

**Emerging Enterprises in Psychology: Between Ethical Practice and Economic Necessities - A Field Study at University of Adrar**

المشاريع الناشئة في علم النفس: بين الممارسة الأخلاقية والضرورات الاقتصادية - دراسة ميدانية بجامعة أدرار

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**Received:** 11/04/2025

**Accepted:** 29/06/2025

**Published:** 30/06/2025

**Abstract:**

This article presents a field study on emerging enterprises in the field of psychology at the University of Adrar, aiming to understand the perspectives of students approaching graduation regarding the relationship between ethical practices in psychology and the economic pressures facing emerging enterprises. The study explores the challenges faced by psychology professionals in establishing their own businesses and how they balance commitment to ethical principles with the economic market demands, which may conflict with some of these principles. The article relies on data collected from surveys and interviews with several founders of such enterprises at the University of Adrar, aiming to offer a comprehensive view of how to integrate both aspects within the psychological work environment

**Keywords:** Emerging Enterprises; Ethical Practice; Economic Necessities; A Field Study; University of Adrar.

**JEL Classification Codes:** Y5, Y9.

**ملخص:**

يتناول هذا المقال دراسة ميدانية حول موضوع مشروع المؤسسات الناشئة في مجال علم النفس بجامعة أدرار، بهدف معرفة تصور الطلبة المقبلين على التخرج للعلاقة بين أخلاقيات الممارسة النفسية والحتمية الاقتصادية لمشاريع المؤسسات الناشئة. يتم من خلال هذه الدراسة استكشاف التحديات التي يواجهها المختصون في علم النفس في تأسيس مشاريعهم الخاصة، وكيفية التوازن بين الالتزام بالمبادئ الأخلاقية وحاجة السوق الاقتصادية التي تفرض ممارسات قد تتعارض مع بعض هذه المبادئ. يعتمد المقال على جمع بيانات من استبيانات ومقابلات مع عدد من مؤسسي هذه المؤسسات في جامعة أدرار، ويهدف إلى تقديم رؤية شاملة حول كيفية تحقيق التكامل بين الجانبين في بيئة العمل النفسية.

**كلمات مفتاحية:** مشروع المؤسسات الناشئة، أخلاقيات الممارسة النفسية، الحتمية الاقتصادية، علم النفس، جامعة أدرار.

**تصنيفات JEL :** Y5، Y9

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## **Introduction**

Emerging enterprises in Algerian universities represent one of the most significant ways to promote innovation and entrepreneurship in the country. They reflect a major shift in the concept of higher education, where universities are no longer limited to providing academic education but are also actively involved in creating commercial projects and innovative ideas that contribute to national economic development. These enterprises serve as an essential bridge between theoretical knowledge and practical application, encouraging youth to engage in entrepreneurship and offer practical solutions to social and economic challenges. In the field of psychology, these emerging enterprises aim to develop innovative practices that enhance the psychological well-being of society. However, many professionals in this field struggle to balance the ethical principles of psychological practice with the economic challenges imposed by the market. This study is particularly significant as it focuses on the local experience at the University of Adrar, offering deep insights into the specific conditions that may influence the psychological landscape in Algeria.

## **Research**

One of the major issues faced by those running emerging psychology enterprises is reconciling the ethical standards of the psychology profession with the economic imperatives of these projects, which are dictated by the working environment. Ethics are essential for professionals in psychological practice, as they ensure the protection of individuals' rights and guarantee the delivery of psychological support in a professional and safe manner. This research raises questions about how these economic pressures affect the provision of psychological services and whether these enterprises can maintain quality standards and ethics in the face of economic necessities.

## **Problem**

## **Research**

The main objective of this study is to analyze the impact of economic pressures on the practices of emerging psychological enterprises at the University of Adrar and examine how professionals navigate these economic challenges while adhering to ethical principles.

## **Objective**

## **Research Hypotheses**

1. There is a significant impact of economic pressures on psychological practices in emerging enterprises.
2. Psychological practitioners in emerging enterprises face ethical challenges due to economic pressures.

## **I. Concept of Emerging Enterprises in Algerian Universities**

An emerging enterprise is an innovative project or idea established within an academic environment with the aim of transforming scientific or technological concepts into tangible reality. These enterprises aim to support students and graduates in turning their ideas into startups that contribute to the national economy by offering innovative products or services.

