



Ministry of Higher Education and Scientific Research  
University of August 20, 1955 Skikda  
Faculty of Economic, Commercial and Management Sciences



In collaboration with the Economics, Finance and Business Administration Laboratory  
ECOFIMA

Cooperation with the Skikda I-Tech Club, Department of Computer Information and  
Mathematics

The Department of Management Sciences organizes the international forum  
(visual = virtual)

Days: Oct 24-25, 2023 About:

**Towards adopting artificial intelligence strategies in industrial  
institutions and achieving sustainable leadership (Sustainopreneurship)**

**Honorary President:** Prof. Dr. Boffendi Toufik, Rector of the University

**General supervisor:** Dr. Kimouche Bilal, Dean of the College

**Chair of the forum:** Dr. Chili ilhem

**Vice President of the Forum:** Dr. Ammari Samir

**Chairman Scientific Committee:** Dr. Bousba sihem

**Vice Chairman Scientific Committee:** Dr. Boujaada Elias

**Chairman Organizing Committee:** Dr. Messikh Ayoub

**Vice Chairman Organizing Committee:** Dr. Mekitta hamza

**Forum coordinator:** redjem Noureddine



## Problematic

Our current era is characterized by a scientific revolution and great technological development in the adopted techniques and methods. Which affected all areas, fields, and institutions of all kinds. In light of this unprecedented progress, the countries of the world, societies, and institutions must benefit from it, abandon traditional strategies and move to modern strategies. So that the information revolution has become the main nerve of all changes in various aspects of life. Its basis is the emergence of the Internet, and the concept of artificial intelligence. The latter is considered one of the important disciplines in the field of the digital economy, as it is not limited to the electronic field only, but rather has multiple uses in different fields and multiple sectors, and justifies this by its recent adoption in the field of education, and industrial sectors that have a direct impact on increasing the economic growth of countries, and achieving excellence. for institutions. In the context of competition between different institutions, especially in the field of industry, it has become necessary to adopt artificial intelligence strategies, move towards the digital economy, and use expert systems that support decision-making at the level of the institution as a whole.

Industrial institutions are of great importance in developing countries and improving their economy, and they also work to keep pace with modern concepts and development of the methods used, to occupy the forefront and achieve sustainable leadership, according to artificial intelligence. industrial establishments are also transit and export areas for manufacturing products in various regions of the world. Thus, improving performance and increasing competitiveness.

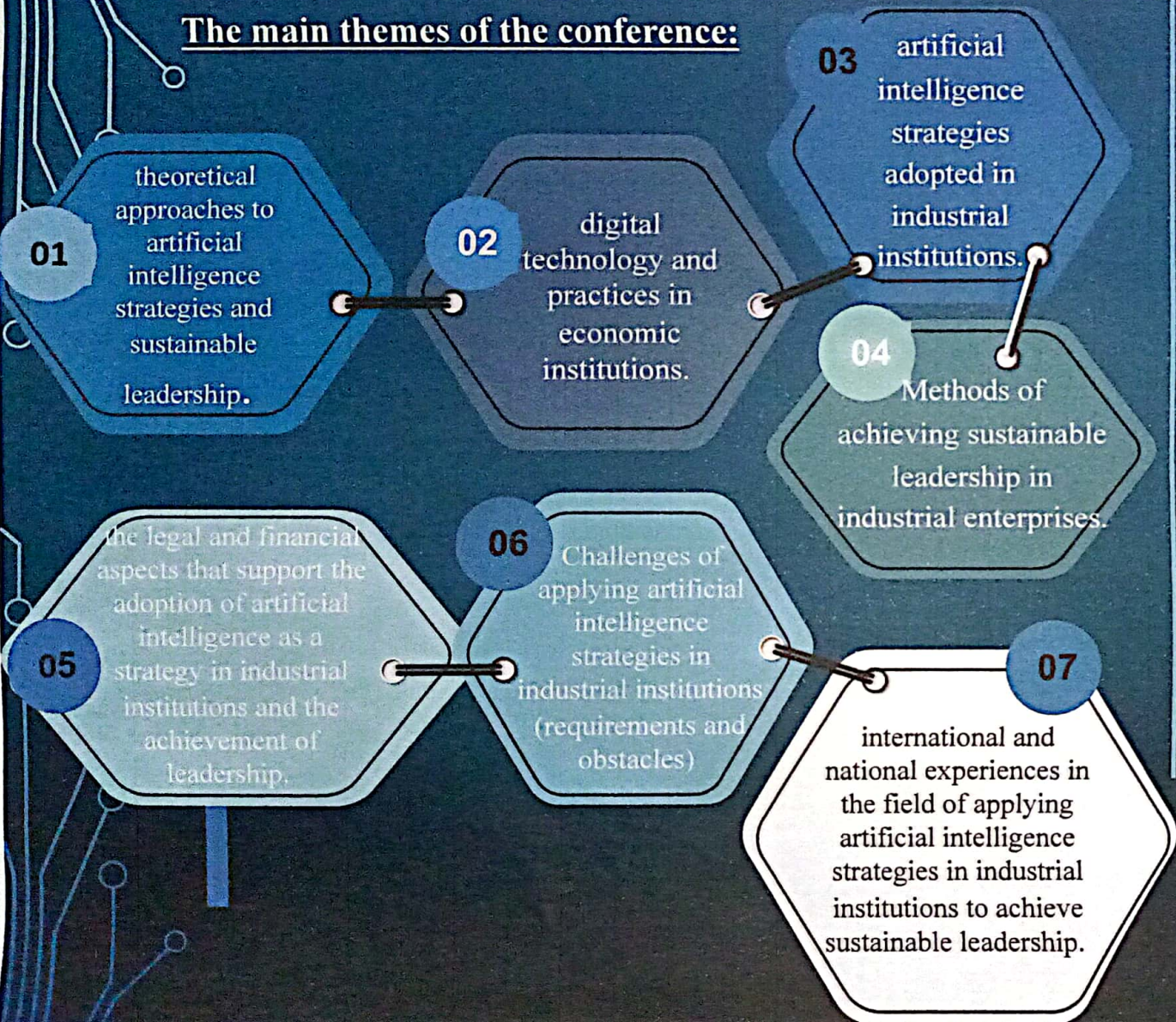
The problem of the forum:

