

Contracting Assistance in the Era of Digital Transformation in Algeria.

RAMDANI Kamel ^{1*}, GUETIB Abdelkader ²


¹Phd student, (University of Ghardaia, Administrative Development Laboratory For the advancement of Economic Institution.) (ALGERIA)

✉ ramdani.kamel@univ-ghardaia.dz

 <http://orcid.org/0000-0002-0334-6459>

²Associate professor(B), (University of Ghardaia, Administrative Development Laboratory For the advancement of Economic Institution.) (ALGERIA)

✉ guetib.abdelkader@univ-ghardaia.dz

 <http://orcid.org/0009-0002-5784-2287>

Received:28/12/2023

Accepted: 24/01/2024

Published: 26/02/2024

* *Corresponding Author*

Citation: Ramdani K ,& Guetib A , (2024)Contracting Assistance in the Era of Digital Transformation in Algeria. *Dirassat Journal Economic Issue*, 15(1). p.103-118

<https://doi.org/10.34118/djei.v15i1.3712>



This work is an open access article, licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License](https://creativecommons.org/licenses/by-nc/4.0/).

Abstract

This research aims to present the concept of contracting assistance and its essential services. It also explores the concept of digital transformation and outlines its key requirements. The research seeks to assess the reality of contracting assistance in the context of digital transformation in Algeria, relying on indicators of the Arab digital economy. It investigates the mechanisms used to implement contracting assistance by initiating digitization as a preliminary step. Finally, the paper sheds light on some features of digital transformation in the application of contracting assistance through digital platforms and websites. Ultimately, it concludes with a set of important suggestions to contribute to the enhancement of digital transformation, particularly in the field of entrepreneurship.

Keywords: Contracting Assistance; Digital Transformation; Digitization.

JEL classification codes: L26; O39.

المرافقة المقاولاتية في ظل التحول الرقمي بالجزائر

¹رمضاني كمال*، ²قطيب عبد القادر

¹ طالب دكتوراه، (جامعة غرداية، مخبر التنمية الإدارية للإرتقاء بالمؤسسات الإقتصادية)،(الجزائر)

✉ ramdani.kamel@univ-ghardaia.dz

<http://orcid.org/0000-0002-0334-6459> 

² استاذ محاضر ب، (جامعة غرداية، مخبر التنمية الإدارية للإرتقاء بالمؤسسات الإقتصادية)،(الجزائر)

✉ guetib.abdelkader@univ-ghardaia.dz

<http://orcid.org/0009-0002-5784-2287> 

الملخص:

استلم في: 2023/12/28

قبل في: 2024/01/24

نشر في: 2024/01/26

* المؤلف المرسل

تهدف الورقة البحثية إلى تقديم مفهوم المرافقة المقاولاتية وأهم خدماتها، كما تم التطرق لمفهوم التحول الرقمي وذكر أهم متطلباته. تسعى الورقة البحثية إلى تشخيص واقع المرافقة المقاولاتية في ظل التحول الرقمي بالجزائر، وذلك بالاعتماد على مؤشرات الاقتصاد الرقمي العربي. ومعرفة أهم الآليات المستخدمة لتطبيق المرافقة المقاولاتية من خلال تفعيل الرقمنة كخطوة مبدئية. وفي الأخير تم تسليط الضوء على بعض ملامح التحول الرقمي في تطبيق المرافقة المقاولاتية من خلال المنصات الرقمية والمواقع الإلكترونية لتوصل في الأخير لوضع جملة من الاقتراحات المهمة التي تساعد في ترقية التحول الرقمي خصوصا في مجال ريادة الأعمال.

الكلمات المفتاحية: مرافقة مقاولاتية; تحول رقمي; رقمنة.

تصنيف JEL: O39;L26.

<https://doi.org/10.34118/djei.v15i1.3712>



هذا العمل مرخص بموجب [رخصة المشاع الإبداعي](#) نسب المصنف - غير تجاري 4.0 دولي.

Introduction

The world is witnessing significant interest in the topic of digital transformation, attributed to technological advancements in various fields. The environment has shifted from traditional to digital, relying on the internet and smart devices. The concept of electronic management has emerged, providing services to citizens anytime, anywhere, without tangible documents, thereby simplifying administrative procedures that used to be time-consuming, especially for project owners. Digital platforms have emerged as guides for providing various support services, outlining available financing options, loans, and available tax privileges. Users can also register, submit their applications, and make inquiries digitally. From this perspective, the study addresses the issue of understanding contracting assistance services, the requirements of digital transformation, and elucidates the key mechanisms for activating contracting assistance in the digital environment. In doing so, it seeks to address the following question:

- What is the current status of contracting assistance in the context of digital transformation in Algeria?

To address the research problem, the following questions are posed:

- What is the concept of contracting assistance, and what are its services?
- What is the concept of digital transformation, and what are its requirements?
- How is contracting assistance manifested in the digital environment?

To arrive at answers, the research is divided as follows:

- The nature of contracting assistance.
- The nature of digital transformation.
- The reality of contracting assistance in the era of digital transformation in Algeria.

