on the level of the national economy, must be tackled in the most effective way possible in order to achieve survivability and sustainability. This requires efforts to achieve competitiveness that must be ensured through the use of its human, cognitive, material, financial, technological and other resources, in order to achieve the well-being of the society and the prosperity of the various economic sectors. Especially in the context of the rapid development of digital in the global economy, countries around the world have started to move from traditional economy to digital economy. Some countries around the world had already made notable progress in several areas and sectors, especially in priority areas such as digital services, financial and banking transactions, digital financial coverage, modern financial methods, development of electronic payment systems, electronic commerce, electronic marketing and other areas closely related to economic development. It is well known that organizations and States that succeed in using their different resources can improve their economic performance, making notable gaps between the realities of development and the infrastructures of their sectors, in the light of the above, the main problem statement of the national conference crystallizes around:

To what extent can the digital transformation of the various sectors of Algerian economy contribute to supporting the competitiveness of the national economy and economic development under the current crises and challenges?

Conference's objectives

The Conference aims to achieve the following objectives:

This conference aims to achieve a set of objectives, the most important of which are:

- To highlight the importance of digital transformation and the requirements to activate it in the face of these current circumstances (Covid 19).

- shed light on the role of digital transformation in improving the competitiveness of national economic sectors to create real added value.

- To identify the reality of digital transformation and competitiveness in Algerian economic institutions and at the level of the national economy as a whole.

- To highlight the most important crises and challenges is facing the national economy and the means to manage and confront them (in particularly the Covid 19 crisis and the oil price crisis).

- Present practical proposals on the mechanisms to embody digital transformation in Algeria as an effective strategy to support the competitiveness of the national economy and achieve economic development in light of the current crises.

- To identify the experiences of other countries and ways to benefit from them.

Conference's axes

The Conference axes are as follows:

- The general framework of digital transformation:

- Theoretical approaches to digital transformation and its importance.

- Mechanisms and requirements to achieve digital transformation in economic sectors.

- Indicators to measure digital transformation in economic sectors.

- The political and legal environment of digital transformation.

2- Digital transformation and its impact on economic sectors:

- Its impact on the banking and financial sector.

- Its impact on the industrial and commercial sector.

Its impact on the transport sector and the tourism sector.

- Its impact on the small, medium and emerging enterprises sector.

- Its impact on administration, local communities and electronic services.

- Present successful international experiences in the field of digitization of economic sectors and the means to benefit from it in Algeria.

3- Digital transformation and its impact on the competitiveness of the national economy:

- The importance of competitiveness in the national economy (focusing on policies, strategies and economic growth).

- Studying and analysing of the reality of competitiveness in the Algerian economy

- The efficiency of the State in the use of resources and its role in competitiveness (with reference to the new model of economic growth in Algeria).

- The development of information and communication technologies sector and information society and its role in competitiveness.

- Competitiveness models and their adoption in business organizations in the light of digital and technological developments.

- The digital development of organizational functions and their role in competitiveness (marketing, human resources, finance and accounting, production, etc.)

- Trade openness in the light of digitization and its consequences for the competitiveness on the national economy.

4- Current crises and challenges and their consequences on the national economy:

- Health conditions (Covid 19 crisis) and its impact on the quality of human resources, competitiveness and economic development.

- Financial, economic and organizational crises and their consequences on the national economy and its institutions.

- Challenges and obstacles of digitization of economic sectors in Algeria.

5- Ways to manage crises and support competitiveness in the light of digital transformation:

- Crisis management strategies.

- Crisis management on electronic platforms.

- Cloud computing and electronic crisis management.

- Requirements for the success of the management of health, financial and economic crises in Algeria.

- Successful experiences in Arab and foreign crisis management (focusing on the Covid-19 crisis).

Participation conditions

- ✓ Compliance with the requirements of writing scientific research.
- ✓ The researcher should adhere to the topics and themes of the conference, and present his work strictly within scientific methodology and honesty. Serious research based on criticism and analysis is very recommended.
- ✓ The research can be written in Arabic, English or French. An abstract in two languages has to be attached to the research, as well as the identification of keywords.
- ✓ The originality of research is very required, as it is primordial to not having research from previous works already published or presented.
- ✓ The piece of paper should not exceed 16 pages at most, as it should be written in WORD format and with 2 cm margins for all, and references cited at the end of the research paper.
- ✓ The type of character used is Simplified Arabic, with Volume 14 for Arabic language, and Times New R. , with Volume of 12.
 - ✓ All presentations are presented via remote visual conferences via the ZOOM platform on the day of the forum;
 - ✓ The Faculty assumes no legal or ethical responsibility for published research
- ✓ Accommodation and catering expenses are provided for only one participant.
- ✓ PARTICIPATION FEES 2000 DA
- ✓ Main contact :
digitaleconomy2021@univ-oeb.dz
 - All research is published in the conference book carrying the ISBN
 - The best research is published in the Journal of Economic and Financial Research, an international peer-reviewed scientific journal.

Honorary President of the Conference:

Professor **Zoheir DIBI**- University Rector

General supervisor: Dean of the Faculty

Professor **Abdelwahid SERARMA**

Chairman of the Conference

Dr **ZAHIA LEMMOCHI**

Chairman of the Scientific Committee

Dr **ILHAM NAILY**

Chairman of the Organizing Committee

Dr **lemya mekarssi**

Important dates

- ✓ Deadline for interventions' receipt: 25/ 05 / 2021
- ✓ Confirmation for accepted participants: 05/06/2021
- ✓ The date of the seminar: **17/06/ 2021.**

Participation Form

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Participation Form

**The digital transformation in Algeria as a
mechanism to support the competitiveness of
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development bet
Under the current crises and challenges**

Name:.....

Title and degree:.....

University:.....

Phone:.....Fax:.....

Email:.....

Topic axe:.....

Title of intervention:
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Tools required for
presentation:
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