In a university setting, these enterprises are typically linked to specific scientific or technical departments, with professors and students working together to develop these projects. These enterprises can specialize in various fields such as technology, environment, medicine, renewable energy, or even traditional industries.

## II. Role of Algerian Universities in Supporting Emerging Enterprises

Algerian universities play a vital role in fostering an entrepreneurial culture through various mechanisms. Universities provide platforms for students and graduates to develop and transform their ideas into emerging projects through business incubators and innovation labs.

Business incubators are one of the main tools universities use, offering financial, administrative, and marketing assistance to small enterprises. Additionally, universities organize workshops and training courses focused on developing entrepreneurial and project management skills. Competitions and events are also held to encourage students to present new and creative ideas.

## III. Benefits of Emerging Enterprises in Algerian Universities

The establishment of emerging enterprises in Algerian universities provides several benefits:

- **Enhancing Innovation:** Emerging enterprises provide fertile ground for new ideas developed within universities, helping create innovative solutions to economic and social challenges.
- **National Economic Growth:** By transforming ideas into successful business ventures, these enterprises contribute to the national economy and create new job opportunities.
- **Supporting Entrepreneurship:** Universities help students and graduates acquire the necessary skills to manage projects, encouraging them to pursue entrepreneurship rather than traditional employment.
- **Strengthening Collaboration Between Academia and Industry:** Students can connect with companies and investors, strengthening collaboration between the academic and industrial sectors, leading to financial support and funding for projects.

## IV. Challenges Facing Emerging Enterprises in Algerian Universities

Despite the numerous benefits, emerging enterprises face several challenges that may hinder their success:

- **Limited Funding:** Many university-based emerging enterprises lack the financial resources necessary to develop their projects and achieve sustainability. The absence of financial support from financial institutions can make it difficult to expand businesses.
- **Lack of Guidance and Consultation:** Although business incubators exist in some universities, they may lack the necessary expertise and consultations to help emerging enterprises grow and expand.
- **Weak Entrepreneurial Culture:** Entrepreneurship is still sometimes viewed as a risky venture in Algerian society, with many young people preferring to work in the public sector rather than starting their own business.
- **Administrative Bureaucracy:** Entrepreneurs may face difficulties navigating complex administrative procedures to obtain permits or licenses needed to launch their businesses.

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### V. Proposed Solutions to Strengthen the Role of Emerging Enterprises

To overcome these challenges and enhance the role of emerging enterprises in Algerian universities, several steps can be taken:

- **Increase Financial Support:** Allocate special budgets to support emerging enterprises, either through grants or through collaboration with local and international investors.
- **Improve Training and Guidance:** Improve entrepreneurship training programs and organize workshops that focus on innovation, marketing, and business management.
- **Strengthen University-Industry Partnerships:** Establish strong partnerships between universities and major companies to provide technical and financial support for emerging projects.
- **Develop an Entrepreneurial Culture:** Promote the culture of entrepreneurship within educational institutions and society to encourage young people to take initiative and develop new projects.

### VI. Ethics in Psychological Practice

Many researchers have explored the ethics of psychological practice in emerging enterprises, noting that professionals in this field face difficulty maintaining ethical values under financial pressures (Barnes, 2018). Some studies have shown that economic challenges may lead to changes in how psychological services are provided, potentially conflicting with the required ethical standards (Khan, 2020).

### Concept of Ethical Psychological Practice

Ethical psychological practice consists of a set of principles and rules aimed at guiding the behavior of psychologists while providing care. These ethics aim to protect the rights of patients, maintain confidentiality, and ensure treatment is provided in the best interest of the patient. They also help build trust between the psychologist and the patient, improving the effectiveness of therapy and communication.

### VII. Ethical Principles in Psychological Practice

Ethical psychological practice is based on several principles that guide interactions with patients. These include:

- **Respect and Human Dignity:** Psychologists must respect patients' dignity and provide psychological care without discrimination or bias.
- **Informed Consent:** Patients must fully understand the nature, duration, and risks of treatment before agreeing to it.
- **Confidentiality:** Psychologists must respect patient privacy and prevent the disclosure of personal information without consent, except in cases where there is a risk to the patient's or others' safety.
- **Professional Competence:** Psychologists must have the necessary knowledge and skills to provide treatment, requiring continuous education and training.
- **Best Interest of the Patient:** Psychologists should prioritize the patient's well-being over other considerations and strive for the best therapeutic outcomes according to scientific and ethical standards.