Significance of the Study:

- Identifying the theoretical aspects of the concepts of contracting assistance and digital transformation.
- Clarifying the mechanisms for activating contracting assistance in the digital environment.
- Highlighting Algeria's position in accordance with indicators of the Arab digital economy.
- Understanding Algeria's efforts in the field of entrepreneurship under the umbrella of digital transformation.

1. Nature of Contracting Assistance

1.1 Concept of Contracting Assistance:

Contracting assistance is one of the important tools that contribute to the growth of enterprises. To understand its concept, let's first define "assistance": Assistance can be explained based on three actions: leading, directing, or guiding, and derived from three dimensions: the temporal dimension because assistance occurs over a specific period, the spatial dimension as assistance often takes the form of a support entity, and the external dimension, which refers to the external entity that could be the funding party. (Hazerchi, 2022, p. 292)

Now, let's highlight some key definitions of contracting assistance:

First, it is considered a dynamic process for the development and growth of business projects—especially small ones—that go through the establishment or initiation phase. The aim is to survive by

providing various financial, technical, and other necessary aids or assistance. (Boutora, Gramtia, & Alouafi, 2021, p. 65)

Second: "Enlisting structures, communications, and time to confront the multiple problems that hinder the enterprise, attempting to adapt it to the culture and personality of the founder." (Brahimi, 2022, p. 559)

From the above, contracting assistance is understood as a guidance and advisory process targeting small enterprises, seeking to provide continuous support to face potential challenges.

1.2 Contracting Assistance Services:

There is a variety of contracting assistance services provided by specialized entities, and among the most important services offered are as follows:

Reception and Assistance Services: These services involve information, awareness, and guidance through the assessment of the project, determining the needed services. (Manea & Boutora, 2021, p. 156)

Financial Support: These services facilitate obtaining financing for new investments and expansion investments. (Djelloul & Bilkabir Muhammad, 2023, p. 354) This includes capital formation, necessitating the provision of funds in the form of interest-free or low-interest loans, tax exemptions at the beginning of establishment, and assistance in the process of employing workers within the enterprise. (Kadari, Belqarbouz, & Malah, p. 7)

Logistic Support: Providing premises for the activities of small enterprises in available spaces and during limited time periods, along with various administrative services under cost-effective conditions. Additionally, some advice is offered. (Hazerchi & Ben ahmed, 2021, p. 382)

Training: Allows the development of skills and capacities in line with the nature of the work. Training is defined as organized and planned methods through which changes in the behavior, knowledge, and motivation of employees occur to enhance the alignment between their characteristics, capabilities, and job requirements. (Bouchair & Merzoug, 2020, p. 419)

Among the most important contracting assistance services are the reception and assistance of projects, providing possible financial facilities for the growth of enterprises, guiding them administratively and technically, and taking care of training to develop their skills and align them with the work environment.

1.3 Support and Accompaniment Entities:

Support and accompaniment entities are among the most important mechanisms for supporting entrepreneurial projects established by the government. They provide services and facilitations for the project from its inception to the realization on the ground. These entities contribute to establishing an entrepreneurial culture through reception, information, guidance, and financial support. (Tair & Saadoudi, 2023, p. 873)

Table. 01
Support and Accompaniment Entities

| The Institution | Definition: |
|---|---|
| National Agency for Youth Employment Support. | Established by Executive Decree No. 96-296 dated 08/09/1996, it aims to alleviate youth unemployment by encouraging them to establish small enterprises, supporting them, and accompanying them through various stages of project implementation. |
| National Unemployment Insurance Fund. | Established by Executive Decree No. 94-188 dated 06/07/1994, it contributes to connecting with financial institutions and the National Fund for the Promotion of Employment to develop and establish businesses for the benefit of the enrolled unemployed. |
| National Microcredit Management Agency. | Established by Executive Decree No. 04-14 dated 22/02/2004, it is a specialized body that provides support, consultation, and accompanies beneficiaries in implementing their activities, offering interest-free loans. |
| National Investment Management Agency. | Established by Executive Decree No. 01-03 dated 20/08/2001, it focuses on serving national and foreign investors and serves as the primary tool for introducing existing investment opportunities, promoting them, and attracting capital and foreign direct investments. |
| Business Incubators. | Created under the guiding law for the promotion of small and medium enterprises, these public institutions have an industrial and commercial nature, assisting and supporting small and medium enterprises. |
| Facilitation Centers. | Created under the guiding law for the promotion of small and medium enterprises, these public administrative institutions are responsible for establishing, guiding, supporting, and accompanying small and medium enterprises. |

Source: prepared by the researchers based on (Abdessemed & Chouchane, 2020, p. 62)

The aforementioned support and accompaniment entities are not the sole parties providing contracting assistance services; there are other entities, including:

- **Business Incubators:**

These are institutions dedicated to supporting entrepreneurs in creating, managing, developing, and growing new projects, offering them a suitable working environment for a specified duration based on the nature of the activity they operate within. (Balaltah, 2006, p. 15) Their objectives include embracing small and medium-sized enterprises, supporting scientific initiatives, and emerging projects lacking the necessary resources to start actual work. They aim to reduce the costs of starting activities, mitigate business risks associated with the early stages of project initiation, shorten the time required for project development, and enhance production. (Belaidi, 2017, p. 132)

