



*Successful modern economic support models and mechanisms for promoting
emerging institutions in Algeria. Between Reality and Hopes*

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Abstract:

This analytical study explores the current situation and future prospects of emerging institutions in Algeria, considering the economic measures and initiatives undertaken by public authorities to support the private sector, particularly in recent years. These efforts rely on diverse and advanced support structures and mechanisms designed to help entrepreneurs turn their creative ideas into viable projects. Notable initiatives include the establishment of a dedicated fund to support and develop emerging institutions, and the creation of a Supreme Council for Innovation. The latter is considered a fundamental pillar of the strategic approach to enhancing and developing innovative ideas and initiatives while leveraging national scientific research capabilities. This collective effort seeks to advance the modern knowledge economy and contribute to comprehensive economic development.

Keywords: *Economic Initiatives; Emerging Institutions; Innovation; Scientific Research.*

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I. INTRODUCTION

Amid intense competition both locally and internationally, most institutions strive to enhance their performance by improving service quality, increasing profits and boosting market share. These conditions have led newly established institutions to prioritise creativity and innovation to ensure their survival and growth in the business market, particularly given the presence of well-established companies in various fields. Some institutions experience rapid development, transitioning from small or micro enterprises to successful emerging institutions that achieve significant profits in a short period. This is particularly evident in countries with advanced economies that rely heavily on information technology due to its central role in enhancing competitiveness.

Importance of the Study

This research article is significant because it provides definitions of several effective emerging institutions in the business sphere, both locally and globally. It sheds light on Algeria's situation, examining the challenges and obstacles hindering its integration into the ranks of leading countries with modern emerging institutions, which are expected to contribute significantly to the economy.

Objectives of the study:

The research significance of this article can be summarised as follows:

- Defining the concept of emerging institutions and highlighting their importance.

Presenting examples of the successful experiences of Arab and global emerging institutions.

- Analysing the challenges that impede the development of such institutions in Algeria.

The topic of emerging institutions is one of the most relevant contemporary global economic issues for doctoral projects and research initiatives outlined by the Algerian state.

1. Nature of emerging institutions

1.1 The concept of emerging institutions

There are many definitions related to emerging institutions, among which the following are notable:

An emerging institution is defined as an entity that aims to offer and market a new product or innovative service to a broad market, regardless of its size or field of operation. These institutions are characterised by a high degree of risk and uncertainty, but they also have the potential for rapid and significant growth, as well as the ability to generate substantial profits if they are successful (Sherifa., 2018, p. 65)

Emerging institutions are also defined as newly established entities that are young and nascent in the business world, as implied by the term 'start-up'. Generally, any new business entity is classified as emerging, but the term specifically refers to institutions that provide innovative, technology- and creativity-driven products or services. (Hassain., 2018, p. 222).

According to another definition, an emerging institution is a newly formed entity that is often in its early operational stage and striving to achieve a sustainable, scalable and profitable business model. These institutions have the potential to achieve high growth rates. (Brody., 2020, p. 03).

2.1 Characteristics of Emerging Institutions

Emerging institutions possess a set of characteristics that differentiate them from traditional and older institutions (Bouanini Samihah, 2020, p. 121).

- Newly established: They are in the initial founding stage and face the challenges of starting out.

- Promising: They are at a crossroads, facing the choice between success through development and decline, which could lead to closure.

- Growth potential: They have opportunities for gradual and continuous expansion.

Technologically, they rely heavily on technology and are working to increase its use in their operations.

- Low cost: They are economical and require limited investment.

- Resource-limited: They suffer from a lack of financial and human resources.

- Research and innovation: They require investment in research and development to enhance innovation.

1.3 The importance of emerging institutions

The importance of emerging institutions is highlighted in The Role of Venture Capital in Financing Emerging Institutions (The Role of Venture Capital in Financing Start-ups, 2020, p. 145) as follows:

- Economic importance: Emerging institutions occupy a significant space in contemporary economies and are key to continuous economic development. They play a vital role in supporting changes to the national economy.