It revolves around the following question:

**What are the strategies for artificial intelligence adopted in industrial institutions to achieve sustainable leadership?**



## The main themes of the conference:



## Forum objectives:

- Monitoring the most important strategies for artificial intelligence, and future transformations towards it;
- Showing the extent to which industrial establishments depend on strategic digital transactions, and suggesting digital applications that facilitate administrative work;
- Introducing artificial intelligence and sustainable leadership and highlighting their impact on the performance of industrial enterprises;
- Understand the elements that are essential to the successful implementation of an AI strategy in organizations;
- Studying the ability of industrial enterprises to integrate digitization and modern electronics to achieve sustainable leadership;
- Shedding light on international and foreign experiences on the trend towards adopting artificial intelligence strategies in industrial institutions and reaching sustainable leadership.

## Targeted and Stakeholders:

01

Experts in the field of artificial intelligence.

02

Professors and researchers from different countries of the world

03

- relevant ministries and directorates;
- Algerian industrial enterprises;
- Entrepreneurs and startups;
- industrial investors;



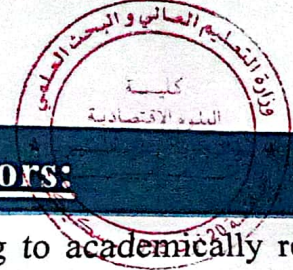
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Skikda i- Tech Club



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## Instruction to authors:

- The intervention is written according to academically recognized scientific principles;
- That the topic falls within one of the themes of the forum;
- The intervention should not have been published, participated in, or accepted in another forum or academic day, or submitted for publication in scientific journals;
- The number of participants should not exceed two researchers, and priority is given to individual and field participation;
- The intervention should be written in the clear and correct language.

Entries are accepted in Arabic, French and English.

- The intervention should be written in word format and in Simplified Arabic font for Arabic interventions, size 14, and in Times New Roman font for foreign interventions, size 12;
- Marginalization is in the APA way;
- The references are written at the end of the intervention page;
- The first page of the intervention includes the researcher's information specified in the participation form, with the abstract written in Arabic and a foreign language;
- The abstract in Arabic and foreign languages, accompanied by keywords, and the JEL classification;
- Poster science prepared by doctoral students or master's students is accepted as well.
- The intervention pages shall not be less than 10 pages and not more than 20.

Deadline for submitting the research:  
August 31, 2023

Reply to the final acceptance of the submission:  
September 20, 2023

International Forum Days:  
24-25 October 2023

### important dates

#### Template link:

<https://docs.google.com/document/d/1WuLupLpfdiU-S29HKFukEwVBgO7TfM2I/edit>



***The best interventions are published in a special issue of the Journal of the Economic Researcher, issued by the University of August 20, 1955 in Skikda - Algeria - a national refereed journal, classified C.***

***All interventions are published in the book of the International Conference with the international standard number:***

***ISBN: 978-9931-9691-5-0***

**Submit:**

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**Email:**

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**Whatsapp: +213797126794**

**International meeting place:**

attendance:

University of August 20, 1955 Skikda - Algeria -  
Faculty of Economic, Commercial and Management  
Sciences

Virtual: Google Meet platform

**Participation form:**

Name and first name .....

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Theme: .....

language: .....

key words: .....