- **Business Accelerators:**

Programs with a specific timeframe aimed at helping emerging entrepreneurial companies increase their chances of success in the early stages. They provide a range of services and guidance by a group of experts, connecting entrepreneurs with capital investors. (khallaf, 2021, p. 159) Business incubators and accelerators share the same goal of offering a comprehensive package of services to help entrepreneurs establish and grow their small innovative enterprises. The services provided by business incubators are similar to those offered by business accelerators, covering financial, marketing, administrative aspects, and more. The only difference lies in the duration of support, as

business incubators support entrepreneurs for a period ranging from one to two years, while accelerators support them for a period ranging from three to six months. (Harid, 2021, pp. 307- 308)

Additionally, support for enterprises by accelerators is typically in groups, not individually. Many accelerators are privately owned, while many incubators are publicly owned. (Ferdjallah, Damene, & Hamadi, 2021, p. 393)

- **Co-Working Spaces:**

Shared office environments where a diverse group of individuals operates, using them as their workspace or engaging in social interaction and collaboration. These spaces are typically operated and managed by external entities, such as entrepreneurs or private institutions, with monthly fees. (Benfadel & Bouzidi, 2020, p. 831) Their advantages include cost-effectiveness, flexibility, interaction with people, and the provision of training activities and workshops to experience the work environment. (Belguermi & Abadi, 2020, p. 395)

Co-Working Spaces have a set of characteristics, including (Ferdjallah, Damene, & Hamadi, 2021):

- **Creativity Space:** The design of the workspace stimulates creativity, impacting the performance of the enterprise.
- **Social Climate:** Social interaction provides inputs that aid innovation.
- **Recognizing and Exploiting Opportunities:** Utilizing acquired information to understand customer opinions and develop the enterprise.

2. Digital Transformation

It is a transitional phase where new technologies and modern technology are used in various fields and sectors.

2.1 Concept of Digital Transformation:

Thanks to the technological revolution, various transformations have occurred, with one of the most prominent being digital transformation across various fields. To highlight the concept of digital transformation, we refer to some important definitions:

- **Definition of Digital Transformation:**

Digital transformation is a complex phenomenon to manage, and it can be viewed from two perspectives: the first is organizational, meaning the transformation taking place within the enterprise, and the second is contextual, meaning the transformation in the environment. (Namouni, 2020, p. 563) It is a process aimed at improving an entity through significant changes in its characteristics using a set of new communication, computing, and information technologies to stay competitive in the internet age. (Rabehi & Kariche, 2020, p. 768) Digital transformation not only means transformation within the enterprise but also includes the external work environment. Hence, the concept of the digital environment emerged.

- **The Digital Environment and the Internet:**

The internet is one of the most important technologies used in our era, combining the two essential aspects of the information and communication revolution. The digital environment relies on the extent of citizens' access to the internet, providing an opportunity to shape a clear picture of the spread of various forms of digital activities. (Ghwal & Laadjal, 2018, p. 73) The digital environment is currently based on various concepts related to the field of information transmission and storage, such as the internet, CDs, and others. These media are characterized by their high speed in disseminating information. (Saci Hadeif, 2022, p. 245) The digital work environment is defined as an organization

where work relies on a system of computers, electronic communication stations, management systems for various work, activities, and operations, databases, and local and global information networks, including the internet. The latest technology is employed in the daily applications of work, whether partially or entirely. (Titila, Achouri, & Allalouche, 2019, p. 54) The digital work environment must have essential components: information in digital form, modern technologies for information and communication transmission, and the technical means used by the user to access information. (Sayed & Hotia, 2020, p. 18) To achieve an integrated digital environment, electronic management is adopted as a tool to expand the uses of modern technologies, helping to move towards digital transformation.

2.2 Concept of E-Government:

The concept of e-government has multiple definitions, with one of the most important being:

- **Definition of E-Government:**

In the public sector, e-government can be described as "a new vision of the concept of public administration in the information age. It enables all institutions, ministries, and public authorities to carry out their work, contracts, and provide the best services to the public by making optimal use of modern technology and communication means. This is achieved by employing available ethical, human, and material resources in the modern electronic field to optimize time, effort, and money for the public interest." (Moulai & Kada, 2021, p. 693) It also means eliminating paper transactions and replacing the traditional office with optimal electronic utilization of information technology, transforming public services into processed office procedures. (Garoud & Chine, 2023, p. 665) E-government accelerates work and contributes to the provision of services through the use of modern technologies and tools.

- **E-Government Characteristics:** (Benouhiba & Harizi, 2022, p. 1249)

E-government is characterized by the following features:

- Paperless Management: Relies on email and electronic archives.
- Placeless Management: Relies on electronic meetings and deals with virtual institutions.
- Timeless Management: Operates 24/7 without time constraints.