### VIII. Challenges in Maintaining Ethics in Psychological Practice

Despite the importance of ethics in psychological practice, psychologists may face several challenges:

- **Cultural and Social Challenges:** Psychologists may encounter difficulties applying ethical principles in cultural and social contexts where traditions conflict with psychological care standards.
- **Maintaining Confidentiality in Shared Work Environments:** Maintaining confidentiality in work environments where multiple professionals are involved can be challenging.
- **Pressure from Third Parties:** Psychologists may face pressure from individuals or organizations to act in ways that conflict with the patient's best interest.
- **Psychological Challenges for Practitioners:** Psychologists themselves may experience psychological difficulties as a result of difficult situations during patient treatment, which can affect the quality of care.

### Methodology

This study adopts a descriptive-analytical approach, utilizing the following tools:

- **Surveys:** Surveys were distributed to a sample of 50 psychology students at the University of Adrar.
- **Personal Interviews:** Interviews were conducted with four students who discussed their graduation thesis in relation to establishing an emerging enterprise.
- **Data Analysis:** Quantitative and qualitative data analysis methods will be used to present comprehensive results on the impact of economic pressures on psychological practices.

### Results

- There is a significant impact of economic pressures on psychological practices in emerging enterprises from the students' perspectives.

| Variables            | Sample | Correlation coefficient (R) | SIG  | Significance Level |
|----------------------|--------|-----------------------------|------|--------------------|
| Economic Necessities | 50     | 0.73                        | 0.00 | 0.01               |
| Students' Attitudes  |        |                             |      |                    |

The table clearly shows that there is a strong relationship between the attitudes held by students regarding the preparation of graduation theses in accordance with Decision 1275 related to emerging enterprises, due to the economic orientation or determinism of these projects.

The correlation value reached 0.63, which is a significant value. Since the statistical significance is 0.00, which is less than the significance level of 0.01, there is a strong relationship and correlation between the economic determinism of emerging enterprise projects and the negative attitudes towards engaging with them by psychology students.

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- **Financial Pressures on Psychological Institutions:** Economic pressures may lead to a decrease in the quality of services offered, such as providing lower-cost services or reducing the number of working hours or psychologists.
- Through interviews with four students who discussed their theses within the framework of Decision 1275, only one student was able to implement it in practice. In their view, the economic orientation leads to a decrease in the quality of services provided, as it may prioritize financial profitability over providing effective psychological services. They believe that achieving a balance between the economic orientation and service quality could be possible through contracting with official organizations that provide financial returns without affecting the quality of the psychological services offered.
- **Profitability vs. Ethics:** Students face challenges in balancing professional ethics with the focus on profitability in these enterprises. The third result, related to professional ethics, is that the reliance of most of these projects on applications may conflict with the principle of client confidentiality, which in turn may affect professional ethics. This is especially true considering the difficulty in protecting these applications from hacking.
- **Impact on the Therapist-Client Relationship:** Financial difficulties can affect the quality of services and therapeutic relationships.
- The results indicate that these enterprises will resort to employing a large number of specialists to cover psychological services, which supports the findings of the first hypothesis regarding the impact of financial demands of specialists on the quality of psychological services. This is especially critical considering that the recipients of these services—particularly diagnostic ones—often belong to vulnerable segments of society

### Conclusion

In conclusion, economic challenges play a crucial role in determining how psychological services are delivered in emerging enterprises, and maintaining ethical standards requires concerted efforts from all involved parties. Psychologists must navigate these challenges carefully to avoid negatively impacting the quality of service provided to clients. Adapting psychology-oriented projects to the specific nature of the field is essential to ensure alignment with the professional and human values of the discipline. Furthermore, future coordination between these emerging enterprises and official bodies—such as schools, healthcare institutions, and departments under the Directorate of Social Activity—is crucial to ensure integrated psychological service delivery and effective outreach to the targeted vulnerable groups.

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