

**Ministry of Higher Education and Scientific Research
Higher School of Commercial Studies EHEC
The MARKETIC laboratory, EHEC, Algiers
In partnership with the National Agency for the promotion of Research and
Technological Development Results ANVREDET**



Organize

**The first edition of the INTERNATIONAL
CONFERENCE ON MARKETING
MANAGEMENT (COLI'MM) in Hybrid mode**



CALL FOR PAPERS

Theme

**Rethinking Marketing Management
practices in the digital era: Challenges
and Issues**

25-26 June 2022

Argument

The frantic progress in the field of Information and Communication Technologies has, to varying degrees, an impact on socio-economic development and on industries. To this end, it should be remembered that the bulk of progress lies in «Internet» technology in the broad sense, in its spreading, and especially in consumer practices (Roman & Tchibozo, 2017). That being said, the digital age is encouraging, consumers to change their consumption mode, on the one hand, and on the other, companies to review their strategies, their Business Models as well as their traditional marketing and managerial tools. With the advent of Big Data, the term digital has opened up all possible fields of creativity and imagination (Marrone & Gallic, 2018). According to these authors, it is the man who digitalizes himself not the company. Therefore, it is up to the company to adapt.

In fact, digital has come along and arrived unexpectedly in the business world. In the space of a few years, it has established itself there and spread throughout all the cogs of societies and economies. As such, Internet is used worldwide, by more than (4,88) Billion people¹, that is a penetration rate of (61,8%). Until October of 2021, we counted (67,8%) unique users of mobile connections and (57,6%) users of Social Media (Facebook, Twitter, Instagram, LinkedIn, etc.)². Also, it be remembered that the number of Internet users continues to increase; and the use of connected objects and Social Media, increase even more the number of Internet users.

The spectacular breakthrough of connected equipment (Smart TV, Smartphones, laptops, smartwatches, etc.), applications (WhatsApp, Viber, Zoom, Google Meet, Skype, Snapchat, etc.), and social networks (Instagram, Facebook, Twitter, LinkedIn, etc.), as well as exposure to an armada of instant information sources, has literally changed the consumer behavior. This whole arsenal gives the consumer certain characters: he becomes more aware, more warned, multi-faithful, ambivalent, multi-channel, ubiquitous, (Badot & Lemoine, 2013), A.T.A.W.A.D.A.C³, Cyber-consumer (Decaudin & Digout, 2011), and BIOPRAU⁴ (Latour, 2017)⁵.

Consequently, the various technological advances, in particular in computing and telecommunications, have revolutionized the way companies deliver value to their customers (Armstrong & Kotler, 2007), and simultaneously revolutionized demand and supply (Lejealle & Delecolle, 2017). The brand oligarchy, for example, no longer exists; the fact that a brand (of a product/service), a sign or a territory have a high level of notoriety does not itself guarantee its survival. For Godin (2011), the increase in product quality has made brand choice unimportant. Moreover, the integration of digital strategies, mirroring the regression of the real world economy in 2020 caused by the pandemic crisis of COVID-19, is inevitable.

Traditional methods (operating through mass media: TV, radio, traditional public relations, billboard, etc.) to target potential consumers (individuals, organizations, state institutions, investors, etc.) are gradually becoming obsolete. However, managerial marketing approaches are constantly undergoing changes because companies must not only adapt to the environment and satisfy consumers, but also sacralize them.

¹ Hootsuite (2021), Digital 2021, Global Digital YearBook, Digital 2021, October Global Stratshot, Digital Around The World, <https://datareportal.com> (Accessed on 16/12/2021).

² These are statistics as of October 2021. On that date, the total population was estimated at 7,8 billion.

³ This is an acronym suggested by the consultant Xavier Dalloz (2002) for *This is an acronym suggested by the consultant Xavier Dalloz (2002) for Any Time, Any Where, Any Device.and Any Content.*

⁴ It is a french acronym (Bavard, Impatient, Omniscient, Partageur, Responsable, Autonome et unique) wich means (Talkative, Impatient, Omniscient, Sharer, Responsible, Autonomous, Unique).

⁵ N. Latour in J. Sebillle, Le digital au service des consommateurs BIOPRAU, <https://leatherfashiondesign.fr/digital-consommateurs-bioprau/> (Accessed on 15/03/2020).