Job creation: They contribute to job creation, helping to reduce unemployment rates and increase the workforce. These jobs often provide opportunities for young people and innovators seeking unconventional employment.

- Innovation and technological enhancement: Emerging institutions typically rely on innovative ideas and new technological solutions, contributing to the development of existing industries and the creation of new ones. They encourage research and development, thereby enhancing technological and economic progress.

- Economic diversification: These institutions help to diversify national income sources, particularly in countries that are heavily dependent on a single sector, such as oil or agriculture. They contribute to the development of new sectors, such as fintech, digital health and e-learning.

Attracting investments: Successful emerging institutions attract local and foreign investment, which fosters economic growth. These investments can boost the local economy's available capital and stimulate economic activity.

- Increasing competitiveness: Emerging institutions enhance market competitiveness, motivating existing companies to improve their products and services. This competition leads to higher-quality offerings for consumers.

Promoting entrepreneurship: Emerging institutions encourage a culture of entrepreneurship, inspiring individuals to turn their ideas into business projects. This helps to build a more dynamic and economically resilient society.

Increasing Exports: Some emerging institutions develop exportable products and services, thus contributing to increased exports and improving the trade balance, which enhances the country's position in the global market.

- Improving quality of life: Many emerging institutions work on solutions to social and environmental issues such as healthcare, education and renewable energy, thereby improving quality of life for citizens.

- Enhancing the innovation ecosystem: Emerging institutions help to build an innovation ecosystem that includes universities, research centres and investors. Revenues from this ecosystem can be used to fund developmental projects and public services.

The social importance of emerging institutions

Start-ups, or emerging institutions, play a significant role in society, both economically and socially. This system enhances collaboration among various economic stakeholders.

Increased tax revenues: When emerging institutions succeed and grow, they contribute to increasing government tax revenues. The following points illustrate the social importance of these institutions:

Job creation: They contribute to the creation of new jobs, particularly for young people and recent graduates, thereby helping to reduce unemployment rates. They provide diverse opportunities in various fields, including technology, services, and creative industries.

- Innovation and Creativity: Start-ups typically rely on innovative ideas to solve social problems or offer new products and services. They foster a culture of innovation and entrepreneurship, enhancing the spirit of initiative and creativity among individuals.

Improving quality of life:

Many start-ups provide technological or service solutions that improve people's daily lives, such as apps for health, education, transport and financial services. These solutions help to streamline daily processes, saving time and effort.

- Enhancing financial and social inclusion: Some start-ups focus on providing financial or technological services to marginalised or technologically disadvantaged groups, helping to integrate them into the economic and social system. They offer affordable solutions for low-income populations.

- Community Development: Emerging institutions promote local development by supporting small economies and creating local networks of customers and suppliers. They encourage investment in remote or less developed areas.

- Promoting entrepreneurial culture: They contribute to spreading a culture of entrepreneurship among young people by encouraging them to take risks and start their own projects. They also provide inspiring success models for others to follow.

- Supporting social causes:

Some start-ups focus on social issues such as education, health, the environment and gender equality, thereby contributing to the achievement of sustainable development goals. They also work on developing sustainable solutions to long-term social challenges.

2. Successful Models of Global Emerging Institutions

Global emerging institutions are newly established entities or organisations that operate internationally and often seek to influence specific fields, such as economics, science, technology, the environment or human rights. They are characterised by innovation and the ability to adapt to rapid global changes (Ramadan Meroui, 2021, p. 212).

2.1 Fitcher for Smart Parcel Delivery

Fitcher is a start-up that focuses on developing innovative shipping and delivery solutions using modern technologies. The company aims to streamline delivery processes and enhance the efficiency of parcel delivery by leveraging smart technology, including robots, drones, and intelligent tracking systems.

