

Social responsibility and business ethics of the Algerian entrepreneur.

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Submission date : 02/12/2024 Acceptance date: 13/03/2025 Published date : 30/04/2025

Abstract:

The field of entrepreneurship through the establishment of micro-projects by young people has gained experience in many fields gained from the higher education or vocational training sector is one of the areas that is highly supported by the State as well as accompanying young people at the beginning of the establishment of their institutions economic and social benefits for these companies or micro-enterprises, the first being the elimination unemployment, albeit relatively, by employing many unemployed, especially university graduates, Contributing to economic recovery and economic and industrial diversity, contributing to addressing certain social phenomena as a social partner and social actor.

Algeria is an interested country in the area of contracting by contributing to the promotion of creativity and innovation as well as revitalizing the relationship between research centres and emerging institutions by translating these ideas into successful projects that contribute to the development of the national economy, Through this article, we would like to address the concept of entrepreneurship and related concepts. social responsibility, highlighting the social responsibility and ethics of these institutions as socio-economic actors by reviewing some of the modes.

Keywords: social responsibility; business ethics; contractor; contracting; entrepreneur.

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1- INTRODUCTION:

The topic of social responsibility of emerging enterprises has become self-imposed in the business world as well as at the academic level, particularly after increasing popular pressure, disasters, moral scandals and accelerated technological developments, and the prevalence and diversity of threats to the environment and social dimensions, paving the way for growing international crises despite the existence of many international agreements aimed at preserving the dignity of workers in the performance of their duties within the institution, This is due to the application of liberal economic policies aimed at obtaining profit without paying attention to social ethics, This has led many start-up companies and contractors to pursue effective social responsibility programs and this is a solution to the challenges they face. Attention to social responsibility has also become a prerequisite for poverty reduction through the commitment of economic institutions from local or international companies to provide the right environment for action (Kawak, 2016, p. 02).

Algeria is one of the countries concerned with socio-organizational development, national identity has helped to establish ethical norms whereby social responsibility within productive establishments is engaged; the area of emerging institutions is subject to a range of reforms, both economic and social emerging institutions contribute to economic and social development, providing material well-being and employment, absorbing unemployment and developing a spirit of work, it is a way to increase the indicators of development of the labor society , whereby the contractor becomes socially responsible for the burden of his institution and adheres to the ethics of the profession and work towards its development in conformity with its values and principles (Kamal Bouguerra, 2017, p. 97)

Generally the contractor's social responsibility as defined by Howard Bowen in writing (1953) **Social Responsibilities of the Businessman** : "Entrepreneurs' commitments to make decisions in line with societal goals and values, through policies and practices that achieve not only profits but also the benefit of society as a whole", Boyne's ideas have cast considerable support and evolved into measurable realism and thus application such as:

- ✓ **Moral obligation:** Companies are not only responsible for making profits, they must commit to ethical responsibilities to society.
- ✓ **Responsible decisions:** Business decisions should reflect society's values and expectations.
- ✓ **Long-term impact:** Businesses should consider their future impact on the environment and society and not just on immediate gains (Carroll, 2010)

Caring for society and its values, taking into account the sense of others, preserving national gains and public property, overcoming the public interest over the private interest and accepting pluralism and other related matters require individuals who believe in these values and enjoy an acceptable level of social responsibility, and what we actually live through is different as touched upon. (Fawaz Ayoub al-Momani, 2017, p. 82), where some young people's social responsibility is low and society suffers from multiple social problems that hinder human, economic and political development processes and cost the state treasury hundreds of millions of dollars; where do we ask about the areas of the Algerian contractor's exercise of professional ethics and social responsibility towards society?

2- The importance of the study: The importance of the topic stems from the fact that it addresses current topics, focuses on the social and moral concerns of the contractor, in addition to the fact that the subject gives the contractor more legitimacy and ensures a better picture of it in the public domain, by doing its part towards society.

