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The opening :

Within this issue, 20 articles were accepted as follow:

The first article entitled:” **A Performance Assessment of Turkey’s Tourism Sector and its Economic Contribution**” for the researcher **Mekarssi Lemya** ; her This study is carried out in order to assess the performance and economic contribution of Turkey's tourism sector during the period 2010-2021. Using a descriptive analytical approach, it examines secondary data on tourism receipts, GDP contribution, employment, and other economic indicators. The analysis reveals that tourism significantly contributed to Turkey's economic growth and employment, particularly in food and beverage services and accommodation. However, the sector's vulnerability to external shocks was evident during periods of geopolitical instability and the COVID-19 pandemic

As for the second article which entitled: “**The role of university support bodies in developing entrepreneurial competencies and establishing start-ups- A case study of the University of Eltarf**” for the researchers **Meriche Imene, Abidat Sarra & Benkedidah Soufyane**. They aimed by this study to highlight the reality of the contribution of university education as an important strategic mechanism in developing the entrepreneurial competencies of students at Eltarf University and accompanying them to establish emerging institution. a case study approach was used to achieve study objectives, through the interview we conducted with officials of the support centers affiliated with Eltarf University, a set of statistics were presented most notably: 06 students received the innovative project Label from the ministry of knowledge economy, startups and micro-enterprises, while the number of students registered in the house of Artificial intelligence reached 82 students, who are working on projects in the fields of food security, education, water security, in addition to medicine and health care, where the study reached a number of results, the most important of which is that Eltarf University strives to develop the entrepreneurial competencies of its students from During their support and accompanying their projects and preparing a graduation thesis to obtain a university degree- an emerging institution within the framework of implementing Resolution 1275.

While the third article which entitled “**International auditing standards and their effective role in establishing the principles of corporate governance**” for the researchers **Heddachi Hakim & Azzedine Youcef**, they conclude that The role played by international auditing standards is found in the commitment to governance and the establishment of its principles in various companies through standards issued by international regulatory bodies of the profession, which aim to reduce corruption financial and administrative burden experienced by different companies. , due to the lack of transparency of reported financial information, as well as the conflict of interest between shareholders and government officials who it led to mismanagement.

The fourth article included a study entitled: “**Components of Algerian Sustainable Agricultural Development for Enhancing Food Security in Light of Climate Change**” for the researchers **Bouchenafa Redha**, his study aimed to identify the most important capabilities that Algeria has to establish sustainable agriculture to achieve food security, especially with the rapid climate changes. The results showed that rainfall and temperature rates contribute to Algerian

agricultural production by 0.33% and 2.5% in the short term only; this relationship is not achieved in the long term. Consequently,

Concerning the fifth article entitled **“The impact of the governance on our universities-comparative study”** for the researcher **Madani Zakaria & Bourdache chahrazed**, they followed the descriptive and analytical approach. We will first study university governance theoretically from concepts, types, dimensions, components, and principles, and then study the experiences of universities of some of the most powerful economic countries with university governance, followed by the study of university governance experiences in Arab countries, then discuss the possibility of successful university governance in the Algerian State, and then introduce the fourth-generation program of universities currently experimented in some Algerian universities. Hence, we will address the relationship between university governance and investment in human capital while considering some of Algeria's human capital investment indicators.

The sixth article entitled **“The Role of Corporate Strategies in China's Technological Transformation: Towards a sustainable digital future ”** for the researcher **Hynda Medfouni**, her study examines the role of Chinese Companies Strategy in assessing technological transformation and its economic impacts for sustainability. It will expand further to cover strategic measures that could have an impact on economic growth, environmental challenges, and the road to a sustainable future in the digital economy. The study identifies major success factors in a descriptive and analyzing way that would lead through the path of digital transformation while achieving economic growth coupled with the attainment of sustainability goals. Strategies related to corporate, focussing on innovations and sustainable practices with inclusivity in growth, hold the key towards full potential for digital transformation in China. This research, therefore, calls on policymakers to foster a facilitative regulatory environment enabler for digital innovation, while businesses take a holistic approach to digital transformation, placing centres in sustainability and stakeholder engagement.

While the seventh article entitled: **“An econometric study of the impact of mortgages on the housing sector in Algeria (2000-2020)”** for the researcher **Adda Abed & Bensaoucha Thameur**, their research paper aims to measure the impact of mortgages on the housing sector in Algeria during the period 2000/2020 and in order to achieve the objectives of the study, the standard approach was used using the self-regression model for distributed time gaps ARDL. As for the study data, it was obtained from subsidies provided by the National Housing Fund and Real estate loans granted by the National Savings and Reserve Fund Bank and mortgages granted by the Algerian People's Loan. The results of econometric study showed a long-term complementary relationship between the mortgages granted by the National Savings and Reserve Fund and granted by the Algerian People's Loan and the size of housing, which confirms the existence of a long-term complementary relationship between the study variables.