Fitcher services:

- Fast and efficient delivery: Provides logistical solutions to ensure parcels are delivered quickly and efficiently.
- Shipment tracking: Offers a tracking system that allows customers to monitor the status of their parcels in real time.
- Performance improvement: Utilises data analysis to enhance delivery operations and reduce costs.
- Innovation: Uses advanced technologies, such as artificial intelligence and data analytics, to improve the customer experience and increase the reliability of various delivery services (Al-Fattouh., 2024).

2.2 Xiaomi:

Xiaomi is a Chinese multinational technology company founded in 2010 and recognised as one of the world's largest technology companies. It focuses on designing and manufacturing smartphones, electronic devices and smart home products, as well as offering internet services.

Key features of Xiaomi:

- Smartphones: Xiaomi smartphones are among the best-selling globally and are known for their strong specifications and competitive prices. Its most popular product lines include the Mi series and Redmi.
- Innovation and technology: Xiaomi emphasises innovative technologies, such as advanced cameras, OLED displays and fast-charging solutions.

- Internet and smart home devices:

The company has developed an integrated ecosystem of smart products, including smart vacuums, cameras and lights, which can all be controlled through the Mi Home app.

Global Expansion: Xiaomi has been expanding into global markets, including India, Europe and some African countries, where it has achieved significant growth.

- Pricing Policy:

The company stands out by offering high-quality products at affordable prices, helping it to build a large customer base.

Facebook:

Facebook is an American technology company founded in 2004 by Mark Zuckerberg and his Harvard University colleagues. It is one of the world's largest social media platforms, enabling users to create profiles, connect with friends, share content, join groups, and broadcast live events.

Key features of Facebook:

- Social media platform: Facebook is a leading social media platform, used by billions of people worldwide to connect with others and share photos, videos and news.
- Advertising: The company relies heavily on revenue from the advertisements it displays to users and offers advanced tools for audience targeting.
- Innovations: Facebook has developed new features such as 'Facebook Stories', 'Facebook Marketplace' and 'Facebook Live' to enhance the user experience and increase engagement.
- Various applications: In addition to Facebook, the company owns several other apps, including Instagram, WhatsApp and Oculus, which strengthen its position in social media and entertainment.
- Social responsibility: The company has been linked to various issues related to privacy, security and its impact on society, resulting in scrutiny from regulatory bodies in several countries.

Recent Transformations:

In 2021, the company rebranded as Meta, focusing on developing the 'metaverse', a virtual space merging the digital and real worlds.

2.3 Vezeeta

Vezeeta is an electronic medical platform founded in 2016 with the aim of enhancing the healthcare experience in the Middle East and North Africa. It offers services that enable users to find doctors, book appointments, and access health information. (Talaat., 2021).

Key features of the Vezeeta platform:

- Doctor Directory: The platform provides a comprehensive database of doctors specialising in various fields, enabling patients to easily search for doctors based on speciality, location and reviews.
- Appointment booking: Users can easily book appointments with doctors through the app or website, reducing waiting times and improving time management.
- Ratings and reviews: The platform allows users to write ratings and reviews about doctors and clinics, helping patients to make informed decisions.
- Digital Health Services: Vezeeta also offers services such as telemedicine, enabling patients to interact with doctors via video calls for consultations.

Expansion:

Vezeeta initially operated in countries such as Egypt and Jordan, but has since expanded its services to other countries in the region, establishing itself as a leading electronic healthcare platform in the Arab world.

- Impact:

Vezeeta has contributed to positive changes in the healthcare system by improving access to medical services, enhancing the quality of care and raising patient awareness.

4.2 ByteDance

ByteDance is a Chinese technology company founded in 2012. It is best known for owning the popular app TikTok, as well as several other applications and platforms. It is considered one of the largest and most valuable technology companies in the world.

Key features of ByteDance:

- TikTok: This app is one of the world's most popular short video-sharing platforms, using advanced algorithms to personalise content based on users' interests.
- Douyin: The Chinese version of TikTok, Douyin has achieved significant success in the Chinese market and operates under Chinese government regulations.
- AI Innovation: ByteDance focuses on utilising artificial intelligence and machine learning technologies to develop products and services that enhance user experience and increase engagement with content.
- Product diversity: In addition to TikTok, ByteDance owns several other applications, including Toutiao, a popular Chinese news app, and Helo, a social platform that connects users with diverse content.