3- Aim of the study: This study aimed at:

- The extent of the contractor's commitment to social responsibility and business ethics.
- Applying the concept of social responsibility and business ethics in the working environment.

4- Among the most important studies on social responsibility:

4-1. In 2023, the researcher **Amal Boughafala** prepared a doctoral thesis entitled "**Measuring the level of social responsibility adoption and its impact on the excellence of industrial enterprises: a field study**". The study aimed to ascertain the impact of the level of social responsibility adopted by the Algerian Sonatrach Foundation on its excellence in the burning industry.

The study relied on an analysis of the content of the website and the documents available to the institution to determine the type of strategy adopted towards social responsibility (avoidance, defence, adaptation, proactive), as well as to explore practices and concepts related to institutional excellence. 300 questionnaires were distributed to the staff of the Agate Maintenance Directorate and the Sand Sensor Production Directorate, with 164 responses received, of which 124 were analytical.

The results showed that Sonatrach adopts a proactive strategy of social responsibility, recognizing and seeking to commit to its economic, legal, moral and voluntary responsibilities; the Foundation has also been shown to seek excellence by embracing the concepts of the European model of excellence, such as attention to leadership, strategy and policy adaptation, human resource development, interest in partnerships and resources, and emphasis on social responsibility (Boughafala, 2023).

4-2. Study: Wahiba Mekaddem Presentation "Assessment of the responsiveness of business organizations in Algeria to social responsibility - applied study to a sample of institutions of the Algerian West": (Wahiba M. , 2014) This study aims to assess the extent to which business organizations in Algeria respond to social responsibility requirements, through an applied study on a sample of institutions in the Algerian west. The study addresses the concept of social responsibility and its relevance in the business environment, as well as factors affecting institutions' adoption of socially responsible practices through which the study found that.

- The level of commitment of Algerian institutions to social responsibility remains low, despite some positive initiatives.

- Economic and legal factors have proved to be a major obstacle to the effective application of social responsibility.

- The study recommended the need to enhance awareness about the importance of social responsibility, develop supportive policies by government agencies, and encourage companies to adopt more sustainable standards in their businesses.

The study underscored the importance of promoting a culture of social responsibility in Algerian business organizations, which had a positive impact on economic and social development. It also calls for intensified government and private efforts to create a supportive environment that will help institutions to fulfil their social obligations effectively.

5- Study concepts

5/1. Concept of social responsibility: the concept of social responsibility in the first half of the twentieth century was not clearly known as enterprises are trying hard to increase their profits by various means, but constant criticism of the concept of increased profits has emerged, including giving responsibility for the direction of the environment in which they operate social responsibility, although it is difficult to define a precise concept of social responsibility, there are several definitions of social responsibility that differ according to views in determining the form of such responsibility. Among these definitions are:

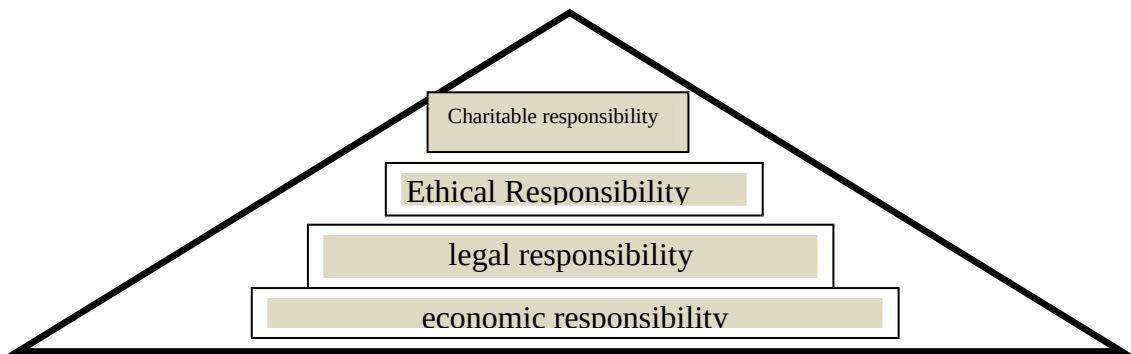
-Peter Drucker's definition of "peter drucker1977" (Al-Suhaibani, 2009, p. 04)is "the commitment of the institution to the society in which it operates". Drucker pointed out that the institution has a social responsibility and economic concerns within the large format ; The World Business Council for Sustainable Development (WBCSD) has identified social responsibility as "the ongoing commitment of business enterprises to act ethically in economic development and to improve the quality of life of the workforce and their families, as well as the community and society as a whole." , but the Organization for Economic Cooperation and Development (OCDE) also defined social responsibility as "the Foundation's commitment to contribute to economic development while preserving the environment and working with employees, their families and the community at large to improve the quality of life of all parties" (world business council for sustainable development (WBCSP), 1999, p. 03).

