

ISSN 2676-184X (Print)

ISSN 2710-8856 (Online)

University of Djelfa, Algeria

Management & Economics Research Journal

**مجلة بحوث
الإدارة و الاقتصاد**



Peer-reviewed Biannual Journal

Specialized in:

Economics, Business & Management

Vol 06 No 03

2024



Vol. 6, No. 3 (2024)

Table of Contents

Green Marketing strategies: Exploring Global Paradigms and Leading International Practices	Achour Iman Boukrif Zouhir	University of Blida 2 University of Blida 2	01-19
The effect of digital transformation strategy on job satisfaction in Algerian commercial banks: a case study of commercial banks agencies in Laghouat.	Dahbi Assia Bouhali Mohamed	university of Laghouat university of Laghouat	20-36
Evaluation of the effectiveness of the multi-source data exploration approach in enhancing the quality of the analytical review	Benmouaffeki Ali Lebbaz Elamine	University of Djelfa University of Djelfa	37-57
Public policies and their role in supporting investment - Algerian Investment Promotion Agency 2018/2022 as a model-	Amina Gassa Selma benaissa	University of bordj bou arreridj University of bordj bou arreridj	58-77
The Emergence of Innovative Payment Systems in Algeria: A Case Study of CBDC	Amalou Hallil Waffa Douidene Leila	HSMDE HSMDE	78-94
OLIVE FARMS IN NEW PLANTING AREAS IN SEARCH OF SUSTAINABILITY. Case of the wilaya of Djelfa in Algeria	Amrouni Sais Haoua Benziouche Salah Eddine	University. Biskra University. Biskra	95-112
Are cryptocurrencies a new form of money?	Benlameur Naïma	University of Algiers 3	113-126
The new role of Human Resources Management in light of adopting a Knowledge Management Implementation Strategy	Bidi Said	University Center of Tipaza	127-144
The challenges of developing the strategic agriculture in Algeria as a mechanism to guarantee the sustainable food security	Bouchenaf Faiza	University , Souk Ahras	145-170
Requirements and Procedures for the Governance of the profession of an auditor in Algeria in Light of International Auditing Standards	Boufatah belkacem	University center Aflou	171-185
The contribution of subcontracting to the improvement of the financial performance of the economic enterprise	BOURICHE Mhenni	University of M'sila	186-204
Technopoles: Fostering Innovation and startups A comparative Look at Silicon Valley and Sidi Abdellah Park	Bouzidi Houda Selatnia Nadjiba	University Of Khenchela University Of Khenchela	205-226
Social Marketing Approaches Amidst the COVID-19 Crisis: A Study on Addressing Vaccine Hesitancy	Chami Fatima Zohra	HSMDE	227-256

Table of Contents

<i>The blue economy as a strategic option to promoting sustainable development in Algeria outside the hydrocarbon sector- Marine fishing and aquaculture as a model</i>	Hebri Nassira University of Boumerdes Amarouche Khadidja Imene University of Boumerdes Arkoub Ouali University of Boumerdes	257-273
<i>The role of selection and appointment laws for human resources in libraries of scientific research centres in promoting public employment (A study between text and reality)</i>	L'hocine Yasmina University of Algiers -2- Mohamed Abdelhadi University of Algiers -2-	274-303
<i>Evaluating the impact of financial technology in improving the profitability levels of Islamic banks in the Gulf Cooperation Council countries</i>	Maandi Amina University of onstantine2, Benaameur Zineddine University Annaba	304-340
<i>Algeria's economic diversification challenge : the role of startups, hydrocarbon rent, and institutional quality</i>	MEHIDI Kahina University of Bejaia Djebari Fayçal University of Bejaia	341-359
<i>Algeria's New Investment Legal Framework: Procedural Improvements and Traits of Modernization</i>	MEHIDI Khaled Algiers University 1	360-382
<i>Assessing the Impact of Various Factors on Economic Growth: A Comprehensive Analysis</i>	Mekerkeb-Aberrane Tayeb Ghardaia University Bahaz Louiza Ghardaia University	383-400
<i>Bibliometric Analysis of Integrated Management Systems: A Review from 1992 to 2022</i>	Merabet Zineb Oum Elbouaghi University Yahiaoui fethia Oum Elbouaghi University	401-432
<i>The impact of blockchain technology on the qualitative characteristics of accounting information and its impact on users of financial statements</i>	MOUISSI MAROUA University of Ghardaia NADER MAHMOUD FAWAZ University of Tant, (Egypt)	433-452
<i>The company's economic reality and the tax-legal aspects in Algeria: analysis of the distortions between accounting and taxation</i>	OUARAB Ali University of Tizi Ouzou	453-474
<i>Contribution of Chatbot Applications to Attaining Digital Financial Inclusion - Analysis and Evaluation of America's Chatbot Erica Experience</i>	Soumeya Benali University of Badji Mokhtar Djihed Boumenkar University of Badji Mokhtar	475-496
<i>The Role of Foreign Direct Investment in Supporting Economic Diversification in Algeria and Southeast Asian Countries (Malaysia, Singapore and Indonesia):</i>	Radhwane MOSBAHI University Center of El Bayadh Ilias HAFID University Center of El Bayadh	497-516
<i>OIL PRICE SHOCKS AND MACROECONOMIC PERFORMANCE OF THE ALGERIAN ECONOMY: A STRUCTURAL VAR APPROACH</i>	Abdelmounaim Rezki University of Batna 2 Abdelmounaim Hadjira University of Batna 2	517-535