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Marketing of the Algerian University for Entrepreneurship Culture: An Economic-Social Approach

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Abstract: This scientific article aims to know the contribution of the Algerian university in marketing the culture of entrepreneurship to achieve sustainable economic and social development, we relied on the descriptive and analytical method and reached many results, the most important of which are: In recent years, the Algerian university contributes effectively in marketing the culture of entrepreneurship by providing an appropriate educational environment that encourages students and graduates to innovate and create, Algerian universities provide business incubators and centres to support entrepreneurial projects, which encourages students to establish small and medium-sized enterprises, and we also included a set of recommendations, the most important of which is to increase and promote training courses and workshops to develop entrepreneurial management skills, in addition to expanding the inclusion of this subject in academic programs in various divisions and university colleges with the need to give the necessary incentives to all those involved in this.

Keywords: Algerian University; marketing; culture; entrepreneurship; socio-economic.

1. Introduction

In light of the economic and social challenges facing various countries of the world, including Algeria, the culture of entrepreneurship emerges as an effective tool for achieving sustainable development, creating wealth and an important source of financing the public treasury and alleviating unemployment. This is not achieved in a random or arbitrary manner, but is the result of careful planning at the level of the Algerian Ministry of Higher Education and Scientific Research to develop university outputs and keep pace with those developments that take place in the world's finest universities; the role of educational institutions - especially universities - in promoting the culture of entrepreneurship among students in general and young people in particular is crucial.

The role of educational institutions - especially universities - in promoting the culture of entrepreneurship among students in general and young people in particular is very important, as the university is not only a place for academic theoretical research, but also a very suitable environment to guide students towards scientific research of an innovative nature to serve the humanitarian and economic community.

1.1 Problematic

In the context of the search for marketing the culture of entrepreneurship among students in the university environment, the question arises about the contribution of the Algerian university to this vital role in developing students' entrepreneurial capabilities, because the current economic transformations have made this culture

necessary to build resilient and sustainable economies; hence, the following question arises:

How does the Algerian university market the culture of entrepreneurship among students?

1.2 Sub-questions

The following sub-questions arise from this question:

- How can the culture of entrepreneurship be marketed?
- Is the Algerian university a supportive environment for creativity and innovation founding entrepreneurial projects?
- What are the challenges facing the Algerian university in marketing the culture of entrepreneurship to students?

1.3 Research hypotheses

As a preliminary answer to the sub-questions, the following hypotheses are made:

- Entrepreneurial culture can be commercialised through academic education.
- The Algerian university is a supportive environment for creativity and innovation that focuses on the establishment of entrepreneurial projects through business incubators.
- There are no challenges facing the Algerian university in marketing the culture of entrepreneurship to students.

1.4 Research Objectives

This scientific article aims to:

- Highlighting the role of the Algerian university in marketing the culture of entrepreneurship.
- Clarify the ways of marketing the culture of entrepreneurship among Algerian university students.
- Identify the reality of entrepreneurship in the Algerian university and the challenges it faces.

1.5 Importance of the research

Given the scarcity of jobs in the public and private sector in the Algerian labour market, the importance of spreading and promoting the marketing of the culture of entrepreneurship in Algerian universities, in parallel with what is happening in the most prestigious international universities that focus their recent interests in the same context mentioned above, given the role it contributes to sustainable economic and social development.

1.6 Research Boundaries

- ✓ Temporal boundary: The research boundary extends from 2019 to 2024.
- ✓ Spatial boundaries: Algerian universities.

1.7 Research Methodology

In order to answer the main question and sub-questions, we adopted a descriptive and analytical approach to describe and analyse the various dimensions of the topic as an economic and social phenomenon related to the marketing of the culture of entrepreneurship in the Algerian university.

1.8 Previous studies

The following is a review of the most important available research related to the research topic:

•Thalayijeh Al-Tayeb, Dagrir Fathi (2021): The role of the Algerian university in promoting the culture of entrepreneurship among students: Reality and Challenges - Souk Ahras University as a Model, an article in a virtual national forum on the support and financing of entrepreneurship and its role in achieving development, Faculty of Economic, Commercial and Management Sciences, Mohamed Cherif Moussaïdiya University, Souk

Ahras.

This scientific article aims to explore the role of Souk Ahras University in promoting the culture of entrepreneurship. It also highlights the importance of universities in economic and social development by instilling the spirit of entrepreneurship in young people and enhancing their role in establishing small and emerging projects that contribute to improving the local economy; the scientific article reached a set of conclusions, the most important of which are: The university contributes to creating a supportive environment for entrepreneurship, as it helps to form a new generation that possesses an entrepreneurial culture capable of dealing with challenges.