- Howard R. Bowen (Wahiba M. , Assessing the responsiveness of business organizations in Algeria to social responsibility, an applied study on a sample of Western Algerian institutions, thesis submitted for the degree of doctorate in management sciences, 2014, p. 68)defines in his book referred to the social responsibility of businessmen as * "the obligations they have to fulfil in decisions that affect the purposes and values of society and are consistent with the conscience of society. This definition was broad and broad, because it did not identify certain areas of social responsibility or the manner in which it was exercised, but it was the first credit to point out that businessmen have great responsibilities before their society, without their responsibility being limited to the narrow framework of the concept of profit and loss and Bowen is the spiritual father of the social responsibility of business organizations .

- The definition of Sondra Holmes: "It is an obligation of business organizations to the society in which they operate by contributing to a wide range of social activities such as fighting poverty, improving health services, fighting pollution, creating jobs, solving housing, transport and other problems" (Taher Mohsen Al-Ghalibi, 2010, p. 49) .

- Carol (1999 Carroll) also defines social responsibility as "the commitment of men and workers to pursue policies that lead to decisions or conduct desirable in terms of adapting them to the goals and values of society" as figure N01.

Figure No. 01:) Carroll's pyramid of social responsibility



Source: Prepared by researcher

5/2.Contractors' concept:

Many interested in the field of contracting and researchers emphasized the difficulty of "finding a uniform and universally agreed definition of the concept of contractor and contractor". This is due to the disciplines to which each researcher belongs, "where psychologists focus on his/her cognitive characteristics. Economists associate it with innovation especially; the approaches and elements used to define the contractor's concept also contributed to different tariffs. "Because there is research that linked the contractor and the contractor, and the focus was on the characteristics of the contractor: who is the contractor? And what does it do? Other research focused on the spirit of entrepreneurship, these private companies find in public and large private enterprises with creativity and a desire to expand their activities. In this case, the contractor considers everyone to be characterized by the spirit of the enterprise (Bachir, 2016, p. 21).

Schumpeter (1950) identified the contractor as that person who has the will and ability to transform a new idea or invention into innovation. Thus, the presence of leading forces of "creative destruction" in different markets and industries creates new products and business models, and thus entrepreneurs help and drive industrial development and economic growth in the long term; According to Julien and Marchesney, it carries a range of basic characteristics: Imagines the new and has great confidence, enthusiastic and solid who loves to solve problems and likes to run, Which wrestles with red tape and rejects difficulties and obstacles and which creates important information And so the contractor is the person who has the will and ability, and independently - if he has sufficient resources - to turn a new idea or an invention into an innovation embodied on the ground. by relying on important information to generate financial returns, by taking risks And in addition to the foregoing, self-confidence. economic development (Rabah Dram, 2019, p. 03);by reference to Webster Merriam, the contractor defined it as: "A person who can organize and manage his or her company using his or her management skills (Al-Sakarna, 2008, p. 20).

"* Contractor:" is a person who has the will, ability and independently - if he has sufficient resources - To transform a new or inventive idea into an innovation embodied on the ground based on important information in order to achieve financial returns through risk and characterized in addition to the above by boldness, self-confidence, management

knowledge and creativity, thus driving and economic development (Tawfiq Khadhari, 2013, p. 05).