- **E-Government Aims:**

E-government seeks to achieve various goals, including: (Bouhantala, 2023, p. 326)

- Eliminating bureaucracy in transactions and facilitating procedures for individuals.
- Speed and accuracy in completing transactions with transparency and adopting the principle of equality among clients.
- Reducing the cost of administrative procedures and relying on devices such as document transmission.
- Enhancing the efficiency of workers by increasing the pace of work and productivity.
- Improving the image of institutions and simplifying the established procedures.

Additionally, e-government aims to establish an infrastructure for electronic government, facilitating smooth operation through achieving fluidity, mutual interaction, and improving the communication interface between the government and other entities. (Boulbadaoui, 2022, p. 228) E-government is the first step in embarking on the digital transformation journey, leading to the emergence of what is known as "smart government." This refers to "the government that aims to provide its services in various ways through electronic and wireless media and technologies to include all beneficiaries in government and non-governmental sectors, relying on emerging

technology and the techniques of the fourth industrial revolution." (Lakel & Gachi, 2021, p. 48) As e-government is associated with all educational, health, and business sectors, Algeria has sought to digitize various services and build digital platforms and websites by relying on strategic dimensions.

2.3 Strategic Dimensions of Digital Transformation and Its Requirements

- **Strategic Dimensions of Digital Transformation:**

These strategic dimensions are considered the fundamental foundations that must be relied upon as a strategy for digital transformation: (Hannachi, 2022, p. 147)

- Digital Foundations: This strategic dimension aims to enhance the level of information technology infrastructure to keep pace with rapid technological changes worldwide.
- Digital Innovation: This dimension aims to anticipate technological advancements and provide educational systems and skills that facilitate innovation.
- Digital Citizenship: The strategic goal is to maximize individuals' benefit from using digital technology and enhance citizens' quality of life.
- Digital Businesses: This dimension aims to empower companies to optimally use modern information and communication technologies, actively participate in the digital economy, and provide a favorable digital business environment for technological changes.
- E-Governments: This strategic dimension aims to provide a digital government that focuses on investing in information and communication technologies.

- **Requirements of Digital Transformation:**

To implement the aforementioned strategic dimensions, the following requirements must be achieved:

A. Legislative and Legal Requirements: The adopting institution must consider intellectual property rights, implementing necessary arrangements to protect the rights of authors in the use and publication on internal networks or the internet. (Boukhari & Yahiaoui, 2022, p. 459)

B. Technical Requirements : (Kouadri, 2022, p. 238)

- Telecommunications and internet network infrastructure.
- Information technology infrastructure, including efficient information systems capable of collecting data.
- Requirements related to software tools, including the availability of qualified human frameworks capable of efficiently and effectively handling these tools.

C. Human Requirements: The human element is one of the most important resources that can be invested in to achieve success in any project and organization. It holds great importance in implementing electronic management. (Zahouani & Oucif, 2020, p. 370)

Achieving the necessary legislative, technical, and human requirements ensures the success of digital transformation.

2.4 Advantages and Challenges of Implementing Digital Transformation

- **Advantages of Digital Transformation:**

The application of digital transformation has numerous advantages, including:

Improved Efficiency: Reducing costs and rapidly delivering new services with flexibility.

Qualitative Leap in Customer Services: Transforming the provided services to customers.

Changing Business Models and Mentalities: Adapting new business models and mentalities.

Utilizing Contemporary Technology: Becoming more alert, adaptable in operations, capable of prediction, and future planning through contemporary technology.

Replacing Traditional Processes with Digital Ones. (Deghnouche, 2023, p. 34)

• **Challenges of Digital Transformation:**

There are challenges that hinder digital transformation, including:

- Limited Financial Resources: Insufficient financial resources to cover the infrastructure costs of implementing electronic management.
- Difficulty Covering High Maintenance Costs: Challenges in covering high maintenance costs and continuous updates for electronic software. (Grimes & Mrayzeq, 2023, p. 106)
- Digital Capabilities Weakness: Insufficient digital capabilities.
- Weak Information and Communication Technology Infrastructure: Insufficient infrastructure related to information and communication technology equipment and techniques.
- Legal and Legislative Hurdles: Laws and regulations often act as obstacles that limit the effectiveness of digital transformation.
- Organizational Culture: Organizational culture poses a barrier to transformation if it is not open to change.
- Lack of Technical Skills: Shortage of technical skills among the individuals working in the organization. (Touileb, 2022, p. 381)
- Shortage of Professional Skills: Professional skills shortage due to brain drain issues. (Larbi Benhadjar, 2020, p. 1045)

4. The Reality of Contracting Accompaniment in the Era of Digital Transformation in Algeria

Algeria is considered one of the countries that strive to keep up with technology, having taken steps towards digital transformation. This is reflected in various areas, including entrepreneurship, where attention has been given to individuals with projects and small enterprises. Electronic services have been provided to accompany them in their projects through digital platforms. Despite modest efforts, Algeria has gained recognition in the Arab world according to indicators of the Arab digital economy. (Kadri, 2023, p. 746)