Global expansion: The company has experienced rapid growth and substantial success in global markets, with TikTok becoming one of the most downloaded apps in many countries (Hassan., 2024, p. 96).

2.5 Just Clean

Just Clean is a start-up offering online laundry and dry cleaning services. Founded to simplify the laundry experience through modern technology, the company provides quick and convenient services that cater to users' modern lifestyles (Hamid., 2020, p. 111).

Key features of Just Clean:

- Online services: users can book laundry cleaning services through the app or website, saving time and effort.
- Pickup and delivery: The company offers laundry pickup and delivery services from and to homes or offices, making the process more convenient for users.
 - High-quality cleaning: Just Clean uses modern techniques and tools to provide high-quality laundry services while preserving fabrics and materials.
 - Variety of options: The company provides a range of services, including laundry, dry cleaning and cleaning of special items (such as dresses and suits).

- Easy interaction: The app has a user-friendly interface that enables customers to track their orders and arrange collection and delivery times.
- Impact: Just Clean aims to transform laundry services, making them more efficient and convenient for modern lifestyles.

Challenges and impacts:

Despite its success, ByteDance faces challenges related to privacy and security, as well as government policies. It has come under pressure in some countries to be more transparent about how it uses data.

2.6 Airbnb

Airbnb is a digital platform that enables people to rent out their homes or rooms to travellers worldwide. Founded in San Francisco, California, in 2008, it has since become one of the largest companies providing online lodging services.

Key features of Airbnb:

- Diverse options: Airbnb offers a wide range of accommodation, including simple rooms, luxury apartments, entire homes, villas and unconventional options such as cabins and treehouses.
- Local Experiences: Travellers can immerse themselves in local culture by staying with local hosts, enhancing their travel experience.
- Ease of use: The platform has a user-friendly interface that allows users to search for accommodation based on specific requirements such as location, price and dates.
- Rating System: Guests can leave reviews and ratings for accommodation, helping others to make informed decisions.
- Safety Protocols: Airbnb has implemented new protocols to ensure user safety, including identity verification and protection against fraud.
- Impact: Airbnb has transformed the tourism and travel landscape by encouraging people to share their homes, creating a global community of hosts and guests. However, the company has faced regulatory challenges in some cities due to its impact on the local rental market (Talaat, 2018, p. 201).

2.7 The Luxury Closet

The Luxury Closet is an online platform specialising in the modern and reliable sale of pre-owned luxury products. It is a leading destination for luxury fashion enthusiasts seeking unique pieces from renowned global brands such as Hermès, Chanel, Louis Vuitton and Gucci. The platform is distinguished by its guarantee of product authenticity and offers a wide selection of bags, shoes, jewellery, and accessories.

Key features of The Luxury Closet:

- Authenticity guarantee: Each item is carefully inspected by experts to ensure its authenticity.
- Diverse selection: offers a wide range of global brands and classic and contemporary designs.
- Competitive prices: Provides luxury products at prices lower than retail.
- International shipping: A global shipping service delivers products to customers around the world.
- Selling Service: Allows users to easily sell their luxury items through the platform.
- Most demanded categories:
 - Bags: Including the Hermès Birkin, the Chanel Flap and the Louis Vuitton.
 - Shoes: From brands like Christian Louboutin and Jimmy Choo.
 - Jewellery: Luxury watches, bracelets and necklaces from brands such as Cartier and Van Cleef & Arpels.
 - Accessories: Belts, sunglasses and scarves.

Why choose The Luxury Closet?

- Trusted platform with a renowned reputation in the luxury fashion world.
- Sustainability: We promote sustainable fashion by recycling luxury products.
- Customer service: Personalised support for buyers and sellers. Whether you are looking to purchase or sell luxury items, The Luxury Closet provides fashion enthusiasts with a safe and stylish experience. (Arab Founders, 2023).