5/3. The concept of business ethics and perspectives: Before addressing the concept of business ethics, reference should be made to the concept of ethics, which has been defined as "an adjective of the soul that shows its effect in speech, practical behavior, external appearance and chosen company " (Al-Ghamdi, 2010, p. 11). After addressing the concept of ethics, we shall address the concept of business ethics:

- Known by Peter Drucker: "It is the science that treats rational tests based on values among those leading to goals. " (Daft, 2003, p. 326) .

• Today's work ethics are important for the occupancy of the job in the organization, and they are confirmed to manage it because it is considered as the self-censorship of the individual because he can distinguish between correctness and mistakes in his behaviour during work. Therefore, highly ethical individuals are attracted to work in the organization on the basis that these individuals bring ethics to it or that the organization derives its ethics from its personnel ; (Abboud, 2006, p. 17)

• Another adds that "it is a set of criteria and principles which are alternatives that dominate management conduct and represent guidelines for managers in decision-making and in preventing the ethical alternative of available alternatives that satisfy parties of interest" (Zakaria Matlak Al-Douri, 2008, p. 435).

It can also be defined as "an analysis of the means of applying ethical standards of individuals in their concrete decisions taken within the Organization that affect the decisions of actors or the Organization in general" (Andrebiyer, 2002, p. 04) , thus business ethics is all the good behavior enjoyed by individuals: sincerity, integrity, faithfulness and everything related to an individual's values and teachings, because the success of any institution, organization or contractor depends on the ethics of workers to perform their duties with dedication and sincerity.

Clearly, there is a legal aspect to ethical conduct, but sometimes there are unethical behaviors, but it is difficult to consider them immoral or illegal, for example when a worker takes too much time to perform a particular act. Also, when a worker uses a phone to work for personal calls, the organization will bear the loss of the worker's time and the costs of the calls made by the worker Or he claims illness and doesn't go to work, such actions are not punishable by law. But some or all of them are unethical, and there are four perspectives in ethical behavior:

- Utilitarian view: Ethical behavior is to provide the greatest benefits to as many people as possible.

- Individual perception: Moral behaviour is what benefits the individual best in the long term.

- The view of rights - morale: it is moral behaviour that respects the human rights of all people (Abdelhady, 2001, p. 02).

- Perception of justice: ethical behaviour characterized by impartiality and impartiality, justice and equal treatment of people .

When considering work ethics, the dimensions of these behaviors in an enterprise should be viewed on the ground. s conduct within the institution of rights and duties ". (all, 2021, p. 05) .The types of business they are allowed to do, the personal advantages and deals they have on the one hand , and the morality they must have while doing work, In how to solve problems and confront risks, all within the broader dimension of the organization's ethics, What must be the duties rights, dealings and relationships with stakeholders in a specific ethical framework and the following form illustrates the three dimensions of the enterprise's business ethics.

6 The status of social responsibility in the Algerian private sector:

6/1. The economic dimension of social responsibility: At the macroeconomic level, the business environment in which private enterprises operate is still not conducive to competition and the development of their markets locally and internationally, due to several obstacles they face, such as the difficulty of obtaining bank loans, the absence of tax incentives, the issue of industrial real estate, bureaucratic complications, the absence of the necessary information systems, and unfair competition from the informal sector.

At the level of business sectors, we find weak performance of national private enterprises, lack of qualified human resources, lack of interest in modern management practices, and lack of competitiveness. This is despite the state's interest in small and medium enterprises through rehabilitation processes, as they represent the largest segment of the national private sector, but the performance achieved was not at the required level, In general, the private sector, through SMEs, contributes to the economic aspect of social responsibility through two important factors:

- ✓ **Contributing to the absorption of unemployment** : as the SME sector has been providing a significant number of job positions every year, and is therefore able to absorb a large part of the qualified workforce that lost their jobs as a result of the privatization of enterprises.
- ✓ **Contributing to an increase in GDP, which it has already achieved significantly**: The following table shows the extent of the private sector's contribution to raising GDP (Wahiba M. , p. 68) .