4.1 The Reality of Digital Transformation in Algeria and Its Position According to Arab Digital Economy Indicators:

Success in the era of digitization and information largely depends on the efficient use of information and communication technology, connection to the global information network (the Internet), and the availability of fast information methods, digital broadcasting networks, digital television, mobile phones, and computers. Algeria, to some extent, lags in responding to these standards despite its efforts. The Algerian state has shown interest in realizing digitization, leading to the development of a multi-sectoral plan, notably the Algeria Electronic Strategy 2009-2013. This strategy aims to set goals and regulate activities to be implemented within five years, focusing on thirteen main axes. (Bensaid & Redif, 2022, p. 336)

- Main Axes of the Strategy: (Gashi, Louaj, & Djebli, 2013, pp. 93- 99)
 - Accelerating the implementation of information and communication technologies in public administrations.
 - Promoting the use of information and communication technology in companies.
 - Establishing mechanisms and incentive measures for citizens' access to information and communication technology facilities and networks.
 - Driving the development of the digital economy.
 - Enhancing the basic infrastructure of fast-flow communications.
 - Developing human capabilities.
 - Reinforcing research and innovation.
 - Developing the national legal framework.
 - Information and communication.
 - Enhancing international cooperation.
 - Evaluation and monitoring mechanisms.
 - Organizational procedures.
 - Financial resources

Some foundational facilities have been completed in Algeria: (Hocini, 2022, pp. 118 -119)

- Fiber optic link between Algeria and Ain Qazaam.
- Submarine fiber optic link between Oran (Algeria) and Valencia (France).
- Provision of fourth-generation technology for mobile phones and smartphones.
- ALCOMSAT satellite: Connecting the national territory to the Internet.

Digitization has been realized in all sectors in Algeria, thanks to its adoption of the Algeria Electronic Strategy and the establishment of achievements, continuing its journey towards digital transformation.

Table. 02
Algeria's Position According to Arab Digital Economy Indicators.

| Strategic Dimensions | | | | | |
|---------------------------------------|------------------------------|---------------------------|---------------------|-------------------------|------------------------|
| Regional Average | Digital Foundations'' | Digital Innovation | E-Government | Digital Business | Digital Citizen |
| | 41.05 | 36.36 | 46.83 | 43.84 | 48.9 |
| Country Rankings by Dimensions | | | | | |
| 1 | ArabEmirates | ArabEmirates | ArabEmirates | ArabEmirates | ArabEmirates |
| 2 | Qatar | Qatar | Qatar | Bahrain | Qatar |
| 3 | Oman | SaudiArabia | Bahrain | Qatar | Oman |
| 4 | Bahrain | Bahrain | Oman | Kuwait | Bahrain |
| 5 | SaudiArabia | Oman | SaudiArabia | SaudiArabia | SaudiArabia |
| 6 | Kuwait | Lebanon | Morocco | Oman | Kuwait |
| 7 | Jordan | Kuwait | Kuwait | Jordan | Lebanon |
| 8 | Tunisia | Jordan | Tunisia | Lebanon | Jordan |
| 9 | Morocco | Algeria | Jordan | Morocco | Tunisia |
| 10 | Egypt | Tunisia | Egypt | Tunisia | Algeria |
| 11 | Algeria | Egypt | Lebanon | Egypt | Morocco |
| 12 | Lebanon | Morocco | Algeria | Algeria | Egypt |
| 13 | Iraq | Yemen | Syria | Djibouti | Iraq |
| 14 | Syria | Libya | Yemen | Yemen | Syria |

| | | | | | |
|----|------------|------------|------------|------------|------------|
| 15 | Mauritania | Syria | Iraq | Mauritania | Libya |
| 16 | Libya | Mauritania | Sudan | Syria | Mauritania |
| 17 | Sudan | Djibouti | Somalia | Sudan | Yemen |
| 18 | Comoros | Sudan | Djibouti | Comoros | Djibouti |
| 19 | Djibouti | Comoros | Mauritania | Iraq | Sudan |
| 20 | Yemen | Iraq | Comoros | Libya | Comoros |
| 21 | Somalia | Somalia | Libya | Somalia | Somalia |
| 22 | Palestine | Palestine | Palestine | Palestine | Palestine |

Source: prepared by the researchers based on Arab digital Economy Index

From the previous table, we notice that the United Arab Emirates (UAE) has taken the top positions in all strategic dimensions among Arab countries, reflecting its significant digital advancement. As for Algeria, it secured the 9th position in the Digital Innovation Index, surpassing 13 other Arab countries, including Tunisia, Morocco, and Egypt. Additionally, Algeria achieved the 10th position in the Digital Citizen Index, indicating a good level of awareness among Algerian citizens regarding digital transformation. It also held the 11th position in the Digital Foundations Index and the 12th position in both the E-Government Index and the Digital Business Index.

The rankings Algeria attained are generally good, and the country is considered promising in the digital realm. This suggests that Algeria has made reasonable progress in its digital transformation journey and continues to strive for enhancing its capabilities and improving its standing regionally and globally.

