



المدرسة العليا للتسيير
والاقتصاد الرقمي
HIGHER SCHOOL OF MANAGEMENT
AND DIGITAL ECONOMY

مجلة

المُدَبِّر

مجلة دورية تصدر عن:

المدرسة العليا للتسيير والاقتصاد الرقمي

المجلد : 11، العدد : 02، 2024

رتبة : C

ر.د.د. 2392-5345



المدرسة العليا للتسيير والاقتصاد الرقمي

العنوان: القطب الجامعي - قليعة.

البريد الإلكتروني: revue.lemanager@gmail.com

مجلة (المدير)

مجلة دورية محكمة، تصدر عن المدرسة العليا للتسيير والإقتصاد الرقمي

مدير النشر: أ.د. حشماوي محمد
رئيسة التحرير: السيدة العايب لامية

مقر سكريتارية المجلة:

المدرسة العليا للتسيير والإقتصاد الرقمي
(القطب الجامعي - قليعة)

البريد الإلكتروني: revue.lemanager@gmail.com

الهاتف: 024 38 01 19

Artificial Intelligence: A New Challenge for Management

Dear Readers,

Management, as both an art and a science, has continuously evolved in step with economic, social, and technological transformations. Today, we are witnessing an unprecedented revolution: the growing integration of artificial intelligence (AI) into organizational processes. While this technology promises to increase efficiency and expand strategic horizons, it also compels us to profoundly rethink management practices, roles, and, most fundamentally, the relationship between humans and machines.

AI, far from being limited to efficient algorithms, is already transforming decision-making, talent management, and even the nature of leadership. By analyzing massive volumes of data, it provides insights that managers alone could not achieve, paving the way for more informed decisions. However, this power comes with significant challenges:

- **Ethical Challenge:** How can we ensure that AI-based decisions are fair, transparent, and free from bias?
- **Human Challenge:** How can we preserve the emotional and relational dimensions of management in the face of increasing automation?
- **Strategic Challenge:** How can managers redefine their roles to harness the opportunities of AI without losing their ability to innovate and inspire?

This pivotal moment calls for collective reflection. More than ever, it is essential to understand that AI is not an end in itself but a powerful tool whose effectiveness depends on how we use it. It offers us the opportunity to transcend traditional boundaries of management, but it also demands heightened vigilance to safeguard the core values of our organizations: creativity, ethics, and humanity.

As managers, researchers, or decision-makers, we bear the responsibility of shaping a framework where artificial intelligence becomes a catalyst for progress, while remaining at the service of

individuals and society. This challenge is immense, yet it carries extraordinary potential: the chance to reinvent a more agile, inclusive, and resilient form of management.

Through this issue and beyond, I invite you to engage in this critical reflection on the future of management. Together, we can not only anticipate these transformations but also shape them with ambition and humanity.

With my best regards,

Pr.Lamia RABIA

Editor-in-Chief, LE MANAGER

الفهرس

اعتبارات إعداد التقارير المالية المتعلقة بإدارة الأزمات، ودور معايير الإبلاغ المالي الدولية في معالجة المشكلات ذات الصلة -دراسة حالة مؤسسة نستله-(كوفيد-19 كمثال).....27-05	حمزة, بن متير / مريم ساكر / هلال درحمون
---	---

A Comparative Analysis of Digital Economy Performance in GCC Countries During the Period 2018-2022	28-66
Mekarssi Lemya	

Barriers to Entrepreneurial Success Among Aspiring University Entrepreneurs in Algeria: An Analysis of Challenges and Student Engagement	67-106
Kouadri Norhene / Attar Nouredine / AMIRI Maroua Safaa	

Blockchain, A Developing Technological Revolution: Study of Operational Mechanisms and Future prospects.....	107-138
BOURENANE CHERIF Lydia	

Changes in the Algerian Consumer's Behavior Towards E-commerce in Food Products During and After Covid-19	139-163
Manal Nechar / Yamanda Badi / Samia Akli	

Digital technologies in project management: An asset for teams or a source of stress?	164-198
BENARAB Imen Hanane	

Exploring the Impact of Cultural Factors on Women's Consumer Behavior Towards Cosmetic Products..... 199-230
Manal Merabti

The scenarios of evolution of the economic intelligence in Algeria 231-253
BELKACEMI Mohand Amokrane

Digital Transformation in Tax Administration: Evaluating the Impact of SAP Implementation on Revenue Collection and Tax Evasion at the Tax Centre Oum El Bouaghi (Comparative Study 2014-2023)..... 254-290
Hynda Medfouni

The Reality of E-Commerce Development as One of the Most Important Activities of the Digital Economy: A Case Study of Arab Countries 291-311
Ameziane Anissa

Exploring the Blue Economy Potential in Algeria: A Case Study of Aquaculture SME SARL ELMOKRETAR Aqua 312-335
TABET DERRAZ Imane / RAHALI Amina Souad

Revue

LE MANAGER



المدرسة العليا للإدارة
والاقتصاد الرقمي
HIGHER SCHOOL OF MANAGEMENT
AND DIGITAL ECONOMY



Revue périodique publiée par :

L'Ecole Supérieure de Gestion et d'Economie Numérique

ISSN : 2392-5345

Classe : C

Volume :11 , N°02,2024



Ecole Supérieure de Gestion et d'Economie Numérique

Adresse : Pôle Universitaire - Koléa

Email : revue.lemanager@gmail.com

Revue « Le Manager »

Revue périodique publiée par L'Ecole Supérieure de Gestion et
d'Economie Numérique

Directeur de publication : Dr HACHEMAOUI Mohamed

Chef de rédaction : Mme LAIB Lamia

Bureau de la revue :

Ecole Supérieure de Gestion et d'Economie,
Numérique - Koléa

Adresse : Pôle Universitaire - Koléa

Email : revue.lemanager@gmail.com