

مجلة النمو الاقتصادي والمقاولاتية

المجلد 8 العدد 3
سبتمبر 2025

IEGE

تصدر عن مخبر دراسات التنمية المكانية وتطوير
المقاولاتية، جامعة أدرار - الجزائر



Journal of Economic Growth and Entrepreneurship

JOURNAL OF ECONOMIC GROWTH AND ENTREPRENEURSHIP

Vol. 8 N°. 3
September 2025

IEGE

Spatial and entrepreneurial development
studies laboratory publisher
University of Adrar- Algeria



Vol. 8, No. 3

September (2025)

Journal of Economic Growth and Entrepreneurship

*JEGE is an Academic and Bimonthly Journal with a Highly Scientific
Committee*



Spatial and Entrepreneurial Development Studies

Laboratory Publisher

University of Adrar.

Adrar 01000, Algeria.



<https://jege.univ-adrar.edu.dz/>

<https://www.asjp.cerist.dz/en/submission/612>

JEGE

ISSN: 2710-8511 e-ISSN: 2716-8662

Journal of Economic Growth and Entrepreneurship (JEGE)

The JEGE Honorary President
The Rector, *University of ADRAR-ALGERIA*.

Editor-in-chief, Head of the journal, Director of the SED laboratory.
Professor. Ali YOUSFATE, SED Lab (University of adrar-ALGERIA).

Editors

Dr. Belbali Abderahim, SED Pr. Harrouchi djaloul, SED Lab, Univ-Adrar . Algeria.

Dr. Hadj kouider Abedhadi, Pr. Abderrahmane SED Lab, Univ-Adrar . Algeria. Abdelkader, SED Lab, Univ-Adrar . Algeria.

Dr. Houari Mansori, SED Lab, Univ-Adrar . Algeria. Dr. Mostfaoui Sofiane, SED Lab, Univ-Adrar . Algeria.

Dr Fahad Al Duwailah, Kuwait's National College, Kuwait.

Contact us

JEGE e-mail :
laboratory e-mail :

jegeinfo@univ-adrar.dz The
sedlab@univ-adrar.dz

All correspondences to be addressed to:

Editor

Journal of Economic Growth and Entrepreneurship
Spatial and Entrepreneurial Development Studies Laboratory
Prof. YOUSFATE ALI
Laboratories Hall, University of
Adrar.
Adrar 01000, Algeria.

Copyright

Copyright rests with the authors of the respective papers, who alone are responsible for the views expressed.

Journal of Economic Growth and Entrepreneurship (JEGE)

Editorial Board

Prof. Danylova Tatina , National University of Life and Environmental Sciences of Ukraine, Kyiv, Ukraine.

Prof. Riaz Ahsan, Government College University Faisalabad, Pakistan.

Dr Fahad Al Duwailah, Kuwait's National Security College, Kuwait.

Dr Hussainey Khaled, University of Portsmouth, U.K.

Prof. Al-Nuaimi Qasim, Royal Swiss Academy of Economics and Technology, Switzerland.

Dr Gabriel Wael Mohamed, Omar Al-Mukhtar University, Libya.

Prof. Rehab Yousef, University of Beni Syef, Egypt.

Prof. Dhinaibat Moaz Yousef, Taib University, KSA.

Dr. Hanideh Qandil Abu Bakr, Abu Dhabi University, United Arab Emirates.

Dr. ATTAHIR Oussama, University of Marrakech, Morocco.

Dr. Tariq Hashim University of Philadelphia - Jordan.

Prof. Yabiaoui Naima, University of Batna

Prof. Siddiki Ahmed, University of Adrar.

Prof. Brishi Abdul Karim, University of Adrar.

Prof. Ayash Zoubair, University of Oum El Bouaghi.

Pr. Hadidi Adam, University of Djelfa.

Dr. Boudella Youssef, University of Boumerdes

Dr. Elbez Kaltum, University of Bouira

Dr. Abdelli Idriss, University of Blida.

Dr. Noureddine Jawadi, University of Eloued

Dr. Jallouli Mohamed, University of Saida.

Prof. Alromeedy Bassam, University of Sadat City - Egypt.

Dr. leila Alaoui, University of Sousse, Tunisia.

Prof. Oukil Amar, Sultan Qaboos University, Muscat, Oman.

Prof. Sadraoui Tarek, University of Mahdia Tunisie.

Prof. Thaer Al-Samman, University of Almosil, Iraq.

Dr. Harrizi Driss, Ecole Nationale des Sciences Appliquées ENSA - Université Hassan 1er - Maroc.

Prof. Farhi Faisal, Université de québec a montreal UQAM, Canada.

Dr. Maazouz Luqman, Imam Abdul Rahman bin Faisal University - KSA.