Moreover, it is a major challenge to which States and companies are confronted in developed and emerging countries, especially in African countries. The inclusion of digital in the culture of the latter's companies is still lacking. Nevertheless, in spite of the existing disparities, in terms of degree of technological and economic development, between the continents, Africa has enormous potentialities emanating from the new technologies, being able to allow it to position itself on a planetary scale and thus sees itself drawn a new way of approaching the marketing and managerial problems.

Digital is already everywhere we go. It remains an arsenal that can guide a Nation/company towards a relational vision and not just transactional. Nevertheless, digitalization has acquired a power that has raised many controversies (Stolterman & Fors, 2004; Westerman & al., 2011; Bounfour, 2016).

In this movement, we call for papers, to reveal the transformations in markets, economies, behaviors (BtoC or BtoB), and in marketing management techniques related to the digital world.

The key problematic is to wonder the way in which digital technology has penetrated in the four corners of the world and in all fields, to understand the repercussions and the transformations caused on economies, markets, organizations (lucrative or not) and companies, and identify the various challenges and related issues.

Our ambition is, among other things, to try to provide answers to the following questions: Why is it so important for institutions (lucrative or not) to question themselves and thus integrate digital culture? What are the major challenges facing them? What reconciliation between human and digital at the level of organizations? What are the current and future challenges of digitalization? Finally, what are the salient ingredients of a successful digital transformation?

Objectives of the first edition of COLI'MM

Regarding the technological progress, particularly in Information and Communication Technology, this event is intended to be multidisciplinary in order to have a cross-look at the phenomenon of digitalization. It aims to gather and present as a priority the work corresponding to current studies concerning on the one hand, the evolution and specific characteristics of the behavior of companies, governments, local authorities, etc. (marketing management practices adopted or to be adopted). On the other hand, the evolution of consumer behavior (individuals, governments, companies, distributors, etc.) as well as the consumption phenomenon. Our conference will take the form of a hybrid event. We look forward to the new opportunities that this format will provide through participants from the scientific community. For a better valorization of the scientific research, the present event is aimed at teacher-researchers, academics, PhD students as well as professionals wishing to present their work and research perspectives.

The following topics can constitute potential research tracks:

- Topic 1:** Literature review, meta-analyzes (descriptive/critical) and research perspectives related to the evolution and implementation of digital practices;
- Topic 2:** Artificial Intelligence (augmented reality, chatbots, machine learning, deep learning, IOT, gaming, etc.) and its applications in the fields of marketing management;
- Topic 3:** Digital solutions in education, training and teaching;
- Topic 4:** Measuring the effectiveness of digital strategies;
- Topic 5:** The use of digital and the improvement of the customer experience;
- Topic 6:** Digital transformation, organization, staff and collaborators;
- Topic 7:** Economy, development of the economic growth, value creation and digital;

For more information, please contact us!

Phone number: +213540054183 /E-mails: fahima.boumedda@univ-bejaia.dz
colimm22@gmail.com

- ✚ **Topic 8:** Government and local authorities facing digital: between realities and perspectives;
- ✚ **Topic 9:** Perceptions and reactions of market actors (companies, local authorities, consumers, influencers, etc.) in this period of health crisis linked to the COVID-19 pandemic;
- ✚ **Topic 10:** Digital and sustainable development in all its forms (ecotourism, agritourism, terroir products, etc.);
- ✚ **Topic 11:** Marketing and management: traditional tools vs. digital tools;
- ✚ **Topic 12:** Legal and normative issues related to digitalization;
- ✚ **Topic 13:** Entrepreneurship, startups and digital.

Key Note Speakers

- ✓ **M. Yazid AGDAL** (General manager of IT SYNERGIE, Oracle Databases, Freelance consultant and chairman of the commission Integrators and Software Publishers GAAN, Algeria) Consultant Freelance et président de la commission intégrateurs et éditeurs de logiciels GAAN, Algeria).
- ✓ **M. Yazid BENMOUHOUB** (General director of the Algiers stock exchange)
- ✓ **M. Sofiane BOUMEDDA** (Serial entrepreneur and president of NIITCOMM, France).
- ✓ **Pr. Joël BREE** (Professor at Caen university Normandy, ESSCA, School of Management, and author of several books in the field of consumption, France).
- ✓ **Dr. Foued CHERIET** (Lecturer HDR at SupAgro, Montpellier, and author of the book Wine Management-Marketing, France).
- ✓ **Dr. Jean-Eric PELET** (Associate professor at SKEMA Business School, and author of books on digital, France).
- ✓ **M. Brahim SAIL** (Chief Executive Officer of IMMAR Maghreb, Algeria).
- ✓ **Dr. Gabriel SZAPIRO** (Chief Executive Officer of Marketing Agency Butterfly, and author of books on Inbound Marketing, France).