Start-ups in Algeria

Emerging institutions (start-ups) are newly established companies that aim to develop innovative products or services to meet market needs or solve specific problems. They are characterised by their strong ambition for rapid growth and their ability to adapt to rapid changes in the economic and technological environment. Start-ups often rely on technology and innovation to achieve their goals, and they are typically in the early stages of development, which makes them susceptible to financial and operational risks and challenges.

3.1: The reality of emerging institutions in Algeria (Farouk Abdo Falia, 2018, p. 241)

These institutions are considered an important part of efforts to diversify the Algerian economy and promote entrepreneurship and innovation. However, these start-ups face several challenges that could hinder their growth and sustainability.

Recently, start-ups have become a focal point in Algeria's business environment. It is worth noting that Algeria was relatively late in launching this type of project due to technological challenges across various sectors. Additionally, government investment in research and development was weak, not exceeding 7% of GDP in 2016, which placed the country 64th globally.

While there are some limited initiatives to establish start-ups, there is currently no standout success story. Most start-ups tend to focus on e-marketing, often adopting models inspired by successful initiatives from around the world. One example is 'Oued Kniss', widely regarded as one of the most successful start-ups in Algeria. Launched in 2006 as a classified ads website, it essentially reinterpreted a concept that had been implemented in France (Ashwaq Ben Kaddour, 2017, p. 324).

3.2 Takg Erf

Takg Erf is a prime example of an Algerian start-up that embodies the spirit of innovation and entrepreneurship in Algeria. The company was established to provide innovative technological solutions that meet the needs of the local and regional markets. It relies on a young and ambitious team with expertise in technology, design and marketing, enabling it to develop high-quality products and services.

Key features of Takg Erf as an Algerian start-up:

- Innovation: The company relies on innovative ideas to develop new products and services that meet the needs of consumers in the Algerian market, whether through smart applications or digital platforms. The company aims to provide solutions that simplify daily life for individuals and businesses.
- Local market focus: The company emphasises understanding the needs of the Algerian market and developing tailored solutions. This focus helps build a strong customer base and enables the company to respond effectively to local market challenges.
- Sustainability: The company seeks to integrate sustainability principles into its operations, whether through the use of environmentally friendly technologies or the adoption of socially responsible business practices.
- Collaboration with local and international entities: Takg Erf builds partnerships with local and international institutions to enhance its market presence and expand its scope of operations. These collaborations provide access to additional resources and new growth opportunities.
- Challenges faced: Like any start-up, Takg Erf faces challenges such as limited funding, difficulty accessing foreign markets and intense competition. However, the company relies on flexible strategies to overcome these challenges.
- Social Impact: Takg Erf creates job opportunities for Algerian youth and promotes a culture of innovation and entrepreneurship in the country. It also improves quality of life by providing technological solutions that facilitate access to various services. (Katfi Berhani, 2020, p. 145).

4. Reasons for the Failure of Start-ups in Algeria

Start-up failure in Algeria can be attributed to several economic, social and administrative factors, including:

Financial difficulties

- Lack of funding: Many entrepreneurs struggle to secure sufficient funding to start or expand their projects. Access to loans is difficult, as banks impose strict conditions that many start-ups cannot meet.

Absence of local investors: There is a shortage of angel investors or venture capital to support early-stage projects.

Bureaucracy and administrative complexities:

- Complex procedures: Setting up and running a company in Algeria involves lengthy and complicated administrative procedures, which hinder quick start-ups.
- Administrative corruption: Entrepreneurs may encounter corruption within the bureaucracy that obstructs the progress of their projects.

Weak legislative environment:

Unsupportive laws: Current laws do not sufficiently support start-ups, particularly in areas such as taxation and investment. The frequent changes to economic policies negatively impact business stability.

Lack of experience and poor management:

Inexperience: Many entrepreneurs lack sufficient experience in business management and strategic planning. Poor management of financial and human resources often leads to project failure.