Dr. Yahdih Smlaly, King Faisal University - KSA.

Dr. Nasser Yousef, International Islamic University, Malaysia

Dr. Nasser Al-Khudairi, King Abdulaziz University, KSA.

Prof. Abderrahmane Abdelkader, University of Adrar.

Prof. Adjila Mohamed, University of Ghardaia

Prof. Oqba Abdel-Laawi, University of Eloued.

Dr. Rjem Khaled, University of Setif.

Dr. Haji Qwaider Abdul Hadi, University of Adrar.

Dr. Bedoui Samiya, University of Algiers.

Dr. Goudjil Mohammed, University of Ouargla.

Dr. Ait Kaci Radouane, University of Algiers.

Dr. Madjdoub Khaira, University of Tiarret.

Aims and Scope

The journal Jege aims to publish sober and reliable research, free from plagiarism and methodological problems, and the journal also emphasizes empirical researches, and serious reviews of economic and administrative events.

The journal is interested by all the economic studies including the following subdisciplines : The Financial Economics, Econometrics, Macro and microeconomics , The Economics of Banking, The Economics of Development, International Finance, Public Finance and Taxation...etc.

The interest of the journal combines also the management subjects like: Management, Marketing, Strategic management, Human Resource Management, Systems of Information and Communication, Accounting, Auditing, Corporate Finance, Feasibility Studies, Operational Management, Models of Decision Making, Entrepreneurship and innovation ... etc.

The focus of the journal widens to include the empirical methods in Economics and Finance like: Statistics, Probability, Data Analysis; and the economic and managerial topics related to Sociology, Psychology and Law issues.

Conditions of Submissions

- 1- The journal is interested only by the sound scientific researches including empirical studies (Econometrics, Mathematical Modelling, SEM....) and the researches including reviewing previous papers already published in highly indexed journals.
- 2- All the submitted papers must respect the template design Word available at: <https://jege.univadrar.dz/index.php?journal=jege&page=about&op=submissions>
- 3- References must to be according to APA method.
- 4- The journal accepts only the submitted papers written in a sound and a correct English language
- 5- JEGE is a peer reviewed journal and all the submitted papers pass by Plagiarism Software to check the accuracy of the paper.

The submitted papers must be sent via ASJP platform : <https://www.asjp.cerist.dz/en/submission/612>
Or E-mail: jgeesubmit@gmail.com

Submission Fees : There is no submission fee (Free)

Contents

Note from the Editors

ii–iv

Articles

The Impact of the COVID-19 Pandemic on Inflation and Price Increases in the Algerian Economy: Government Policies and Economic Recovery 1

Zagaye Oualid, Benyakoub Nourelhouda, Guesmi Abdelkrim

The Role of electronic Marketing in Promotion of tourism objects in the Hashemite Kingdom of Jordan 8

Merzougui Rafik, REDJEM Khaled

The profile of the manager as a main determinant of the entrepreneurial orientation of Algerian SMEs 21

KICHOU Djedjiga, BIA Chabane

The Use of Fintechs To Improve Competitiveness in The Banking Sector: Case of ABC Bank Algeria 33

Lila AMIAR DOUADI, Ryma DERRIDJ

Internal Auditing as a Catalyst for Banking Risk Management: A Contested Analysis of Algerian Public Banks (BNA, BADR, CPA) 48

Gaoual Zouaouia Imene

The Impact of Marketing Information Systems on the Competitive Environment: The Case of The GICA Group 60

Yasmine MOHAMMED AZIZI, Samy FERGUEEN

The Impact of Customer Experience on Loyalty Through Emotional Attachment in Mobile Phone Communication Services in Algeria 73

May Ali

How Institutional Quality Influences the Economic Development- Environmental Quality Relationship in Oil-Rich Countries: A Non-Linear Panel Threshold Regression Study	86
<i>Reda Hamza BOUDJANA</i>	
The Role of Machine Learning Techniques in Improving Supply Chain Management: A Comparative Analysis of Predictive Models with an Application to Wheat Consumption in Algeria	96
<i>Kahoui Hacen, Sahed Abdelkader, Chekouri Sidi Mohammed</i>	
The Entrepreneurial Mindset Among Algerian University Students A Case Study of Bachelor of Business Administration Students, University of Setif1-Algeria	114
<i>Bahlouli Sara</i>	
The Impact of Social Spending on Inclusive Growth in Arab Countries: An Econometric Study for the Period 2000-2022 using panel data model	124
<i>Nedjar malika</i>	
Majlis Com: A Scalable and AI-Enhanced Digital Business Model for Scientific Event Management in Emerging Markets	133
<i>Bousmina Abderazek, Battouche Kamel</i>	