4.2 Mechanisms for Implementing Entrepreneurial Support in the Digital Environment

The digital environment has introduced new mechanisms for implementing entrepreneurial support, notably through what is known as digital entrepreneurship. This involves digitizing economic, commercial, and service-related activities, leveraging technological advancements. In digital entrepreneurship, some or all pioneering projects are executed digitally, replacing traditional forms of implementation (Arkoub, 2023, p. 73). One of the key mechanisms includes:

Digitization of Services: Digitization of services is one of the initial steps, aiming to apply digital transformation techniques to the services provided by government sectors. (Henniche, 2022, p. 93) This involves transitioning to an innovative business model based on digital technologies. The concept of digital governance has evolved, leading to a significant transformation in the form of digital services provided to citizens. (Zaamouche, 2022, p. 330) Algeria has digitized informational services, with some websites publishing important news related to loans, legislative updates, and offering consulting services that provide exclusive information based on the queries of individuals, entrepreneurs, and small businesses. Additionally, there are reception services allowing individuals to electronically submit applications.

Digital Document Digitization Project: This project encompasses a series of tasks distributed across key stages, collectively aiming to digitally transform traditional analogue documents, making them remotely accessible in digital form through computer networks. (Mehri & Ben Jamea, 2019, p. 84)

Ensuring Comprehensive and Equal Access to Digital Technology: Digital services must be available at an affordable cost, secure, and accessible to everyone, regardless of skills, social, or economic levels. In Algeria, specific websites related to support devices allow free registration and account opening, requiring simple and uncomplicated skills. (Kehal, 2023, p. 188)

Application of Electronic Filing: To obtain patent ownership, a request must be filed that includes a sufficient description of the invention. Thanks to the characteristics of the digital environment,

modern methods have been adopted for filing patent applications, such as electronic filing. (Zaydi, 2021, p. 21)

These mechanisms represent necessary steps to achieve entrepreneurial support in the digital environment.

4.3 Features of Digital Entrepreneurial Support in Algeria

The features are reflected in websites, referring to a set of interconnected web pages covering a specific comprehensive topic. (Guechi & Habbache, 2022, p. 220) They are also evident in digital applications designed to operate on mobile devices such as smartphones or touchpads, functioning as independent programs specifically developed for portable electronic devices. (Silem & Aliane, 2023, p. 11)

- **Entrepreneur Platform:**The entrepreneur platform is a unified system facilitating the discovery of services and information related to entrepreneurship in Algeria. It provides detailed information about various administrative procedures related to entrepreneurship, explaining in a clear and concise manner the steps required to establish a company. This includes legal procedures, necessary registrations, applicable regulations, and specific administrative requirements. The platform contains a diverse range of administrative documents related to entrepreneurs, offering templates, contracts, legal frameworks, and other documents required for administrative procedures. These resources make it easy for users to access information and receive assistance in preparing their files. The platform also provides up-to-date information and available financing opportunities, allowing entrepreneurs to stay informed about exclusive news and developments in the Algerian business environment. The platform covers ten chapters: Company Establishment, Company Management, Tax Collection, Legislation and Regulations, Financing, Government Support Agencies, Social Insurance, Start-ups and Innovation Support, Export and Internationalization. (MOUKAWIL)
- **Business Accelerator Website (aventure):**This platform encourages start-ups, offering innovative solutions to the challenges faced by Algeria and creating job opportunities rapidly, especially in the field of digital entrepreneurship throughout Algeria. Through the website, it advertises events and workshops, introduces its diverse services, and allows individuals to subscribe as partners, investors, trainers, or supporters. Users can also submit inquiries or ask questions through the chatbot. (AVENTUER)
- **Government Portal for Public Services:**The portal provides citizens, individuals, and institutions with detailed information about all public procedures, e-services, and electronic and non-electronic government information. It encompasses various categories, enabling citizens, especially project owners and small enterprises, to benefit from all administrative services electronically. The website is linked to all government support agencies. (BAWABATIC)

CONCLUSION:

Entrepreneurial support is considered a tool that contributes to the growth of small and medium-sized enterprises, offering essential services to help project owners overcome challenges. It accompanies them in keeping pace with technological advancements, necessitating the continuous evolution of support mechanisms to align with emerging trends and provide electronic services. Thanks to digital transformation, new digital technologies have been integrated into various fields, and e-government has gained a significant position in facilitating and simplifying administrative procedures. Algeria has strived to build digital platforms and websites to reach project owners and

enterprises in a modern way, offering digital support services and creating a digital business environment for entrepreneurs.

Through this study, we have arrived at several conclusions, summarized as follows:

- Digital transformation has evolved entrepreneurial support services.
- Digitization has facilitated communication between entrepreneurs and support agencies.
- Information exchange has become faster.

Additionally, we propose several recommendations, including:

- Providing high-speed internet and ensuring its broader and more comprehensive spread in Algeria.
- Raising awareness among the Algerian community and encouraging them to benefit from digital services.
- Constantly updating websites and platforms while ensuring security and privacy.