•Khalid Mudhal, Abdelhak Tair (2021): The contribution of the Algerian university in spreading the culture of entrepreneurship among students - a field study at the Faculty of Technology at the University of El Oued, Journal of Economic Development.

This scientific article aims to identify the impact of the University of El Oued in spreading the culture of entrepreneurship among students, from the perspective of professors, through five main axes: Faculty strategy, teaching and professors‘ practices, scientific research, student activities, and students’ entrepreneurial abilities; the study reached a set of conclusions, the most important of which are: The weak strategic orientation of the college towards establishing an entrepreneurial culture, the lack of sufficiently specialised professors in the field of entrepreneurship, as some professors‘ interest in raising students’ awareness of the concept of entrepreneurship was the result of their personal initiatives rather than the college's policies.

•Sabir Ben Matoug, Abderrazzak Zehouani, Belkacemi Mohammed Lazhar, Sami Ziadi, Ghania Belarbi, Mustapha Abada (2024): The Role of Entrepreneurship Education in Guiding University Students to Create their Personal and Professional Projects within the Framework of a Startup, International Journal of Professional Business Review, vol 09, N 04.

The Role of Entrepreneurship Education in Guiding University Students to Create their Personal and Professional Projects within the Framework of a Startup, International Journal of Professional Business Review, vol 09, N 04: Entrepreneurship education helps enhance the analytical skills of university students, enabling them to solve problems using creative methods and develop new ideas.

The general difference between previous studies and the current study:

- Previous studies focus on specific universities in Algeria such as the University of the Valley and Souk Ahras University, which makes the focus narrow on those universities and their specific cases, unlike the current study which studies the marketing of entrepreneurship culture in the Algerian university in general, which addresses the university context in Algeria as a whole, without limiting itself to a specific university or city, thus providing a comprehensive vision about the situation in different Algerian universities.
- Previous studies focus on educational and academic aspects, such as teaching programmes or student activities within specific universities, and how to promote the culture of entrepreneurship in this environment, while the current study focuses on this vision by providing a broader analysis not only in terms of academic education at the university but also through the contributions of marketing the culture of entrepreneurship in both aspects: socio-economic in Algeria, in order to obtain feedback to adapt academic education and training to the socio-economic challenges facing these entrepreneurial projects in the local market to minimise obstacles.

Therefore, the current study fills the scientific gap by expanding the scope of the study to include all Algerian universities, providing a comprehensive vision on how to disseminate and promote the culture of entrepreneurship in Algerian higher education institutions through

the use of marketing philosophy, and addressing the impact of this on the national economy and society in Algeria in recent years.

1.9 The structure of the research

We divided this scientific article into three main axes as follows: The first axis dealt with marketing the culture of entrepreneurship, the second axis dealt with the modern trends of the university, and we ended this article with the reality of spreading and promoting the culture of entrepreneurship in the Algerian university.

2. Marketing the culture of entrepreneurship

Entrepreneurship contributes significantly to economic development, as it opens the way for individuals to launch innovative projects that contribute to improving economic and social conditions, and helps to sustain development in societies, through the use of marketing philosophy within the framework of what is called the culture of entrepreneurship.

2.1 The concept of marketing

The sum total of activities involved in the production, provision, billing, distribution or promotion of public products or services to demanding citizens, individuals or public or private institutions, the purpose of which is to achieve satisfaction, citizenship, social peace and social justice in the distribution of wealth (Meyer, 2018, p175)

The sum total of marketing activities used by government organisations to provide a public service that satisfies the desires and aspirations of citizens without being limited to achieving profit as in commercial marketing (Meyer, 2018, p175)

From the two definitions, it can be concluded that marketing works to spread societal values and promote participation and social well-being.

2.2 The concept of entrepreneurial culture

Entrepreneurial culture represents the awareness and practices that encourage individuals to think creatively and take calculated risks, which contributes to launching new projects and developing innovative solutions, as it forms the basis for a resilient economic environment capable of facing challenges and achieving sustainable growth.

•**Definition of culture:** Culture is a set of values, concepts, desires and behaviours that an individual acquires from society, whether from the family or from other institutions' (Entrepreneurship Notes, 2021, p18)

•**Definition of Entrepreneurship:** Entrepreneurship is the practice of starting a new business or revamping an existing business in response to the identification of opportunities.' (Entrepreneurship Notes, 2021, p4)

•**Definition of entrepreneurial culture:'**Entrepreneurial culture is the way people live by participating in activities that enable them to create new business organisations.' (Entrepreneurship Notes, 2021, p18)

2.3 Spreading an entrepreneurial culture

The most important requirements for spreading the culture of entrepreneurship in universities can be summarised as follows: (Davey & others, 2016, p173)

- **Entrepreneurship education:** Entrepreneurship education should include programmes that support entrepreneurial thinking among students and academics, motivating them to create new ventures or adopt entrepreneurship within existing companies.
- **Motivation and awareness building:** It is essential that universities raise awareness about the importance of Especially in countries where there are negative attitudes towards entrepreneurship, universities should motivate students to realise the importance of entrepreneurship for their future.

