

- ✦ The evolution of consumer behavior in an artificial intelligence-supported digital environment.
- ✦ Digital marketing transformation strategies and change of management: leadership frameworks and governance of artificial intelligence-supported marketing.
- ✦ The impact of digital marketing transformation on organizational performance
- ✦ Ethical, legal, social implications and practical constraints of intelligent digital marketing.
- ✦ Presentation of leading local and international institutional experiences in intelligent digital marketing.

Conference Objectives

The conference aims to achieve several objectives, most notably:

- ✦ Deepening scientific understanding of the concept of digital marketing transformation in light of the rapid evolution of artificial intelligence technologies.
- ✦ Highlighting the importance of artificial intelligence tools and techniques in improving marketing and organizational performance, particularly in relation to data analysis, consumer behavior understanding, offer personalization, and decision support, thereby enhancing the competitive capacity of Algerian institutions.
- ✦ Diagnosing the reality of digital marketing transformation within Algerian institutions by analyzing field experiences and identifying strengths and weaknesses, while highlighting sectoral disparities and technical, human, and organizational challenges associated with the transformation process.
- ✦ Analyzing regulatory and legal constraints limiting the adoption of digital marketing and artificial intelligence, particularly with regard to data protection, ethical usage, and governance of digital activities within the Algerian legislative environment.
- ✦ Exploring future prospects for the development of intelligent digital marketing in Algeria through the formulation of practical recommendations directed at policymakers and organizational managers.

Invited Participants

Participation in the conference activities is open to: Academics and researchers interested in digital transformation issues.

Professionals and consultancy experts in the field.

Organizing Committee

- Honorary President of the Conference: University Rector, Prof. Abdelbaki Nour Eddine

widespread diffusion of digital platforms, and the increasing use of artificial intelligence tools in data analysis and marketing decision-making.

Accordingly, this national scientific conference aims to bring together researchers and practitioners to engage in an in-depth intellectual discussion on the multifaceted relationship between artificial intelligence-driven digital transformation and organizational performance. This will be achieved through the examination of theoretical and applied dimensions, the exploration of future development prospects within the national regulatory environment, and the presentation of experiences from global institutions, with an assessment of the potential for benefiting from such experiences.

Conference Problem Statement

In the light of rapid digital transformations and the artificial intelligence revolution, the core issue of this scientific conference emerges from the existing tension between the transformative promise of digital marketing supported by artificial intelligence technologies and the practical implementation realities within organizations. The current situation of Algerian institutions reveals a clear gap between available digital capabilities particularly in terms of infrastructure, advanced technologies, and the growing use of artificial intelligence—and the actual level of their effective utilization in improving marketing and organizational performance. This challenge is further compounded by regulatory and legal constraints related to e-commerce, digital consumer protection, and the ethics of artificial intelligence usage.

Based on the above, the following central research question may be formulated:

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?

Conference Axes

- ✦ Digital transformation theories and their applications in the marketing context.
- ✦ The role of consultancy expertise in supporting organizations during the transition to digital marketing.



Preamble

The contemporary world is currently witnessing unprecedent and profound transformations in business models and organizational management practices. These transformations are characterized by the convergence of digital transformation technologies and artificial intelligence, which together act as a strategic lever for reshaping marketing practices and models. As organizations navigate the complexities of the Fourth Industrial and Information Revolution, the need to understand, adapt to, and benefit from these transformative forces has become increasingly urgent.

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 the mere adoption of technological tools; rather, it represents a comprehensive rethinking of how organizations create, deliver, and communicate value within evolving consumer systems. With the emergence of artificial intelligence, these possibilities have multiplied, enabling unprecedented levels of personalization, predictive analytics, and marketing efficiency. For Algerian institutions, this transformation presents promising opportunities linked to the availability of growing digital infrastructures, the



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

Important Dates:

Full paper submission deadline: October 30, 2026

- General Supervisor: Dean of the Faculty, Prof. Dérbane 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. Rezzag Mohamed

Submission Guidelines

- Submitted papers must align with one of the conference axes.
- Papers must follow recognized scientific research methodology.
- Submissions are accepted in Arabic, French, and English.
- Papers written in Arabic must use Traditional Arabic font,
- size 14, while papers in foreign languages must use Times New Roman, size 12, and must not exceed 15 pages, including references and appendices.

The conference paper template can be downloaded via the following link: (scan link)

https://drive.google.com/drive/folders/1ypHgT-KwgFR7cXf3JO_j2QS6RtcTMbSg?usp=drive_link



Papers must be submitted via the following link:

<https://forms.gle/KrHD1R95weVEenPt5>

