



Ministry of Higher Education and Scientific Research

University of Blida 2 - Algeria

Creativity journal



Creativity Journal

Volume: 16 Issue: 01 Year: 2026

I.S.S.N 9563 -2352

Legal deposit n°:2011-3225

INNOVATION

CREATIVITY

Creativity journal

An international peer-reviewed and indexed scientific journal
published by the University of Blida 2 – Algeria

ISSN : 2352-9563

Legal deposit n°:2011-3225

Editor-in-Chief:

Pr. Wafia ZAIR

Associate Editor

Name	Affiliation university	E mail
Adel ALOUI	ISTEC- FRANCE	a.aloui@istec.fr
alia alatrouz	Islamic University of Minnesota – USA	dr.alia1312@gmail.com
Belkacem Laabas	Arab Planning Institute - Kuwait	blaabas@gmail.com
Berrag Aissa	University of Blida 2- Algeria	berragaissa@yahoo.fr
Francisco Franco-Sanchez	Universidad de Alicante(Espagne)	ffransan@ua.es
Hany Abdel-Latif	Swansea University- UK	H.abdel-latif@swansea.ac.uk
MARIA PESCARU	UNIVERSITY OF PITEȘTI, ROMANIA	mariapescaru@yahoo.com
Mehdi BOUCHETARA	ENSM- Algeria	bouchetara_mehdi2002@yahoo.fr
meriem riad	université de Tipaza	riadmeriem2018@hotmail.com
Mohamed Arouri	Université Côte d'Azur- FRANCE	mohamed.arouri@gmail.com
Mouloud AOUDIA	Northern Border University – Arabie Saoudite	mouloudaoudia@gmail.com
Naceredine Bennadir	University of Blida 2- Algeria	bennadir.nacer@yahoo.fr
omar rezazi	University of Blida 2- Algeria	orezazi@yahoo.fr
Samia Chehbi Gamoura	University of Strasbourg- France	Contact@samiagamoura.com
Stéphane Douailler	University of Paris 8- France	douailler@gmail.com
tarek dhahri	ISET GABES- Tunisia	dhahri.tarek@gmail.com
Tarik Hamoul	Université de Béchar- Algeria	univbtarek@gmail.com
terchani siham	University of Chlef- Algeria	si402siham@yahoo.fr
Tounes Azeddine	INSEEC -France	atounes@insec.com
Firouz domour	Mu'tah University – Jordan	firouzdomour@yahoo.com
Nacer youcef	International Islamic University- Malaysia	youcef.nasser@gmail.com
Younes ibrahim djafer	Open University -Al-Quds	yjafar@qou.edu

Publication Guidelines of the Journal

The Creativity Journal publishes original scientific research papers and studies that have not been previously published in any printed or electronic journal, nor presented at any scientific conference, in all fields of Economics, Business Sciences, and Management Sciences. The journal accepts publications in English.

The Creativity Journal is also interested in publishing applied and statistical studies as well as case studies only. Publication in the journal is subject to the following conditions:

- Manuscripts must be submitted electronically via the Algerian Scientific Journals Platform (ASJP) and must not exceed 20 pages.
- The manuscript must be prepared using Microsoft Word and typed in *time New Romane* font, size 12.
- References must be listed at the end of the manuscript and formatted according to the **APA style**.
- Tables and figures must be numbered consecutively according to their order of appearance in the text.
- The title of the paper must be written in two languages, one of which must be English. The authors' name(s), institutional affiliation, and email address must appear on the first page.
- An abstract in English must be provided on the first page of the manuscript.
- All submitted manuscripts are subject to objective scientific peer review. The author will be informed of the evaluation result, and the evaluation decision is not subject to appeal.
- Submitted manuscripts will not be returned to the authors, whether accepted for publication or not.
- The Editorial Board reserves the right to make minor formal or stylistic modifications to accepted manuscripts without affecting the scientific content.

Table of Contents

N°	Authors	Title	page
01	Rym Madouche	Achieving Digital Transformation through Marketing: Global Business Cases	06-19
02	Fatiha Guecherou	Cybersecurity as a Mechanism for Achieving the Economic Sustainability of Digital Currencies- Analytical Study from 2015 to 2024-	20-39
03	Chahrazed Nechachda	The Role of Artificial Intelligence Tools in Enhancing Financial Market Efficiency: A Study of Global Models and Experiences	40-55
04	Boudjema Koudri Kouchih	The Role of Islamic Government Sukuk in Financing Economic Development	56-65
05	walida zouiche Nadjet Aissa	The Implications of Official and Parallel Exchange Rate Convergence on Foreign Trade in Algeria: An Econometric Analysis (1999–2024).	66-88
06	Fatima Bouras	Health Insurance in Developing Countries Between Aspirations and Challenges: A Case Study of the Health Insurance System in Egypt	89-103
07	Fatima benzidane Sihem terchani Wafia Zair	The Role of Food Value Chains in Developing Vegetable Oil Production – A Case Study of Arab Countries-	104-123
08	Louzani Hassiba	Assessment of Inventory Management Practices in the Textile Industry: The Case of Algerian Companies	124-142
09	Nassima Bouzina Fatima ben abdelaziz	The cultural economy in Algeria –the reality and challenges	143-157
10	Sihem Touati	Assessing the Role of FDI in Promoting Sustainable Economic Growth: An Empirical Study - Case of Algeria	158-179
11	Bilel Mouzai	Tourist Attitudes Toward Digital Marketing in Algerian Hotel Establishments	180-196

12	Meriem Taleb Youssef Boumediene	Using AI for an Excellent Customer Relationship Management in Some Mobile Telecommunication Companies	197-214
13	Chahrazed Nacef Mustapha Bouchama	The Role of Manufacturing Industries in Achieving Economic Development	215-234
14	IMENE BRIXI Samir Maliki	Startup Entrepreneurship and Ecosystem Entrepreneurship in Algeria: An Academic Perspective	235-250
15	Sabrina Chikhi Mohamed Nabil Bersali	Conquering brand consistency Measuring its personality according to its origin and identity	251-264
16	Mohamed Réda ELASSA Mehdi BOUCHETARA	Organizational configurations and performance: A critical analysis of the scientific literature	265-285