Regarding the eighth article that entitled: **“Analyzing Competitive Dynamics in the Algerian Mobile Telecommunications Market: A BCG Matrix ”** for the researcher **Mezouaghi Djilali & Belfodil Kamel**, his study aims to analyze the competitive dynamics in the Algerian mobile telecommunications market, focusing on both voice calls and internet services, using the Boston Consulting Matrix framework. The results indicate that Algeria for Mobiles ATM is categorized as

a "Star," possessing the highest market share but the lowest growth rate, highlighting a need for innovation. Optimum Telecom Algeria OTA is also classified as a "Star," leading in growth rate and poised for expansion. In contrast, National Telecom Algeria WTA, while classified as a "Star" in voice calls services, has a strong market presence but may need strategic initiatives to enhance visibility, particularly as it operates as a "Cash Cow" in internet services.

The ninth article entitled: **“Digital Transformation and Its Impact on Human Resources Strategies in Algeria: Challenges and Opportunities”** for the researchers **Hamza Zakaria & Hassiba Almi**, Their article investigates how digital transformation affects Algeria's human resource strategy, highlighting the challenges and opportunities of connecting technology to people management. Algeria is modernizing its economy by incorporating digital technology into the public and private sectors, improving efficiency, lowering costs, and encouraging employee engagement. Infrastructure restrictions, a skills shortage, change resistance, and data privacy and security concerns remain. The study compares local case studies like Sonatrach and Algérie Télécom to multinationals like IBM and Shell to find the best ways to overcome these challenges. This emphasizes investing in digital skills, technical infrastructure, and creativity. Automation, predictive analytics, and flexible work arrangements can help organizations improve their HR strategies for long-term success. The conclusion offers practical advice for Algerian companies and organizations to digitalize human resources successfully. Digital HR is increasingly integrated into corporate strategy, impacting the future labor environment and Algeria's worldwide competitiveness.

The tenth article entitled: **“The Impact of Human Resource Investment on Achieving Competitive Advantage in Algerian Institutions – A Case Study of Commercial Banks in the provinces of Oran and Tiaret.”** for the researchers **ABID MOHAMED NADIR & SAYAH HAMZA**, their study aims to identify the impact of investment in human resources on achieving competitive advantage in commercial banks in the provinces of Oran and Tiaret through the dimensions of human resource investment, including training, leadership, motivation, and performance evaluation of human resources, the study relies on the descriptive approach, and to achieve its objectives, a questionnaire was designed and distributed to a sample of 89 male and female employees, with data analysis conducted using the SPSS program.

The 11th article entitled: **“Blockchain: cryptocurrencies projection in the banking and financial sector during the period (2009-2023)”** for the researcher **AIT MIMOUNE Karima** study aimed to present the concepts of blockchain technology and digital currencies, as blockchain technology is the technical structure under which digital currencies operate, where the descriptive approach and the analytical approach were used to address the problem posed. The study concluded that blockchain technology paves the way for the emergence of the second generation of the Internet, which will turn into a network of trust that allows the exchange of information with higher privacy and allows commercial and financial exchanges without the need for intermediary institutions that guarantee this, and It was able to solve many challenges including payment processing, manual settlement of several thousand financial transactions, payment and account management and online market trading

The 12th article entitled: " **The level of customer satisfaction on the quality of individual urban transport services in urban scales within cities - a case study on the city of Maghnia**" for the researchers **CHERIFI NOURA, TARI AMIRA & SAID IMANE**, their study aims to answer questions related to the level of quality application in individual urban transport services and the corresponding degree of customer satisfaction within the urban fabric of the city of Maghnia. For this, the study tool was designed from two questionnaires, the first directed to taxi drivers to evaluate the level of quality of the transport service from their point of view, and the second to customers to evaluate their satisfaction. 500 questionnaires were distributed to taxi drivers and 600 customers, and the response rate was estimated at 70.4% and 74.66% respectively.

The 13th article entitled: "**Effectiveness of Corporate Governance in Rationalizing Financial Decisions in Economic Enterprises: A Case Study of Algerian Insurance Companies**" for the researchers **Hadjira Sahraoui & Alouania Benzekoura**, This paper aims to assess the effectiveness of corporate governance in rationalizing financial decision-making within economic organizations. To explore the research questions and validate the hypotheses, a descriptive-analytical methodology was applied, utilizing SPSS for data analysis. The data were obtained via a questionnaire distributed among 43 participants, comprising members of the Board of Directors, the General Manager, and employees across various directorates. A comprehensive census approach was adopted due to the limited sample size. The findings underscore the Board of Directors' significant authority and influence in activating governance mechanisms. As the primary decision-making entity, the board's commitment to transparency and accountability is crucial for reducing uncertainties and avoiding unsound decisions. An internally reviewed system annually refines the board's roles, enhancing decision-making and ensuring shareholder participation in pivotal management decisions, thereby keeping them well-informed about their investments.