- **Field and applied educational programmes:** Universities should provide educational programmes with practical (applied) components to develop entrepreneurial skills and discover unknown skills.

2.4 Fostering an entrepreneurial culture

To promote entrepreneurship in university education, there are several prerequisites: (Kayyali, 2023, p10-11)

- **Promote innovation and creativity:** Activities and exercises that encourage students to Creative thinking and problem solving in innovative ways, such as brainstorming sessions, design thinking workshops, and creativity workshops.
- **Develop critical thinking and problem solving skills:** By incorporating exercises to solve problem solving and critical thinking exercises in the curriculum, universities can enable students to analyse situations and make wise decisions based on an assessment of risks and practical solutions.
- **Teaching how to recognise opportunities:** Universities must provide students with the knowledge and resources to understand the market and its needs such as: Conducting market research, studying consumer behaviour, identifying market gaps.
- **Foster adaptability and resilience:** By offering entrepreneurial experiences and guiding students to learn from their mistakes, universities can foster mental resilience and perseverance, encouraging them to adapt to changes and challenges.
- **Develop communication and networking skills:** It is essential to train students in skills such as communication skills such as: How to build professional networks, how to present their ideas effectively by organising workshops and participating in events and competitions.
- **Resource Management and Finance Education:** Universities should include components of financial literacy financial literacy in study programmes to enable students to understand aspects such as: Budgeting, cash flow management, revenue forecasting, and how to evaluate investment opportunities.
- **Encourage social responsibility and ethics:** By including topics on ethics and social practices in the curriculum, universities help students understand the impact of entrepreneurship on society and the environment, encouraging them to embrace social responsibility in their entrepreneurial endeavours.
- **Provide experiential learning opportunities:** By facilitating hands-on experiences such as internships internships, participation in incubators, joint initiatives, universities can give students the opportunity to apply what they have learnt in real entrepreneurial environments.
- **Supporting entrepreneurship through mentorship:** To apply what they have learnt in entrepreneurial environments students can benefit from career guidance and mentorship from experts and entrepreneurs, helping them build practical skills and make sound entrepreneurial decisions.

These requirements contribute to motivating students to embrace entrepreneurship, which enhances their ability to face challenges and achieve success in their professional fields.

2.5 Implications of commercialisation of entrepreneurship on economic and social development

Entrepreneurship contributes to several areas, including: (Ranjan, 2019, p88-89)

- Creating new enterprises to fulfil unsatisfied market needs, which promotes economic growth through the provision of new goods and services.
- Reducing unemployment rates by creating jobs and contributing to raising the standard of living and supporting local communities.
- Small business expansion into regional and global markets boosts productivity and revenues, supporting the economy and enhancing the well-being of the population.

- Technological innovations contribute to increased efficiency and stimulate economic growth through the development of new products and services.
- Innovation is necessary to address environmental challenges such as climate change and biodiversity protection, thereby enhancing productivity and economic and social development.
- Business innovation contributes to improving efficiency and conserving resources, such as in the agricultural sector and health care, which promotes economic growth and improves quality of life.
- Competition creates a positive feedback loop between innovation, entrepreneurship and economic growth, enhancing quality of life.
- Entrepreneurship marketing contributes to reducing social ills by filling the void left by young university graduates as a result of unemployment, by absorbing all official incentives that promote entrepreneurship.

These factors contribute to strengthening the economy by improving efficiency, increasing innovation, and achieving sustainable economic development.

3. Modern orientations of the university

The university represents the cornerstone of community building, as it contributes to the transfer of knowledge and the development of individuals' skills to keep pace with the changing market needs. Through its educational, social and economic functions, the university works to qualify future generations, enable them to face future challenges and contribute to promoting growth and innovation in various fields.

