

Ministry of High Education and Scientific
Research

Larbi Ben Mhidi University, Oum El Bouaghi,
Algeria

Faculty of Economics, Commerce and
Management Sciences

In cooperation with the Innovation and Financial
Engineering Laboratory (INIF)

As part of a research project (PRFU):
F03N01UN040120230005

In partnership with:

Mohamed Lamine Debaghine University - Sétif 2

Mouloud Mammeri University of Tizi-Ouzou

Abderrahmane Mira University - Bejaia

Si El Haoués University Center - Barika

Mohamed Khider University - Biskra

8 Mai 1945 University – Guelma



organises the first national conference on :

**Applications of corporate social
responsibility in the economic and
financial sectors in Algeria: reality
and challenges**

Mai 21, 2024

- **Honorary president of the conference** : Pr. Zoheir DIBI - Rector of the University of Oum El Bouaghi
- **General supervisor of the conference** : Pr. Djebbar BOUKETIR - Dean of the Faculty
- **Conference Chairman** : Dr. Hemza BOUSSENNA
- **Chairman of the scientific Committee** : Pr. Mouhamed Cherif BENZOUAI
- **Chairman of the organizing committee** : Dr. Zouhir SAIDI

Preamble

In the constantly evolving business field, two crucial concepts have emerged as cornerstones for ethical and sustainable business practices: Corporate Social Responsibility (CSR) and Corporate Governance. Corporate social responsibility refers to the ethical framework that compels companies to go beyond the goal of profit maximization and contribute actively to community well-being. This ethical framework encompasses a wide range of initiatives, such as charitable work, environmental sustainability, ethical labor practices, and community engagement. On the other hand, corporate governance represents the system of rules, practices, and processes through which a company is directed and controlled. It ensures the achievement of the company's objectives while addressing the interests of various stakeholders, including shareholders, management, customers, suppliers, financiers, government, and the community.

When corporate social responsibility (CSR) and corporate governance work together, CSR initiatives embedded in the company's organizational fabric become part of its culture, promoting ethical behavior at all levels. On the other hand, by implementing social responsibility initiatives supported by strong governance, companies can enhance trust and transparency among stakeholders, boost the company's reputation, gain a competitive advantage, achieve long-term success, contribute to community well-being, promote sustainability, attract talent, and support ethical standards, while making a positive impact on the economy and the world as a whole.

This conference comes at a time when we are increasingly questioning the pivotal role that actors must play in the promotion of sustainability, responsibility, and

business ethics within Algerian companies in both economic and financial sector, especially as the world faces numerous crises that are likely to divert attention away from sustainability efforts and reduce efforts to conduct business responsibly and ethically.

Based on the above, the conference attempts to address the following issue :

" How can the adoption of corporate social responsibility initiatives by Algerian companies contribute to achieving economic, social, and environmental goals ? "

Conference Axes

- ✓ **Axis One:** Conceptual Framework of Corporate Social Responsibility
- ✓ **Axis Two:** Entrepreneurship, Sustainability, and Corporate Social Responsibility
- ✓ **Axis Three:** Ethics and Corporate Social Responsibility
- ✓ **Axis Four:** Initiatives and Strategies of Corporate Social Responsibility
- ✓ **Axis Five:** Corporate Social Responsibility, Governance, Business Efficiency, and firm Value
- ✓ **Axis Six:** Successful Experiences (National and International) in the Field of Corporate Social Responsibility.

Conference Objectives

- ✓ Highlight the conceptual framework of corporate social responsibility.
- ✓ Identify the current application of corporate social responsibility concepts in the economic and financial sectors in Algeria, while attempting to understand and analyze the challenges that Algerian

companies may face when implementing these concepts.

- ✓ Showcase the benefits associated with implementing corporate social responsibility initiatives, such as sustainable development and enhancing societal well-being. This will be achieved through evaluating the experiences of leading Algerian companies in this field.
- ✓ Emphasize the pivotal role of the academic community in fostering discussions related to business sustainability, responsibility, ethics, and company culture.
- ✓ Attempt to lay the groundwork for establishing an independent national organization dedicated to issues of corporate social responsibility in Algeria.

Conditions for submitting research articles

- ✓ The research paper must align with one of the proposed axes of the conference or address a topic closely related to the conference's title and problem. It should be prepared by a maximum of two (02) researchers.
- ✓ The submitted research paper must be original, not presented in previous conferences or accepted for publication in scientific journals, and should not be derived from previously discussed theses or dissertations.
- ✓ The research paper should be submitted in Word format. Arabic text should be written in Traditional Arabic font size 14, while foreign language text should be in Times New Roman font size 12. Margins should be 2 cm on all sides, and the number of pages should not exceed 20, nor be less than 10.

- ✓ Adherence to the (IMRAD) methodology commonly used in preparing scientific research, including the introduction, study methodology, results, and discussion.
- ✓ The submission should be grammatically and linguistically correct.
- ✓ A summary of the research paper should be included in both Arabic and foreign languages, specifying the academic degree of each participating researcher, the original institution, and email.
- ✓ Automated citation using the American Psychological Association (APA) citation style is required in the text of the research paper.
- ✓ All research will undergo scientific arbitration by the scientific committee. If accepted, the author/authors must make the required revisions within a week from the date of receiving feedback and revisions from the scientific committee of the conference.

Conference Target Groups

- ✓ Academic Community, including university professors and doctoral students specializing in the fields of business, ethics, and corporate social responsibility.
- ✓ CEOs, managers, and decision-makers in Algerian companies responsible for shaping the policies and practices of their companies.
- ✓ Entrepreneurs and small business owners, such as individuals managing their own businesses or startups, who are concerned with integrating social responsibility into their operations.
- ✓ Non-governmental organizations and activists, such as advocacy groups, consumer protection organizations, human rights organizations, and environmental protection organizations, among others.

- ✓ Officials and policymakers involved in creating and implementing regulations related to corporate social responsibility.
- ✓ Professionals directly involved in planning and implementing corporate social responsibility initiatives within companies.
- ✓ Media and communication experts specializing in public relations who are interested in covering or promoting corporate social responsibility efforts.

Participation fee

- ✓ University Teacher and specialists: 2000 da
- ✓ Doctoral students: 1000 da

** Important dates **

April 30, 2024 : Full paper submission

May 10, 2024 : Response to accepted submissions

May 21, 2024 : Conference date

** Conference email **

Submit research articles :

corpgovcsr@univ-oeb.dz

For more information :

corpgovcsr@univ-oeb.dz

Participation form

- First and last Name :
- Scientific grade :
- Job :
- Affiliation university :
- Phone :
- Email :
- Area of participation :
- Article title :