Table 02: Evolution of the private sector's contribution to GDP during 2006-2009 in Algeria

2006		2008		2009	
Private sector contribution to output %	Public sector contribution to output %	Private sector contribution to output %	Public sector contribution to output %	Private sector contribution to output %	Public sector contribution to output %
42.26%	57.18%	41.27%	58.72%	54.69%	45.30%

Source: Prepared by researchers (Mekaddam Wahiba) based on the National Bureau of Statistics

In Algeria, SMEs also represent a large part of the business fabric. In 2019, the country had 1.19 million SMEs, the majority are in services and construction. Their contribution to the economy has continued to increase since the 2000s, particularly with the promulgation of the 2001 orientation law on SMEs. They generate 21% of total employment and contribute approximately 86% of added value excluding hydrocarbons in 2016. Despite new business start-ups, particularly within the framework of the various public support schemes for young entrepreneurs (National Agency for the Support of Youth Employment - ANSEJ; National

Investment Development Agency - ANDI; National Microcredit Management Agency - ANGEM), Algeria still shows a shortfall in terms of the number of companies to achieve the country's economic take-off (K.Si Lekhal, 2013).

6/2.-The social dimension of social responsibility in the private sector: In fact, the evaluation of private sector companies no longer depends solely on their profitability, and these companies no longer rely on building their reputation on their financial positions only, but modern concepts have emerged that help create a work environment capable of dealing with the rapid developments in economic, technological, administrative and social aspects in various parts of the world, and one of the most prominent of these concepts was the concept of “corporate social responsibility”. The role of private sector institutions has become pivotal in the development process, as proven by the successes achieved by advanced economies in this field, and private sector institutions have realized that they are not isolated from society, and have been alerted to the need to expand their activities to include more than productive activities, such as community and environmental concerns, and the need to take into account sustainable development, namely; economic growth, social progress, and environmental protection, Hence the urgent need to direct attention to a broader responsibility than economic responsibility, namely social responsibility, and thus enterprises have a duty to provide the means to achieve many goals for the community that embraces these enterprises, including providing employment, training workers, employing people with special needs, establishing nurseries, health insurance, disability and old age insurance, eliminating air and water pollution, and other goals that fall under the system of social responsibility.

The fact that companies play their role towards social responsibility guarantees to a certain extent that all members of society support their goals and development mission, recognize their existence, and contribute to the success of their goals according to what the social responsibility of the private sector towards workers is to contribute to meeting the needs of society and its necessary life and living requirements, in addition to creating new job opportunities through the establishment of charitable and social projects of a developmental nature. Indeed, the concept of social responsibility goes beyond the limits of charitable work, and goes beyond it to more comprehensive and deeper meanings to achieve economic and social development, by establishing principles that urge concern for workers, society and the surrounding environment, and by developing legislation and enacting laws regulating corporate social responsibility and working to implement them, which confirms that society needs business organizations that are concerned with social responsibility.

3-The social dimension of social responsibility in Algeria is characterized by the following:

- National private and medium-sized enterprises are characterized by following the classical concept of social responsibility, i.e. the shareholder theory. This means that the most important party in the organization is the shareholder or owner of the organization.
- National private institutions in Algeria are rarely interested in social development or charitable and voluntary initiatives, nor do their managers allocate a policy for such programs, and this reflects the absence of social responsibility programs as a culture and practice in such institutions, according to National People's Assembly deputy Mr. Hamidi in his speech on “Social Responsibility of Algerian Institutions”:

- ✓ The Algerian SME sector was established after 2000, so it is considered young, making the concept of social responsibility as a voluntary commitment absent.
- ✓ The low interest of Algerian SMEs in incorporating social responsibility can be explained by the absence of support mechanisms and government support programs.