3.1 Definition of University

A university is a higher educational institution that aims to raise the level of men and women intellectually in the arts and sciences and in traditional professional disciplines, promotes scientific research at a high level, and represents a community of people who are engaged in study and research. (Alemu, 2018, p21)

3.2 Characteristics of a university

The most important characteristics of a university can be summarised as follows: (Al-Aqab, 2016, p56)

- **Cognitive:** The university is a centre for the production and maximisation of knowledge, as it contributes to the development of society through scientific research and integration between researchers and other parties.
- **Continuous:** The university is a permanent institution that does not stop with the passage of time, it exists in every place and time as long as there is a human society as long as there is a human society.
- **Complementary:** The university complements the role of other educational and research institutions. It integrates with other systems in society through interaction and communication
- **Social:** The university serves society in its various fields through the roles it plays in co-operation with other systems.
- **Cultural:** It is concerned with promoting philosophical and cultural understanding and offering alternative cultures that do not that do not conflict with the principles of society.
- **Economic:** The university contributes to achieving productivity through the application of science and technology in material and moral fields.
- **Sophisticated:** The university endeavours to keep abreast of scientific and societal developments to ensure its with changes in society.

3.3 The socio-economic role of the university

The role of the university can be divided into several aspects, most notably the economic and social role that (Khelalfa & Hadidane, 2023, p2-3) contributes significantly to

sustainable economic and social development:

- **Social role:** Higher education at the university includes a range of social roles that help society to keep pace with development by preparing manpower specialised in technical skills at a high level in various disciplines needed by society:
  - The generation and transfer of knowledge from generation to generation, which contributes to the development of society.
  - The university is a centre of cultural radiation that contributes to the improvement of the social situation.
  - The university is the key to achieving the objectives of the comprehensive development programmes that societies seek to achieve.
  - The university plays a key role as an enabler of social change through education and research.
  - Openness to the outside world by paying attention to international issues and deepening understanding and dialogue between different peoples on global issues.

Through this, universities and higher institutes today have become leading social institutions that play an important role in the development of societies, so higher education remains the subject of special attention by educational officials and community leaders, prompting countries to continuously strive to develop it and achieve its goals

- **The economic role:** Among these roles:
  - Supporting and promoting economic growth through the generation and transfer of knowledge.
  - Endeavouring to achieve the economic goals of society.
  - University outputs contribute to improving and revitalising the economic situation of any country seeking to achieve sustainable development.
  - Some approaches see the university as operating as an economic field by offering education as a commodity to attract students
  - Providing sustainable technical and general skills that help adapt to future changes.
  - Developing discipline and order in work through training in commitment and determination.

3.4 Recent Trends in Entrepreneurship Commercialisation at Leading Global Universities

The components of university entrepreneurship in developed countries are: (Shane, 2005, p68)

- Research Centres:
  - The contribution of research centres to the development of ideas and projects.
  - Include the role of university scientific laboratories in creating academic ideas and finding a formula to project them to the practical reality by creating start-up organisations.
- University Business Incubators:
  - Providing workspaces for startup projects.
  - Providing technical and administrative support for startup projects.
- Business Accelerators:
  - Accelerating the growth of startups through mentorship and funding.
  - The difference between incubators and accelerators and their complementary roles.
- Establishing partnerships with the private sector:
  - The importance of collaborating with companies to provide funding and training.
  - Focusing more and more on partnering with small, medium and large enterprises

that are relevant to the university's academic disciplines and startup proposals.

4. The reality of marketing the culture of entrepreneurship in the Algerian university

Algeria seeks to diversify its economy away from the hydrocarbon sector, where the Algerian university plays a pivotal role in promoting the culture of entrepreneurship among students, by providing an educational environment that supports innovation and contributes to the development of sustainable economic projects.

4.1. Algeria's drive to encourage investments to achieve economic diversification beyond the hydrocarbon sector

Reaching a knowledge-based economy and establishing an innovative economic system is one of the strategic objectives of the Algerian state, as part of the commitments announced by the President of the Republic to strengthen the role of the university as a key driver in achieving economic and social development. As a scientific space, the Algerian university contributes to providing an environment conducive to the development of entrepreneurship, providing students and graduates with the opportunity to acquire the necessary skills and encourage them to think innovatively, thus contributing to the creation of new and sustainable economic projects. In this context, the university has become a key partner in the economic system, not only by training human competencies, but also by supporting applied scientific research, establishing business incubators, and encouraging emerging projects that keep pace with global economic transformations. Promoting an entrepreneurial culture within a university is in line with the state's trends towards diversifying the national economy and reducing dependence on traditional sectors, by stimulating innovation and developing new solutions that meet the needs of the market. In addition to its economic role, the Algerian university plays an important social role by consolidating the values of creativity, independence, and individual initiative among students. Integrating the concept of entrepreneurship into academic programmes and providing spaces for the exchange of scientific ideas between students and researchers contributes to building a generation capable of facing development challenges in innovative ways, so promoting this trend within university institutions is an urgent necessity to ensure integration between academic training and labour market requirements, thus consolidating the role of the university as a locomotive for economic and social development