References:

- Abdessemed, S., & Chouchane, S. (2020). Entrepreneurial accompaniment as a mechanism to support small and medium enterprises in Algeria. *Journal of Economic Growth and Entrepreneurship JEGE* , 3 (2), pp. 54-69.
- Arkoub, k. (2023). The Role of University Business Incubators in Digital Entrepreneurship. *Arsad Journal for Economic and Management Studies* , 6 (1), pp. 69-78.
- AVENTUER. (n.d.). Retrieved 10 28, 2023, from <https://aventure.dz/program>
- Balaltah, M. (2006). Business incubators in Algeria. *journal of the economic sciences institute* , 10 (2), pp. 7-22.
- BAWABATIC. (n.d.). Retrieved 11 08, 2023, from <https://bawabatic.dz/>
- Belaidi, A. (2017). The role of business incubators in accompanying and supporting small and medium enterprises - the Chinese experience and the Malaysian experience as a model -. *Journal of Management and Development for Research and Studies* , 6 (1), pp. 124-151.
- Belguermi, M. L., & Abadi, M. (2020). Group work spaces as a creative solution to support the spirit of entrepreneurship. *Journal of Managerial and Economic Research* , 4 (2), pp. 01-10.
- Benfadel, W., & Bouzidi, S. (2020). The Dynamics of Innovation in Algerian co-Working Spaces Supporting. *the Startup Sector Al Bashaer Economic Journal* , 6 (2), pp. 829-844.
- Benouhiba, N., & Harizi, M. (2022). Challenges of electronic management in Algerian local administration. *journal of Maaref* , 17 (2), pp. 1242-1264.
- Bensaid, L., & Redif, M. (2022). The inevitability of digital transformation in Algeria and its prospects in light of the repercussions of the Corona crisis. *Forum for economic studies and research journal* , 6 (1), pp. 332-342.
- Bouchair, L., & Merzoug, F. (2020). he Role Of Entrepreneurship Accompaniment In Building The Competitiveness Of Project Holders In The Technology Incubator In Sidi-Abdalla. *Economic researcher review* , 8 (2), pp. 417-429.
- Bouhantala, F. (2023). E-Administration Concept; between the founding background and the difficulties of practice. *Journal of Economic Studies* , 17 (1), pp. 322-334.

- Boukhari, M., & Yahiaoui, S. (2022). The requirements of the application of digitization and its role in improving performance of local administration- A case study of the electronic window of the municipality of Bouira. *Journal of Economic Studies* , 16 (3), pp. 457-471.
- Boulbadaoui, A. (2022). Obstacles of Electronic Municipality implementation from municipality's general secretary point of view. *Tobna journal of academiéc scientific studies* , 5 (2), pp. 222-236.
- Boutora, F., Gramtia, Z., & Alouafi, A. (2021). The accompaniment method as a tool for monitoring small and medium-sized enterprises. *Algerian Journal of Economy and Finance* , 8 (1), pp. 60-74.
- Brahimi, N. (2022). The Accompanying Mechanism in the House of Entrepreneurship at the University of Biskra: Between Reality and Hope. *Economics Financial Banking and Management Journal* , 11 (1), pp. 556-575.
- Deghnouche, L. (2023). Digital Transformation's Contribution to Improving the Quality of E-Banking A Case Study of a Sample of Algerian banks. *Journal of Economics Management and Commercial Sciences* , 14 (1), pp. 30-48.
- Djelloul, Y. K., & Bilkabir Muhammad, K. (2023). The impact of quality of entrepreneurial accompaniment services on learning and growth of small and medium-sized enterprises emerging under the agency anade in the state of Ain Defla. *Journal of Studies in Economics and Management* , 6 (1), pp. 351-371.
- Ferdjallah, A., Damene, O., & Hamadi, M. (2021). The reality of entrepreneur platforms in support of Startups in Algeria. *Annals of Bechar University in Economic Sciences* , 7 (3), pp. 388-402.
- Garoud, M., & Chine, S. (2023). Obstacles to Electronic Managment. *journal of economic studies* , 17 (1), pp. 663-673.
- Gashi, k., Louaj, M., & Djebli, S. (2013). e-Algeria strategy: the gap of theory and practice. *Journal Administration and Development for Research and Studies* , 2 (2), pp. 83-112.
- Ghwal, N., & Laadjal, A. (2018). he Digital Environment of the Arab States and their Reflection on the Activation of the Knowledge Economy. *Economic Development Review* , 23 (2), pp. 67-82.
- Grimes, A., & Mrayzeq, A. (2023). Obstacles of Applying Electronic Management from the Employees' Perspective The Case of the Municipalities of Jijel and Kaous. *Namaa Economy and Trade Journal* , 7 (1), pp. 101-117.
- Guechi, L., & Habbache, F. (2022). The Impact of Website Services' Quality on Users Satisfaction in Higher Education Institutions: A Survey among the Website Users of Economics. *Milev Journal of Research And Studies* , 8 (2), pp. 217-233.
- Hannachi, T. (2022). Digital transformations in Arab countries. *Journal of Studies in Economics and Management* , 5 (2), pp. 143-164.
- Harid, R. (2021). The role of business incubators and accelerators in the creation and sustainability of small entrepreneurial enterprises Experience study of the Saudi BADIR Program and the ways to benefit from it in Algeria. *Industrial Economics Journal* , 11 (1), pp. 299-322.
- Hazerchi, T. (2022). The Algerian experience in accompanying entrepreneurship between the effectiveness of the devices and the achievement of results. *Journal of Economic Studies* , 16 (1), pp. 287-305.

