



The National Conference Via Teleconferencing ZOOM

University of Oum El Bouaghi
Faculty of Economics,
Commerce and Management

Requirements for Quality of Work Life Improvement (QWL) to Achieve Sustainable Performance in Algerian Companies
-Theoretical Approaches and Practices-

September 28, 2022

In cooperation with:

- Laboratory of Accounting, Finance, Taxation and Insurance ;
- Laboratory of Innovation and Financial Engineering ;
- Research Project Team PRFU: The contribution of the quality of work life to supporting innovation strategies and improving performance in Algerian economic institutions (F01L02UN040120200002) ;
- Research Project Team PRFU: The contribution of leadership styles to achieving sustainable performance in Algerian organizations (F01L02UN040120220001).

Honorary President: Pr. DIBI Zouhir - University Director -
General Coordinator: Pr. SRARMA Abd El Wahid - Faculty Dean -
Forum chair: Dr. KHEMILI Farid
Scientific Committee Chair: Dr. LAMRAOU Salim
Organizing Committee chair: Dr. ASSOUL Mohamed lamine

Preamble:

The global environment of companies is witnessing major and rapid changes at many levels; technological, economic, political, social, cultural and competitive, which prompted them to make changes in their internal environment to adapt and ensure survival and growth. Therefore, in order to adapt, leading organizations raced to make many changes, including strategies, organizational structures, leadership styles, as well as organizational culture. Global changes also include environment preservation and legal obligations, which makes sustainable development and social responsibility a top priority for companies, resulting in a shift in the view of performance from the traditional concept to the modern concept, which is sustainable performance that focuses on achieving economic environmental and social goals, by emphasizing on the optimal use of available resources to achieve the needs and desires of current and future stakeholders.

In the midst of these changes, the companies have used their human resources to achieve sustainable performance by investing more in human capital and making it the driving force for creativity based on knowledge, experiences and skills they possess, and can be exploited for achieving the main goals of the company. Furthermore, modern leadership methods such as transformational leadership focuses on this approach, which is the need to invest in human resources and enable them to sustain performance. also, major companies are always trying to improve the quality of work life by

providing adequate material and mental conditions, in order to enhance human creative capabilities and overall energy.

Algerian companies seek to export products to the global markets, which makes their environment more complex and instable, especially the competitive environment, due to the presence of many competitors who provide products with high quality, and focus on meeting the requirements and desires of customers. In order to reach their goals, they must draw lessons from successful and pioneering companies, which have taken human resources as the main tool to achieve sustainable performance. Also, they have to change their view towards human resources from a traditional view as an outlet for decisions to a strategic view, in which the human resource becomes a partner in decision-making, which requires the administration to provide the best quality of work life, and enough motivation to work efficiently, effectively and develop his creative spirit.

The problematic of this forum is:

How can Algerian companies improve quality of work life in order to achieve sustainable performance?

Objectives

- Understand the theoretical framework of the quality of work life and sustainable performance;
- Highlight the requirements for quality of work life improvement;
- Highlight the concepts related to sustainability and how to achieve sustainable performance;

- Understand the relationship between quality of work life and sustainable performance;
- Demonstrate the extent of interest of Algerian companies for the quality of work life, and the extent to which they achieve sustainable performance;
- Extrapolating lessons from the pioneering experiences in the field of quality of work life and sustainable performance.

Topics

Topic 1: Theoretical and intellectual approaches to quality of work life and sustainable performance;

Topic 2: Requirements for quality of work life improvement and sustainable performance;

Topic 3: The relationship between quality of work life and sustainable performance;

Topic 4: The reality of quality of work life and sustainable performance in Algerian companies;

Topic 5: Pioneering experiences in the field of quality of work life, sustainable performance and how can we benefit from them.

Conditions of participation

- Submitted papers must be original and recent, and not previously published or presented in any scientific event ;

- Research papers must include a summary (no more than 150 words) in the language of the research and a foreign language;
- Research papers must be in Arabic, French or English, and should not exceed 20 pages and not be less than 12 pages, including references and abstracts;
- Papers should be in Sakkal Majalla font, size 14 for Arabic, and Times New Roman font, size 12 for the foreign language;
- Papers must adhere the methodological rules of scientific research papers, and follow the APA style in documentation;
- Papers must handle one of the forum's topics;
- Accepted research papers will be published in forum proceeding (ISBN);
- Papers should be sent via the forum's e-mail: confer.wlife.susp@univ-oeb.dz, before September 01, 2022. accepted papers will be answered by the scientific committee before September 15, 2022;
- Participation fee: 2000 DZ.