4.2 Dissemination and promotion of the culture of entrepreneurship by the Algerian university

The Algerian university has an important role in promoting economic development by instilling a culture of entrepreneurship among students through many activities and initiatives targeting students: (Higher Education System, 2021, p 43)

- Promoting and developing entrepreneurial thinking in the university environment: Many Algerian universities, such as: University of Algiers 3, Aboukacem Saadallah and University of Constantine 1 have developed academic programmes specialised in entrepreneurship, where entrepreneurship-related courses have been introduced in many disciplines such as economics, engineering and management, focusing on stimulating students to think creatively and innovate within a stimulating learning environment.
- Providing support and counselling to students with projects during their implementation stages: For example At the University of Oran1, a business incubator was established that provides free counselling for students wishing to launch their own projects, in addition to providing legal and financial services to help them plan and implement their projects. In 2020, this incubator supported 50 student projects in various fields such as: technology, food industries, and services.
- Training workshops: Training workshops are organised in several Algerian universities to train students in the field of enterprise creation, for example:

University of Constantine 2 organised a training workshop in 2019 on 'Preparing a business plan' in which more than 200 students participated, and workshops were organised at the University of Biskra to teach students how to use financial planning tools and marketing strategies, which helped many of them to design practical and effective business plans.

- Organising media and sensitisation days to raise awareness about the importance of entrepreneurship: For example, the The University of Algiers 2 organised sensitisation days in 2018 on entrepreneurship under the slogan 'Innovate, create, succeed'. During these days, models of successful projects launched by graduates were presented, inspiring students with many new ideas, and several businessmen were invited to give motivational lectures on how to transform ideas into successful projects.
- Organising Seminars and Educational Workshops in the Field of Entrepreneurship: For instance, the University of Tlemcen organised an international seminar in 2021 on "Entrepreneurship Tools in the Digital Age," where research papers and lectures were presented on how to use technology and the internet to create and manage small and medium-sized enterprises. More than 500 students from various Algerian universities attended this seminar.
- Introducing the Basics of Business Creation and Clarifying the Importance of Economic Quality: For example, the University of Tizi Ouzou organised an awareness programme in 2022 on how to create small businesses, in collaboration with the National Agency for the Support and Development of Small and Medium-Sized Enterprises. The programme included a detailed explanation for students on quality standards and the basic principles of financial management for emerging businesses. This programme helped many students organise their projects in a professional and structured manner.
- Organising Competitions to Choose the Best Ideas and Business Plans: For example, the University of Setif 1 organised a competition in 2020 for the "Best Project Idea" in the fields of technology and innovation. Ten innovative projects were selected and received funding from the National Agency for the Support and Development of Small and Medium-Sized Enterprises. This competition encouraged students to think in an entrepreneurial and methodical way.

In 2019, approximately 58,705 students benefited from these various activities (such as training and workshops), and around 16,614 students benefitted from the support of the National Agency for the Support and Development of Small and Medium-Sized Enterprises in establishing small businesses. This means that about 32% of university students benefited from this initiative. The "National Agency for the Support and Development of Small and Medium-Sized Enterprises" also provided support for several student projects, such as the "Eco-Innov" project, which is focused on waste recycling at the University of Algiers 1, and received funding of 5 million Algerian Dinars in 2020.

4.3 Supporting Bodies for Entrepreneurship in Algeria

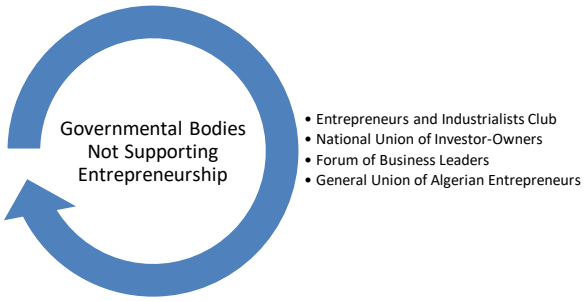
Algerian universities enhance cooperation with a number of government bodies that support entrepreneurship by spreading and promoting their activities within the academic environment through organising awareness days and training sessions for students who are either recent graduates or in the early stages of their studies and have an economic project idea. These supporting bodies can be summarised in the following diagrams:

Figure 1: Governmental bodies supporting entrepreneurship



Source: Belouadah, 2024, p 6

Figure 2: Governmental Bodies Not Supporting Entrepreneurship



Source: Belouadah, 2024, p 6.

4.4 Implications of Algerian University Marketing for Entrepreneurial Culture

The Algerian university has entered a new phase characterized by significant challenges and opportunities, where it strives to actively contribute to the process of sustainable development. In addition to its traditional role in scientifically preparing students, it has adopted a new strategy aimed at transforming students from job-seeking graduates into entrepreneurs capable of establishing projects that contribute to wealth creation and the generation of new job opportunities. This strategy reflects the university's determination to contribute to economic and social development in line with the transformations taking place in both the local and global markets.