The 14th article entitled: "**Enhancing Guest Experience through Augmented Reality and Architectural Design: Global insights and Their Potential for Algeria's Hospitality Sector**" for the researcher **Zerouati Maouahib & Zerouati Wiem**, Their paper explores how integrating architectural design and augmented reality (AR) technology can enhance guest experiences in hotels, with a particular focus on potential applications in emerging markets like Algeria. The main objective is to investigate how AR-driven innovations can transform hospitality practices and elevate customer experience. The study adopts a qualitative approach by analyzing selected international hotel case studies, evaluating architectural design strategies, and reviewing documented AR implementations. Key findings show that AR integration can significantly improve hotel services—offering virtual room tours, interactive dining experiences, and on-the-spot access to local attractions—which together strengthen operational efficiency and enrich guests' stays. Through the identification critical design considerations and technological enablers, the paper outlines how Algerian hotels could leverage AR to align with modern hospitality trends. Consequently, hotels that merge thoughtful architectural planning with AR technologies can offer a multifaceted and engaging environment, delivering immersive experiences that resonate with diverse customer segments while boosting overall market competitiveness.

The 15th article entitled: "**The Role of Digital Transformation in Strengthening Economic Growth in Arab Countries**" for the researchers **Souad BOUTRIK**, the objective of their research is to measure the role of digital transformation in enhancing economic growth in Arab

countries; To achieve this objective, a Panel date time series methodology has been employed. The results of the study indicated a positive and statistically significant impact of digital transformation on economic growth represented by both increased revenues and a healthier balance of payments. This significant result is explained by the fact that an increase in the digital transformation index indicates greater technology utilization in production and services, enhancing market access and product quality. By investing in digital infrastructure and developing workforce skills, Arab countries can boost innovation and competitiveness, improve efficiency, reduce costs, and gain better access to global markets.

The 16th article entitled: “**Impact of Inflation Targeting Policy on Achieving Economic Growth Stability in Algeria**” for the researchers **Safa Mohamed & Cheriet abed**, In this study the researcher focused on analyzing and measuring the effects of inflation targeting policies on economic growth stabilization in Algeria from 2002 to 2022. As a novel approach to managing monetary policy to combat and minimize inflation, the research utilized the ARDL methodology. Findings suggest that Algeria implicitly embraced this policy between 2002 and 2010, transitioning to a semi-explicit adoption from 2010 to 2022. The analysis showed a significant long-term positive correlation between economic growth and inflation rates when they are below the target, with a slope of 2.38. Conversely, inflation rates exceeding the target negatively affected growth, with a slope of -1.70, while the broader monetary mass exhibited only a slight impact (slope of -0.07). The study underscores the effectiveness of inflation targeting in promoting sustained economic growth and recommends that the Bank of Algeria formally implement an inflation forecasting and targeting strategy to ensure long-term economic stability.

The 17th article entitled: “**Protection of water resources to achieve water security in Algeria – the efforts of the state**” for the researchers **Sid Fatima Zahra, Mazouzi ahmed ben youcef & Hallem Zouaouia** Their study concluded that the Algerian state has spared no effort in its environmental endeavors, through laws related to environmental protection, such as the law on management, control and disposal of waste; the law on air quality and atmosphere protection; international agreements and treaties on environmental management and the allocation of bodies responsible for environmental protection; and the imposition of new types of taxation, known as environmental taxation. It has also established the Ocean and Environmental Protection Funds and the Ocean Development Fund.

The 18th article entitled: “**La cyber assurance et la gestion des risques cybernétiques: Analyse critique du premier produit lancé en Algérie**” for the researchers **BOUZIANE Souhila & LATRECHE Tahar**, their study aims to highlight the role of insurance in cyber risk management by analysing constraints and opportunities associated with the emerging of the algerian cyber insurance market, with particular emphasis on the first cyber-insurance product in Algeria launched by the Central Reinsurance Company, which according to our analytical study is distinguished by its clear preconditions, its adaptation to the local market, and its international partnerships. However, some weaknesses, such as the poorly customized Risk Selection Criteria, the standardization of rates, and the complexity of claims management, require improvements. Recommendations include: the creation of a Cyber Self Assessment platform to determine the risk criticality, more personalized pricing, and creation of claims management platform, are proposed to enhance product effectiveness and attractiveness.

The 19th article entitled: “**المنظمات الوطنية للتسويق السياحي دعامة أساسية في الصناعة السياحية**”

they to , أحمد مخلوف & بلال بلحسن for the researcher ”-عرض حالة هيئة ترويج السياحة المالية- . clarify and confirm the role that national tourism marketing organizations play in promoting the tourism industry, through their main activity, which is the promotion of the tourist destination of the destination country. We followed the descriptive approach by presenting a case study of the National Tourism Promotion Authority in Malaysia, and after presenting the reality of the tourism sector, we concluded from the activities carried out by Tourism Malaysia within the framework of the annual plans that the role of national tourism marketing organizations is essential to connect the different actors and unify their efforts within the competition.

The 20th article entitled: “ أثر الاستثمارات الأجنبية المباشرة على النمو الاقتصادي في الجزائر دراسة تجريبية (1990-2020) ” for the researcher مداحي محمد & حلاسي خولة , their This study aims to measure the impact of foreign direct investment on economic growth in Algeria during the period from 1990 to 2020. To achieve this goal, we relied on the simultaneous integration method, by using several variables based on empirical studies. The results of this study showed that foreign direct investment negatively affects economic growth in Algeria, due to its concentration in the hydrocarbon sector, while the rest of the other productive sectors are almost non-existent.

Editorial Committe