Weak infrastructure:

Inadequate infrastructure: The lack of appropriate infrastructure, such as high-speed internet and effective transport links, affects operational efficiency. Difficulties accessing local and international markets due to logistical deficiencies further complicate matters.

Unfair competition:

Intense competition: Start-ups face fierce competition from larger companies with greater resources. Cheap imports and low-priced foreign products make it difficult for start-ups to compete effectively.

Weak entrepreneurial culture:

Lack of entrepreneurial awareness: The entrepreneurial culture is not widespread enough, which leads to a lack of community support for start-up projects.

Fear of failure and an absence of a culture that accepts failure as part of the learning process can hinder many entrepreneurs. (Al-Sakarnah, 2008, p. 232).

Marketing challenges:

- Weak marketing: Inability to market products or services effectively due to a lack of experience or resources.

- Difficulty reaching customers:

Difficulty accessing target customers due to an ineffective marketing network.

Technological challenges:

Lack of innovation: Many start-ups do not utilise modern technology to its full potential, which limits their capacity for innovation.

- Difficulty accessing technology: high costs and challenges in accessing modern technology.

Difficult economic conditions:

Economic recession: The difficult economic conditions in Algeria negatively affect the growth of start-ups.

Rising operating costs, such as rent, energy and raw materials, put additional pressure on start-ups.

5. Challenges Facing Start-ups in Algeria

Start-ups in Algeria encounter several challenges that hinder their growth and development, including:

- Administrative and Bureaucratic Challenges: The complexity of administrative procedures makes it difficult for start-ups to register and obtain licenses, delaying the commencement of operations.

- Administrative Corruption: Some institutions face difficulties due to corruption, increasing the costs of starting operations. Additionally, financing challenges and difficulties accessing funding pose significant hurdles, as obtaining loans from banks or financial institutions is challenging due to strict conditions and insufficient guarantees.

- Lack of Investments: There is a shortage of local and foreign investments directed towards start-ups, limiting growth opportunities. Marketing challenges and weak marketing infrastructure make it difficult for start-ups to access markets due to inadequate distribution channels (Najm., 2003, p. 323). Unfair competition from larger companies with more resources is also a significant barrier for start-ups.

- technological Challenges: Many start-ups suffer from a lack of technological innovation due to limited access to modern technologies and weak digital infrastructure.

- Legal Challenges: Unclear or conflicting legislation creates an unstable environment for start-ups.

- Weak Intellectual Property Protection: Start-ups face inadequate protection of intellectual property, exposing them to the risk of losing their innovations.

- Human Resource Challenges: There is a shortage of qualified talent, making it difficult for start-ups to attract skilled professionals due to limited local expertise or brain drain. This is exacerbated by inadequate training programs that help entrepreneurs develop their management and technical skills.

- Economic Challenges: Economic instability affects start-ups' ability to plan for the long term and attract investments. Rising operating costs, including energy and transportation, further strain these businesses.

- Cultural Challenges: There is a lack of supportive entrepreneurial culture in the community, which may limit individuals' encouragement to start their own ventures. Fear of failure prevents many from pursuing entrepreneurship.

Environmental challenges:

The lack of supportive environments, such as incubators and business accelerators, limits growth opportunities for start-ups. (Al-Nasr, 2004, p. 256).

- Political challenges: Political :

instability can affect investor confidence and create an environment that is unfavourable for start-up growth.

6. Conclusion:

In summary, we can confirm that start-ups in Algeria offer a valuable opportunity to promote innovation and diversify the national economy. Despite facing challenges such as a lack of government support and weak technological infrastructure, innovation and individual initiatives continue to emerge as vital growth factors.

As the focus remains on developing a conducive business environment and providing more support for small and medium-sized enterprises, opportunities for creativity and success in this sector will continue to grow. If Algeria can address these challenges and establish a supportive framework for start-ups, the country will undergo a positive transformation that will contribute to sustainable development and enable young people to play a crucial role in shaping their future.

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