In this context, the Algerian university undertook a comprehensive review of academic training programs, aiming to update them to align with the requirements of various economic institutions. The focus was on developing the higher education training map, where the organization and distribution of programs across higher education institutions were reassessed to ensure their consistency with the actual needs of the market. This initiative reflects the university's commitment to providing qualified educational training that can

keep up with developments in the Algerian economy and enhance students' capabilities in creativity and entrepreneurship.

The Algerian university system consists of a variety of academic institutions, including 54 universities, 9 university centres, 37 national higher schools, and 12 higher teacher education schools (Ministry of Higher Education and Scientific Research, Algeria, 2025).

734 micro-enterprises, 94 business incubators, 84 entrepreneurship training centres, and 17 artificial intelligence centres have been established, significantly supporting students and guiding them towards creating their own businesses in the future. (Zayed, 2024, p 1)

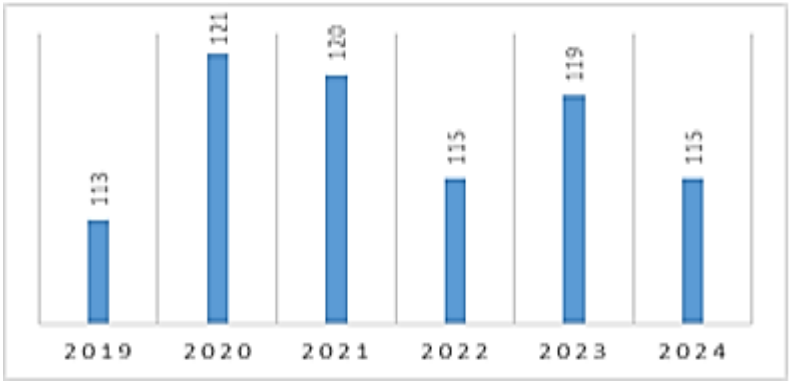
On the other hand, the Ministry of Higher Education and Scientific Research has shown particular interest in promoting an entrepreneurial culture within universities, issuing a series of guidelines and directives regarding the establishment of business incubators at university institutions. In this regard, official memos were issued to regional conference heads in November 2022, focusing on the importance of registering universities in the National Committee platform to obtain the "Label" business incubator certification. The importance of activating Ministerial Decree No. 1275, which outlines the procedures for preparing a final project to obtain a "Start-up Company" certificate (Algerian, Ministerial Decree 1275, 2025), or a "Patent" from students, was also emphasized. This step aims to guide students towards establishing feasible economic projects

This law contributes to organizing the academic process by providing a clear mechanism for students to develop innovative projects and turn them into start-ups, further strengthening the entrepreneurial culture within universities. The law also includes provisions for allocating spaces and offices for start-ups within universities and encourages the use of digital platforms for registration and project follow-up, contributing to the acceleration of the process and tangible results in this field. Moreover, cooperation agreements have been signed between the Ministry of Higher Education and the Ministry of Culture and Arts to enhance the protection of innovative ideas and transform students' viable projects into start-ups, reflecting the coordination between various governmental bodies to support the entrepreneurial culture in universities.

The Global Innovation Index, published annually by the World Intellectual Property Organization (WIPO), is a key tool for measuring and assessing innovation capabilities in various economies. It focuses on identifying the most effective ways to support innovative activities that stimulate economic growth and human development. The index relies on a structure composed of two main sub-indicators: the first is innovation inputs, which includes five key areas supporting innovative activities: institutions, human resources and research, infrastructure, market development, and business development; the second is innovation outputs, consisting of two main areas reflecting the outcomes of innovative activities: knowledge and technology production, and creative outputs. This index is part of the Shanghai Jiao Tong University ranking, which heavily relies on aspects such as scientific research and innovation in evaluating universities, such as the number of published research papers, universities' shares of global awards, and also innovation in developing new technologies and their applications.

In Algeria, the joint ministerial committee established in 2019, composed of representatives from various ministries and relevant bodies, is working to promote innovation, intellectual property, and technological development, with a focus on gradually improving Algeria's position in the Global Innovation Index. The results of the 2022 index showed Algeria advancing five positions, reaching 115th out of 132 countries, compared to 120th in 2021 and 121st in 2020.

Figure3: Algeria's Ranking Development in the Global



Source: Prepared by the researchers based on:
https://www.wipo.int/wel/global-innovation-index
https://www.wipo.int/edocs/gii-ranking/2024/dz.pdf

There are fluctuations in Algeria's ranking, with a drop to 121st in 2020 due to the pandemic's impact on economic and research activities in many countries. In 2023, it returned to 119th, reflecting ongoing challenges in strengthening the innovative environment. The slight improvement in 2024 suggests efforts to stimulate innovation.