Honorary president

- ❖ **Dr. Amel KASMI-BICHA** (EHEC director, Algeria)

President of the conference COLLI'MM 2022

- ❖ **Dr. Fahima BOUMEDDA-TIAB** (Bejaia University, MARKETIC Laboratory, EHEC, Algeria)

Conference scientific committee

Scientific committee president

- ❖ **Pr. Ali HAMMOUTENE** (EHEC, Algeria)

Members

- Pr. Laadjal ADALA (Mostaganem university, Algeria)
- Pr. Boualem ALIOUAT (Côte d'Azur university, France)
- Pr. Farid ALLAOUAT (EHEC, Algeria)
- Pr. Rachid ALLIOUCHE (EHEC, Algeria)
- Pr. Benaissa ANNABI (ESC, Algeria)
- Pr. Abdelaziz BAHOUSSA (Mohammed V university Rabat, Morocco)
- Pr. Djamila BARR-BOUYOUCHEF (EHEC, Algeria)
- Pr. Farès BOUBAKOUR (EHEC, Algeria)

For more information, please contact us!

Phone number: +213540054183 /E-mails: fahima.boumedda@univ-bejaia.dz
colimm22@gmail.com

- Pr. Joel BREE (Caen Normandie university, ESSCA, School of Management, France)
- Pr. Mohand CHITTI (Bejaia university, Algeria)
- Pr. Mbaye Fall DIALLO (IAE Lille Business School, France)
- Pr. Jacques DIGOUT (Toulouse Business School TBS, France)
- Pr. Hassiba DJEMAA (EHEC, Algeria)
- Pr. Abderrezak GHARBI (Tunis El Manar university, Tunisia)
- Pr. Widad GUECHTOULI (EHEC, Algeria)
- Pr. Taieb HAFSI (HEC, Montreal, Canada)
- Pr. Mohamed Saber HASSAINAT (Mohamed V university Rabat, Morocco)
- Pr Amor LALAOUI (ESC, Algeria)
- Pr. Bahia LARADI (EHEC, Algeria)
- Pr. Amina LEGHIMA-AISSAT (Mouloud Mammeri university of Tizi-Ouzou, Algeria)
- Pr. Abdenour NOURI (EHEC, Algeria)
- Pr. Iméne TRIGUI-TRABELSI (Sfax university, Tunisia)
- Pr. Victor TSAPI (Ngaoundéré university, Cameroon)
- Pr. Imad ZAIM (FSEG Nabeul, Tunisia)
- Dr. Ayoub ABBACI (ENPA, Algeria)
- Dr. Naser Abdel Raheem AL ALI (Law Institute of Russian University of Transport, Russia)
- Dr. Saja AHMAD ALBLIWI (King Abdelaziz university, Saudi Arabia)
- Dr. Lynda AMNACHE (Ouargla university, Algeria)
- Dr. Meriem AZAMOUM (Bejaia university, Algeria)
- Dr. Tarik AZKAK (Bejaia university, Algeria)
- Dr. Fella BEKHOUCHE-OUAHDI (EHEC, Algeria)
- Dr. Mohand Amokrane BELKACEMI (EHEC, Algeria)
- Dr. Abdennacer BENNACER (Bejaia university, Algeria)
- Dr. Bouchra BENNANI (FSJES Ain Sebaa-Casablanca, Morocco)
- Dr. Fadila BESSAI (Bejaia university, Algeria)
- Dr. Djaber BEZTOUH (Bejaia university, Algeria)
- Dr. Malek BOUDRIES (Bejaia university, Algeria)
- Dr. Mahdia BOULAHOUAT (Bejaia university, Algeria)
- Dr. Fahima BOUMEDDA-TIAB (Bejaia university, MARKETIC laboratory, EHEC, Algeria)
- Dr. Foued CHERIET (SupAgro Montpellier, France)
- Dr. Sadika CHEURFA (Bejaia university, Algeria)
- Dr. Nedjoud DEMMOUCHE-MOUNSI (EHEC, director of ANVREDET, Algeria)
- Dr. Nashaat EDWARD NASHED (Al-Obour High Institute for Management Informatics, Egypt)
- Dr. Keltoum ELBEZ (Bouira university, Algeria)
- Dr. Fatma-Zohra HADDAD (EHEC, Algeria)
- Dr. Imene HADDAD (EHEC, Algeria)
- Dr. Amine KANDI (EHEC, Algeria)
- Dr. Amel KASMI-BICHA (EHEC, Algeria)
- Dr. Soumiya LADJOUZI (ENSM, Algeria)
- Dr. Kamal LAKHRIF (Ibn Zohr university, Morocco)
- Dr. Yamina LASLA (Bejaia university, Algeria)
- Dr. Mohamed MADI (University of Algiers 3, Algeria)
- Dr. Karim MAHOUI (Bejaia university, Algeria)
- Dr. Mohamed MESLOUB (ENST, Algeria)

