People's Democratic Republic of Algeria
Ministry of Higher Education and Scientific Research
M'Hamed Bougara University – Boumerdes
Faculty of Economic, Commercial and Management Sciences

LABO.AEAHH UMBB

Organized by

Research Laboratory: Future of the Algerian Economy Beyond Hydrocarbons (AEAHH)

• National Conference · On-site and Online

The Role of the Transition to Digital Marketing in Improving the Performance of Algerian Institutions in the Era of the Artificial Intelligence Revolution

Between

Available Opportunities

and

Regulatory Constraints

06 On **January 2027**

Preamble

The contemporary world is witnessing unprecedented transformations in business models and organizational management, driven by the convergence of **digital transformation and artificial intelligence**, which together act as a strategic lever for reshaping marketing practices and models. As organizations navigate the Fourth Industrial and Information Revolution, understanding, adapting to and benefiting from these forces has become an urgent necessity.

Accordingly, the **transition to digital marketing** has become an indispensable strategic choice for improving organizational performance and enhancing sustainable competitiveness, whether in terms of market access, understanding consumer behavior, improving customer experience or increasing operational efficiency.

The transition to digital marketing goes beyond adopting technological tools; it is a comprehensive rethinking of how organizations create, deliver and communicate value. With artificial intelligence, these possibilities have multiplied, enabling unprecedented levels of personalization, predictive analytics and marketing efficiency. For Algerian institutions, this transformation offers **promising opportunities** linked to growing digital infrastructures, digital platforms and AI tools for data analysis and decision-making. However, these opportunities face **regulatory constraints**, legal challenges and professional gaps, calling for a scientific approach that reconciles available capabilities with regulatory requirements.

Accordingly, this national conference brings together researchers and practitioners to discuss the relationship between AI-driven digital transformation and organizational performance, examining its theoretical and applied dimensions, exploring development prospects within the national regulatory environment, and presenting the experiences of global institutions.

Conference Problem Statement

In light of rapid digital transformations and the AI revolution, the core issue of this conference lies in the tension between the transformative promise of AI-supported digital marketing and the practical realities of organizations. Algerian institutions show a **clear gap** between available digital capabilities (infrastructure, advanced technologies, growing use of AI) and their actual use in improving marketing and organizational performance. This challenge is compounded by regulatory and legal constraints related to e-commerce, digital consumer protection and AI ethics. Hence the central question:

?

To what extent can the transition to digital marketing supported by artificial intelligence technologies enhance the performance of Algerian institutions, and what are the critical opportunities and constraints mediating this relationship?

Preparatory Committee

Honorary President · University Rector
Prof. Abdelbaki Nour Eddine

General Supervisor · Dean of the Faculty
Prof. Derbane Ahmed

General Coordinator
Prof. Yahiaoui Nacira

President of the National Conference
Prof. Drouazi Yasmine

Secretary General
Prof. Bouchneb Moussa

Chairman of the Scientific Committee
Dr. Lahouari Said

Chairman of the Organizing Committee
Dr. Rezzak Mohamed

Conference Axes

1. **Axis One** **Digital transformation theories and their applications in the marketing context.**
2. **Axis Two** **The role of consultancy expertise in supporting organizations in the transition to digital marketing.**
3. **Axis Three** **The evolution of consumer behavior in an AI-supported digital environment.**
4. **Axis Four** **AI technologies and marketing innovation:**
   - AI-powered marketing campaign creation
   - Predictive analytics and customer lifetime value optimization
   - Computer vision and visual commerce applications
   - AI-powered customer relationship management systems
5. **Axis Five** **Digital marketing transformation strategies and change management: leadership and governance frameworks for AI-supported marketing.**
6. **Axis Six** **The impact of the transition to digital marketing on organizational performance:**
   - Measuring digital marketing performance
   - Measuring brand value in digital contexts
   - Cross-functional impact on organizational capabilities
7. **Axis Seven** **Emerging technologies and future trends in intelligent digital marketing: the metaverse, blockchain, the Internet of Things, ambient marketing, etc.**
8. **Axis Eight** **Ethical, legal and social implications and practical constraints of intelligent digital marketing.**
9. **Axis Nine** **Presentation of leading local and international institutional experiences in intelligent digital marketing.**

Digital Marketing | Artificial Intelligence | Organizational Performance

Conference Objectives

The conference aims to achieve several objectives, most notably:

- Deepening scientific understanding of the transition to digital marketing in light of the rapid evolution of artificial intelligence technologies.
- Highlighting the importance of AI tools and techniques in improving marketing and organizational performance, particularly in data analysis, understanding consumer behavior, personalizing offers and supporting decision-making, thereby enhancing the competitiveness of Algerian institutions.
- Diagnosing the reality of the transition to digital marketing in Algerian institutions by analyzing field experiences, identifying strengths and weaknesses, and highlighting sectoral disparities and the technical, human and organizational challenges of the transformation.
- Assessing the impact of AI-supported digital marketing on organizational performance indicators, both financial and non-financial.
- Analyzing the regulatory and legal constraints limiting the adoption of digital marketing and artificial intelligence, particularly data protection, ethical use and the governance of digital activities within the Algerian legislative environment.
- Exploring future prospects for intelligent digital marketing in Algeria through practical recommendations for policymakers and managers.

Invited Participants

Participation in the conference is open to:

- **Academics and researchers interested in digital transformation**
- **Professionals and experts Consultants in the field**

Submission Guidelines

Papers must align with one of the conference axes.
Papers must follow recognized scientific research methodology.
Papers are accepted in Arabic, French and English.
Papers in Arabic: **Traditional Arabic** font, size 14; papers in foreign languages: **Times New Roman**, size 12; not exceeding 15 pages, including references and appendices.

Download the paper template

drive.google.com/drive/folders/1ypHqT-KwgFR7cXf3JO_j2QS6RtcTMbSg

Submit your paper

forms.gle/KrHD1R95weVEenPt5

✓ Authors must declare that their paper has not been previously published or submitted elsewhere.

Important Dates

23 December 2026
Full paper submission deadline
Full papers must be submitted before this date

06 January 2027
National Conference
On-site and online