In general, this progress in Algeria's ranking reflects efforts to enhance the innovative environment, aligning with the role of the Algerian university in promoting and strengthening entrepreneurial culture. By activating the role of universities in teaching entrepreneurship and developing skills necessary for young entrepreneurs, tangible increases in innovative activities can be achieved, contributing to sustainable economic development. However, the country still has a long way to go to bridge the gap with developed nations in this field.

By examining the quantitative development of patent applications in Algeria from 2019 to 2023, we find:

Figure 4: Development of Patent Applications in Algeria 2019-2023



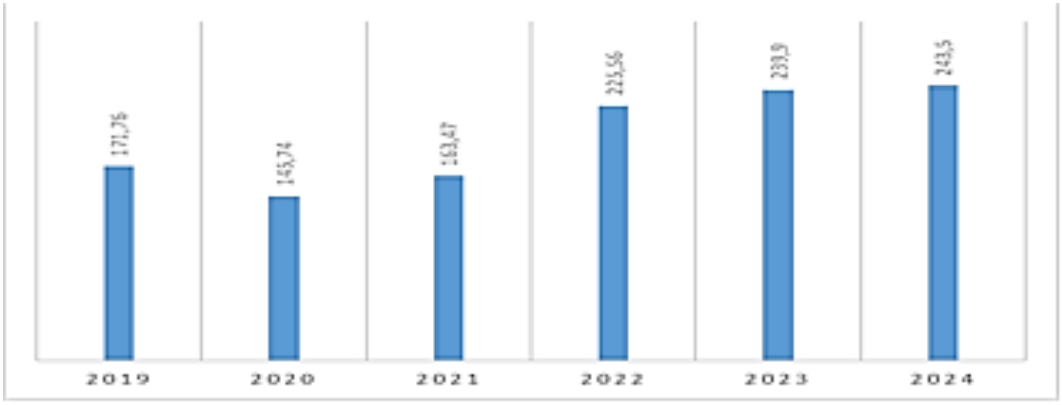
Source: Prepared by the researchers based on: https://dgrsdt.dz/fr/patents?patent_files

The data indicates a significant improvement in Algeria's innovation culture through the continued rise in patent applications. This development is a positive indicator of the advancement of the innovative environment in Algeria and reflects the success of policies supporting scientific research and entrepreneurship, aligning with the promotion of an innovation culture within Algerian universities as part of the development of the social and economic economy.

In 2024, the International Monetary Fund ranked Algeria as the third-largest economy in

Africa, after South Africa and Egypt, surpassing Nigeria, which ranked fourth (Hadhaka, 2024, p1). Based on official data from the World Bank, we analyzed the development of Algeria's Gross Domestic Product (GDP) as the primary indicator of national economic progress and found the following:

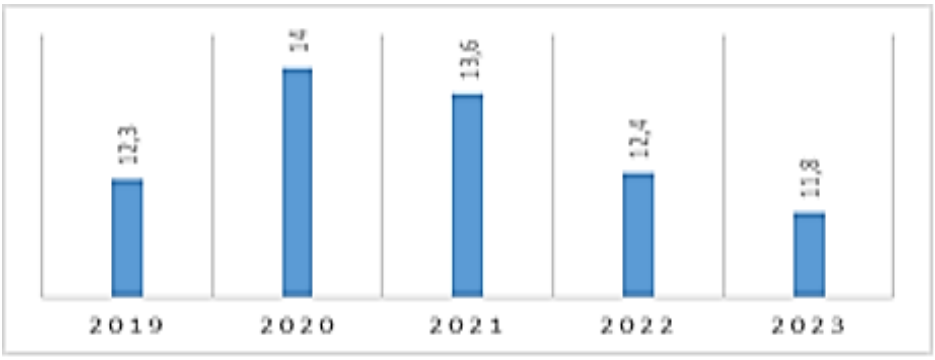
Figure 5: Development of Algeria's GDP from 2019-2024



Source: Prepared by the researchers based on:https://ar.tradigeconomics.com/algeria/gdp

Considering the improvement in GDP—except for 2020 due to the COVID-19 pandemic—the trend can be seen as an opportunity to strengthen the role of entrepreneurship and innovation in the national economy. These data indicate that Algeria could benefit from further investment in innovation, research, and development, with a focus on enhancing the university environment as a primary source of entrepreneurship. Since the unemployment rate is an economic-social variable, we also examined it based on official data from the World Bank:

Figure 6: Development of Unemployment Rate in Algeria from 2019-2023



Source: Prepared by the researchers based on:
https://ar.tradigeconomics.com/algeria/unemployment-rate

It appears that Algeria has been able to gradually reduce the unemployment rate during 2019-2023, with a sharp decrease in 2020 due to the COVID-19 pandemic. This decline indicates an improvement in the labour market, but the challenge remains in providing effective solutions to stimulate entrepreneurship and innovation in universities to create more job opportunities and achieve greater economic and social sustainability.

