



Oran Graduate School of Economics
LAREEM and LAMAPE research laboratories

**INTERNATIONAL
SCIENTIFIC
DAYS**
FIRST EDITION

**ECONOMIC INTELLIGENCE IN THE LIGHT OF
ARTIFICIAL INTELLIGENCE : STAKES FOR
COMPETITIVENESS ?**



9, 10 & 11 december 2023



Oran Graduate School of Economics

In a situation of economic globalization, where innovation and technological development are only increasing the interdependence of nations, which, combined with current crises (epidemics, climate issues, war, etc.), raises the question of the sovereignty of countries, particularly in certain sectors of their economies (agro-industry, health, energy and security, etc.), and leads us to question the redefinition of the issue of development within the framework of renewed global governance.

It is in this context of global economic instability that the Graduate School of Economics in Oran (Algeria), committed to its principles of offering its students the highest possible quality of training and encouraging reflection on economic and social topics of fundamental interest to our society, is proposing to organize an international conference on the theme of « **Economic intelligence in the light of the development of artificial intelligence** ».

At a time when economic intelligence is still in its infancy in developing countries, and absent from university training programs, the organization of a scientific event on the theme of economic intelligence and artificial intelligence aims to mobilize the academic and professional communities and public authorities to play a role in developing the culture and practice of economic intelligence (EI) in our country. Implementing EI is essential for optimizing decision-making processes, improving organizational and operational efficiency, and stimulating business growth, competitiveness and, ultimately, economic performance at national level.

The advent of Big Data and Artificial Intelligence (AI) in 2023 is already impacting all spheres of contemporary societies. EI as a discipline, particularly from a managerial perspective, is no exception to the rule ; «AI, with its ability to process mass data in record time, could be one of the future tools of choice for the intelligence gatherer, the analyst, the influential communicator or the Business Intelligence (BI) specialist ». AI will profoundly change business models, and all sectors and industries, including the smallest companies, will be impacted by this transformation. And on a national scale, the combination of EI and AI is considered a lever for economic growth and power, knowing that it is the companies that are at the heart of economic action, and that globalization is largely the result of corporate management decisions.

As a major event, the colloquium will focus above all on two key aspects of EI practice : firstly, the definition and implementation of EI policy within the State, and secondly, the creation of suitable conditions for the exercise of the EI function by companies, in the same way as other managerial functions.

The focus of the colloquium will therefore be on the relationship between EI and AI. EI will focus on analyzing historical data to provide informations on performances and help make informed decisions based on trends and models. This involves data warehousing, data mining and data visualization tools to support decision-making processes. Whereas AI enhances EI by providing real-time informations about data, identifying models that may not be immediately apparent in historical data, thus enabling automated decision-making processes. EI in turn can also provide valuable informations in AI models by identifying important variables for learning and testing.

In fact, EI and AI play complementary roles in data analysis and decision-making, one of the aims of these days will be to ensure that organizations can benefit from using both to gain a more complete understanding of their data.

As part of this scientific event, research about EI and AI for competitiveness will be privileged in the healthcare, finance, energy and tourism sectors. Not forgetting that the use of AI raises ethical and legal issues that need to be addressed in a responsible manner.

In the light of these elements, the objective of these scientific days will be to enable academicians, researchers, professionals and experts to identify the stakes involved in EI and AI, but also to propose a scientific approach for rooting an EI and AI process in the strategic plans of the institutional framework and socio-economic entities.

- 1 The importance of economic intelligence (EI) for government management performance ;
- 2 Impacts of AI and EI implementation strategies on companies' competitiveness ;
- 3 Ethical and legal stakes of AI and EI, particularly in terms of data security ;
- 4 Use of AI and machine learning in EI to improve the quality and speed of decisions ;
- 5 Cloud computing and EI : opportunities and challenges ;
- 6 Exploitation of Big Data : a lever for companies' competitive advantage ;
- 7 Acquisition of EI and AI skills for SMEs ;
- 8 Prerequisites for the implementation of economic intelligence systems (EIS) : lessons learned from case studies of companies operating in the energy, health, finance and tourism sectors.

**Khalissa
SEMAOUNE**

**Abderrahmane
LELLOU**

**Abderrahmane
BENARIBA**

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BENGHALEM Abdelhadi , Assistant Professor, ESE Oran	Member
BENSLIMANE Amine , Doctor, Oran 2 University	Member
EL MAHI Cherifa , Associate Professor, ESE Oran	Member
MAHMOUDI Hachemi , Associate Professor, ESE Oran	Member
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ABDELMALEK Amine , Professor & Rector of Oran 1 University (Algeria)	Member
AINA Ahmed , CEO of CONSERTA Consulting (Canada)	Member
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CHAIBI Azzedine Rabia , Director SONATRACH Management Academy (Algeria)	Member
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ZLATINOV Dimitar , Professor & Vice-Dean for Academic Affairs at the Faculty of Economics and Business Administration, Sofia University St. Kliment Ohridski (Bulgaria)	Member

POTENTIAL PARTNERS

SONATRACH

SOMIZ

HASNAOUI Group

CEMA

SOPHAL

MAGHREB EMBALLAGE

Algérie Télécom

Mobilis



VALORIZATION OF WORKS

- **Publications** : submission of works as scientific articles to the journal « *Algerian journal of economics and management* » ;
- **Conference proceeding** : Publication of proceedings of the international study days ;
- Recording presentations and/or create short videos highlighting key works from the study days and sharing these videos on social networks and on the school's youtube channel ;
- Contacting local or specialized media to promote the works presented during the study days.

CALENDAR

- **Launch of the call for papers** : August 02, 2023 ;
- **Deadline for submitting the abstracts** : October 08, 2023 ;
- **Deadline for receipt of communications** : October 29, 2023 ;
- **Dates of the study days** : December 9-10 & 11, 2023

COMMUNICATIONS

Languages of communication : arabic, english and french.

Submission guidelines : for each communication proposal, the text should include

- The personal informations and institutional affiliation of the author(s) ;
- The title of the communication ;
- An abstract of maximum 400 words in pdf format with jel codes and 5 keywords ;
- The text should be typed in word format using times new roman font, size 12, single spacing ;
- Registration in one of the proposed axes should be mentioned ;
- Participants must register by filling in the form available at : <https://forms.gle/GEaDg1CYCYzH9RJs8>

or via the following QR code:



VENUE OF THE STUDY DAYS

The three study days will be held at the Oran Graduate School of Economics.

Address : Bp 65 Ch2 Achaba Hnifi, Technopole USTO, 31000 Bir El Djir, Oran

USEFUL LINKS

✉ **Adress for the submission of communications** :

ieia.eso@gmail.com

🌐 **Website** : www.eso-oran.dz/

🌐 **LinkedIn** : www.linkedin.com/in/école-supérieure-d-economie-d-oran-507ab6175/

📘 **Facebook** : www.facebook.com/eseOran31/

📺 **Youtube channel** :

www.youtube.com/channel/UCKOkdrETBvmPa8P3n9o98fA