



University Amar Telidji of Laghouat, Algeria

Social
Empowerment
Journal

S

E

J

Social Empowerment Journal is an international, blind-double-peer-reviewed, **Trimestral** and **free of charge**, **open-access** academic journal, published by the Laboratory of Social Empowerment and Sustainable Development in the Desert Environment, the Faculty of Social Sciences – **University of Laghouat, Algeria**.

ISSN 2676-234X / E-ISSN 2716-9006

ASJP

Algerian Scientific Journal Platform

Volume 07

Number 02

June 2025

Contents

Pages	Article Title and Author (s)	No
25 - 03	<i>Indicators of Transcendent Leadership Among Educational Supervisors in the Directorate of Education in Tulkarm from Teachers' Perspectives (A Qualitative Study)</i> <i>Rana Shadid, Al-Quds University – Palestine</i> <i>Kamel Khalil Makhamra, Al-Quds University – Palestine</i>	1
39 - 26	<i>Urbanization Interactions with Climate Change: Impacts and Path forward</i> <i>Nathan Udoinyang, Ignatius Ajuru University of Education, Rumuolumeni – Nigeria</i>	2
51 - 40	<i>Social representations of driving an intercultural comparative study between Algerian and French drivers</i> <i>Bahloul Sara, University of Angers – French</i> <i>Gaynard Sandrine, University of Angers – French</i> <i>Tiplica Teodor, University of Angers – French</i>	3
69 - 52	<i>Arabic for Effective Business Communication and Marketing Promotion: A Town and Gown Analysis in Nigeria Context</i> <i>Abdul-Hamid Habibullahi, Al-Hikmah University, Ilorin - Nigeria</i> <i>Sanni Abdulhameed Muhammed, University of Abuja - Nigeria</i> <i>Abdul-Fattah Shith AbdulRafih, Emmanuel Alayande University of Education, Oyo - Nigeria</i>	4
81 - 70	<i>The role of social networks in virtual political mobilization and formation of effective cyber public opinion in decision-making</i> <i>Feyrouz Meziani, University of Annaba – Algeria</i> <i>Fatima Hamouta, University of Batna – Algeria</i>	5
101 - 82	<i>The impact of integrating digital marketing into international marketing strategies " A systematic theoretical review"</i> <i>أثر دمج التسويق الرقمي في استراتيجيات التسويق الدولية "مراجعة نظرية منهجية"</i> <i>Hamdan Nasser Hezam Altumairah, Arab Academy for Administrative, Financial and Banking Sciences – Yemen</i>	6

Contents

Pages	Article Title and Author (s)	No
118 - 102	<i>The Relationship Between Job Engagement and Competitive Advantage in Palestinian Public Universities: Afield Study</i> العلاقة بين الانغماس الوظيفي والميزة التنافسية في الجامعات الفلسطينية العامة: دراسة ميدانية <i>Sameer Suleiman Aljamal, Palestine Ahliya University – Palestine</i> <i>Amani Mahmoud Issa, Palestine Ahliya University – Palestine</i>	7
137 - 119	<i>Knowledge and Creativity in the Era of Digitalization: A Crisis of Stagnation or an Opportunity for Renewal? (Artificial Intelligence as a Model)</i> المعرفة والإبداع في ظل الرقمنة: أزمة جمود أم فرصة تجديد؟ (الذكاء الاصطناعي أنموذجاً) <i>Fakia Azzag, University of Ouargla – Algeria</i>	8
161 - 138	<i>The Role of Artificial Intelligence in Developing Scientific Research Skills from the Perspective of Faculty Members: Laghouat University as a Case Study</i> دور الذكاء الاصطناعي في تطوير مهارات البحث العلمي من وجهة نظر أعضاء هيئة التدريس: جامعة الأغواط نموذجاً <i>Samir Salhi, University of Biskra – Algeria</i> <i>Mahmoud Tichouche, University of Biskra – Algeria</i> <i>Muath Ilaiwi, Palestine Technical University – Palestine</i>	9
185 - 162	<i>Job Satisfaction in Contemporary Organizations: theoretical study</i> الرضا الوظيفي في المنظمات المعاصرة : دراسة نظرية <i>Alaa Hashim Abdullah Saleh, Al-Furat Al-Awsat Technical University - Iraq</i> <i>Basim Mohammed Yassen Alawi Al-Shukri, University of Kufa - Iraq</i>	10