4.5 Challenges Facing University Entrepreneurship in Algeria

Despite all the efforts made by Algerian universities to promote entrepreneurial culture, there are several challenges facing the university business environment in Algeria, which can be summarized as follows:

- **Economic challenges:**
- The first question a university student asks is about the sources of funding for

start-up projects.

- Weak and unclear procedures for government support for university entrepreneurship, especially with the lack of widespread digitalization in various fields.

Organizational and legal challenges:

- Lack of clear legislation to support entrepreneurship.
- Bureaucracy and complexity of administrative procedures from the student's project proposal to the final stages of their start-up.
- Lack of clear and unified administrative procedures within universities for managing start-up project files of students.

Cultural and social challenges:

- Weak entrepreneurial culture in the social system and in universities.
- Lack of awareness about the importance of innovation and risk-taking in establishing start-up businesses.

Resistance to change by some university professors and administrators in adopting an entrepreneurial approach within universities.

Weak educational curricula that encourage the creation and promotion of an entrepreneurial spirit before university education.

Technological challenges:

- Lack of technological infrastructure in some universities.
- Weak access to modern technologies and innovations.

5. Conclusion

It is clear from this article that the marketing of entrepreneurial culture by the Algerian university plays a crucial role in achieving economic and social development in Algeria. The Algerian university plays an important role in promoting innovation and entrepreneurship among students. This approach aligns with the economic challenges facing Algeria, especially in its efforts to reduce reliance on the hydrocarbons sector and diversify the national economy.

Despite these promising initiatives, challenges remain in the Algerian university's entrepreneurial field, requiring further institutional and legislative support, including improved educational curricula and more effective funding mechanisms for student projects. In this context, there is a continued need to intensify cooperation between universities, government bodies, and private sector institutions to foster an entrepreneurial environment and ensure integration between academic education and labour market needs. Adopting a comprehensive strategy to stimulate innovation and entrepreneurship in Algerian universities is a vital step towards building a sustainable economy based on knowledge and technology, and it is an effective tool for achieving Algeria's developmental goals.

5.1 Hypothesis Testing

- Entrepreneurship culture can be marketed through the promotion and enhancement of academic education, seminars, and workshops, thus proving the validity of the first hypothesis;
- The Algerian university is a supportive environment for creativity and innovation aimed at establishing entrepreneurial projects through existing business incubators, thus validating the second hypothesis;
- Among the challenges facing the Algerian university in marketing the entrepreneurial culture among students is the lack of specialized training competencies and resistance to change among students and professors, thus refuting the third hypothesis.

5.2 Research Results

The following conclusions are drawn:

- The Algerian university contributes effectively to marketing entrepreneurship culture by providing a suitable educational environment that encourages innovation and creativity.
- The university offers academic and professional programs focused on developing entrepreneurship skills among students, including workshops and entrepreneurial competitions.
- Universities provide business incubators and entrepreneurship development centres, encouraging students to establish small and medium-sized projects.
- Lack of specialized academic staff in the field of entrepreneurship.
- Lack of Resources for Supporting Entrepreneurial Activities and Weak Collaboration Between Universities and the External Community.

5.3 Recommendations

Several recommendations can be made to enhance the role of Algerian universities in this field:

- Create an Attractive University Environment: Provide a university environment that encourages innovation and creativity through modern equipment, technologies, and advanced educational programmes in entrepreneurship.
- Increase Training and Workshops: Expand the number of training sessions and workshops aimed at developing entrepreneurship management skills, in addition to integrating this subject into academic programmes across various departments and faculties.
- Promote and Strengthen Partnerships: Foster and strengthen partnerships between universities, governmental bodies, civil society organizations, and private companies to provide financial and technical support for students with emerging projects.
- Allocate More Resources for Incubators and Entrepreneurship Centres: Increase resources to fund university incubators and entrepreneurship centres, while also providing mechanisms of support for young entrepreneurs during the early stages of their projects.
- Organise Awareness Campaigns: Organise awareness events both inside and outside universities to introduce young people to the importance of entrepreneurship as a major source of economic development and job creation.
- Financial and Moral Incentives for University Staff: Provide financial and moral incentives for university professors and administrators involved in promoting and marketing the culture of entrepreneurship.

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