7.The importance of social and ethical responsibility in business: The importance of social responsibility is multidimensional, which does not allow us to present a reading of its importance from one side, but rather requires us to try to present a reading of it through a range of angles, whether at the level of the enterprise itself, at the level of the society in which it operates, as well as at the level of the state as a whole.

7/1. For the business:

Improving the company's image in society, especially among customers and workers. Commitment to CSR can improve the business climate, lead to a spirit of cooperation and interdependence between different parties, and is an effective response to changes in the needs of society, through the transmission of social needs.

From here we can say that, in general, SMEs can reap many advantages in their development by adopting an ethical responsibility approach, as they have several bets, of which we will present three main bets, namely: An economic bet, a socio-ethical bet, and a strategic bet.

A - Economic bet: Minimizing costs through rationalization, gaining new customers through new product applications in specific areas.

B - Social and ethical bet: "Improving working conditions, motivating workers, etc."

C- Strategic bet: Improving the company's image and its relationship with various civil society actors, as well as positioning in the market and improving the quality of its services and performance in general (Emad, 2016, p. 06) .

7/2. Regarding the role of professional ethics in organizational life:

Marei and Belkis (1993) believe that adherence to work ethics contributes to the improvement of society in general, as unfair practices are reduced, people enjoy equal opportunities, everyone reaps the fruit of his effort, work is assigned to the most competent and knowledgeable, and resources are directed to what is most beneficial, all this and others are achieved if everyone adheres to ethics and responsibility, as it leads to:

a- Supporting social satisfaction and stability among the majority of people, as justice prevails and every rightful owner gets his right, which makes the majority of individuals in a state of satisfaction and stability.

b- Providing a favorable environment for team spirit and increased productivity, which benefits everyone?

c- Increase the individual contractor's confidence in himself and his confidence in the organization and society, and reduce anxiety and tension between individuals.

d- Reduces the jeopardization of institutions, because violations, crimes, and disputes are reduced, as everyone adheres to the law, which is first and foremost a moral value.

e- When there are declared ethical charters, it provides a reference to which people refer to decide what behavior should be done to judge the behavior that has already taken place.

The Sociology Forum (2008) believes that any of the human societies, its members cannot live in understanding and happiness unless they are linked by strong ties of decent morals, and if we assume the existence of a society based on the exchange of material benefits only,

without a higher purpose behind it, it is necessary for the safety of this society to have at least the ethics of trust and honesty, and when ethics are lost, which is the medium that is necessary for the harmony of man with his fellow man, and administrative leadership is the first and most important reference for all employees working under it, and it is the ideal example for all employees during their daily dealings with each other.

Therefore, the administrative leadership must be a role model with high efficiency in terms of functionality, productive ability at work, in addition to its sound behavior, and we look at leadership functions through the lens of employees who monitor the movements and activities of their administrative leadership with remarkable accuracy, it is expected and hoped that the members of the administrative leadership are characterized by honesty, honesty and belonging to the administrative organization and the public interest, as integrity in work, sincerity in work, and respect for the public interest all leave their fingerprints and effects on the work procedures.

8/Conclusion:

As a result of the economic and social developments that have affected the world in recent times, in which economic thought has witnessed a significant development, in supporting emerging institutions, and developing them under the appropriate climate and conditions, which has an impact on the definition of goals, in traditional economic thought, the goal of business organizations lies in achieving the highest profit.

Emerging institutions are considered one of the most important sources of development that help in the development and prosperity of the national economy, and this is through the strategy followed by the government in caring for elites, innovative youth, and this by dealing with scientific laboratories and contacting universities, and social responsibility plays an important role in the prosperity of the country and this is through the responsibility placed on the owners of these companies.

The role played by the contractor by assuming responsibility helps to bring about sustainable development and his assumption of this responsibility is a strategic gain that brings moral and material advantages that support the survival of the organization, its excellence, and its socio-economic performance. It is imperative that the private institution assumes its new developmental role and contributes to the advancement of societies as a key partner and every party in society is obligated to spread social responsibility and make efforts for its success.

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