For more information, please contact us!

Phone number: +213540054183 /E-mails: fahima.boumedda@univ-bejaia.dz
colimm22@gmail.com

- Dr. Jean-Eric PELET (SKEMA Business School, France)
- Dr. Amal SAIDANI (EHEC, Algeria)
- Dr. Esmat SLMAN (BNS University, Egypt)
- Dr. Amina TOURABI (Ibn Zohr university, Morocco)

Organizing committee Co-chairs of the organizing committee

- ❖ **Pr. Widad GUECHTOULI** (Director of the MARKETIC laboratory, EHEC, Algeria)
- ❖ **Dr. Fahima BOUMEDDA-TIAB** (Bejaia university, MARKETIC laboratory EHEC, Algeria)

Members

- Mr. Mustapha BAKLI (Bejaia university, Algeria)
- Ms. Amina BENMAHROUCHE (EHEC, Algeria)
- Dr. Imene HADDAD (EHEC, Algeria)
- Ms. Lynda FADEL (EHEC, Algeria)
- Mr. Saadi FELFOUL (Bejaia university, Algeria)
- Dr. Khoudjia HOUHOU (EHEC, Algeria)
- Dr. Mohamed Amine Oussama KEBBOUR (EHEC, Algeria)
- Mr. Malek LOUNICI (EHEC, Algeria)
- Ms. Kahina MOUHOUS-MEKHLOUFI (Bejaia university, Algeria)
- Ms. Amira NOURI (EHEC, Algeria)
- Mr. Mohamed Amine OUARTI (EHEC, Algeria)
- Ms. Lilia ZENNADI (EHEC, Algeria)

Communication submission format

- ✚ The paper of the communication must not exceed 10 pages (excluding the title page and contact information for the author (s), bibliographical references and appendices);
- ✚ The paper to submit must present a successful research (conceptually, methodologically and/or empirically sound research);
- ✚ The papers can be written in English, in French or in Arabic;
- ✚ The paper must be written on Word, Times New Roman, 2,5 margins (Please, download *The template* on the Web site of the conference COLI'MM22).

Calendar

- ❖ **10th January 2022:** Opening date for online submissions.
- ❖ **20th April 2022:** Submission deadline of full papers (until 11:59 pm)
 - *Papers should be submitted simultaneously to the following addresses:*
fahima.boumedda@univ-bejaia.dz
Colimm22@gmail.com
- ❖ **30th April 2022:** Notification of the decisions to the authors.
- ❖ **15th May 2022:** Submission deadline for the final version of articles.
- ❖ **From 16th to 21st May 2022:** Registration period (The form will be available on the conference website).
- ❖ **30th May 2022:** Submission deadline of power point presentation (a template will be available on the conference website).
- ❖ **25th and 26th June 2022:** Unfolding of the COLI'MM in Hybrid mode

For more information, please contact us!

Phone number: +213540054183 /E-mails: fahima.boumedda@univ-bejaia.dz
colimm22@gmail.com

The best contributions in English will be double-blind evaluated for publication in a special issue of the EuroMed Journal of Management (edited by Pr. Jacques DIGOUT)

<https://www.inderscience.com/jhome.php?jcode=emjm>



Follow COLIMM news on the FB page by clicking on the link below or by scanning the QR code Follow COLIMM news on the dedicated FB page by clicking on the link below or by scanning the QR code opposite

<https://www.facebook.com/Colloque-International-sur-le-Marketing-Management-155294076316811/>



For more details, you can consult our site via the following link :For more details, you can consult our site via the following link: <https://sites.google.com/view/colimm22/accueil> or scan the QR code below:



WE LOOK FORWARD TO SEEING YOU!

For more information, please contact us!
Phone number: +213540054183 /E-mails: fahima.boumedda@univ-bejaia.dz
colimm22@gmail.com