- Hazerchi, T., & Ben ahmed, s. (2021). Evaluate the performance of support devices and associated Entrepreneurial Case study of the National Agency for the Management of Microcredit in Djelfa. *Abhath journal* , 6 (2), pp. 379-393.
- Hazerchi, T., & Ben ahmed, S. (2021). Evaluate the performance of support devices and associated Entrepreneurial Case study of the National Agency for the Management of Microcredit in Djelfa. *Abhath journal* , 6 (2), pp. 379-393.
- Henniche, A. (2022). Reflections of application e-management on tax administration performance in Algeria. *journal tax studies* , 11 (2), pp. 85-103.
- Hocini, A. (2022). Prospects for digital transformation in Algeria. *Journal of Economic Studies* , 16 (2), pp. 110-129.
- Kadari, A., Belqarbouz, M., & Malah, A. (n.d.). The intervention The Third National Forum on Entrepreneurship: Entrepreneurship and its impact on economic development in Algeria. *Relizane University* . Algeria.
- Kadri, N. (2023). he role of digital transformation in achieving economic well-being - the case of Algeria. *Journal of Economic Papers* , 14 (1), pp. 739-755.
- Kehal, S. (2023). Technology for development: Digital economy and reimagining development in the era of digitization. *Igerian Journal of Human and Social Sciences* , 7 (1), pp. 171-191.
- khallaf, F. (2021). The impact of accelerators on the role of start-ups: "Algeria Venture" as a model - Analytical reading of Executive Decree No. 20/356. *The Journal of Research in Contracts and Business Law* , 6 (4), pp. 157-182.
- Kouadri, M. (2022). Digitization of the tax system and its role in supporting fiscal control in Algeria. *Forum for economic studies and research journal* , 6 (2), pp. 235-248.
- Lakel, A., & Gachi, K. (2021). Big data and artificial intelligence for the transition to smart Government"UNITED ARAB EMIRATES CASE STUDY. *Namaa Economy and Trade Journal* , 5 (2), pp. 40-56.
- Larbi Benhadjar, M. (2020). information specialist before a turning point: the dynamics of the digital environment and the requirements of new competencies. *journal of dirasat waabhath* , 12 (1), pp. 1041-1060.
- Manea, S., & Boutora, f. (2021). Business accompaniment is a supportive mechanism for the establishment and promotion of small and medium enterprises in Algeria "National Agency for Microcredit Management ANGEM". *Namaa Economy and Trade Journal* , 5 (1), pp. 278-297.
- Mehri, S., & Ben Jamea, B. (2019). Towards a successful strategy for digitization projects Scientific planning of Sonatrach document digitization project. *the Journal of Bibliophilia for Library and Information Studies* , 1 (4), pp. 79-96.
- *MOUKAWIL*. (n.d.). Retrieved 10 22, 2023, from <https://moukawil.dz/beta>
- Moulai, A., & Kada, Y. (2021). Electronic Management Applications in the Public Sector During COVID-19, An Applied Study on the Directorate of Local Administration in Wilaya of Saida. *Journal of Studies in Economics and Management* , 4 (1), pp. 688-706.
- Namouni, M. (2020). The impact of organizational culture on the success of the digital transformation in the enterprise. *journal of the economic sciences institute* , 23 (2), pp. 561-575.

- Rabehi, F., & Kariche, S. (2020). Factors contributing to building a digital culture in an organization- insight from sample experts. *journal of the economic sciences institute*, , 23 (2), pp. 765-789.
- Saci Hedef, N. (2022). Managing and managing human resources in the digital environment: challenges and prospects. *journal of human and society sciences* , 11 (2), pp. 241-260.
- Sayed, R. F., & Hotia, A. (2020). Digital University Libraries as a Model for the Shift To Work in the Digital Environment. *the Journal of Bibliophilia for Library and Information Studies* , 2 (1), pp. 14-32.
- Silem, M., & Aliane, F. (2023). The importance of using digital applications by travel and tourism companies Case study of the global company" Hopper". *al-basaer journal of economics* , 2 (1), pp. 9-26.
- Tair, R., & Saadoudi, Z. (2023). The contribution of the social environment in spreading and strengthening the entrepreneurial culture among university students A field study on a sample of students from the Department of Management Sciences at the University of Bouira. *journal of Maaref* , 18 (1), pp. 868 -886.
- Titila, S., Achouri, H., & Allalouche, N. (2019). The information specialist skills in the Digital Environment :A Necessary need or Absence of identity Read of information specialist skills under the draft of Sustainable Development 2030. *journal at-tadwin* , 11 (3), pp. 50-64.
- Touileb, M. (2022). The Prospects of the adoption the electronic accounting system in light, of the digital transformation in Algeria. *journal of the economic sciences institute* , 25 (1), pp. 377-396.
- Zaamouche, F. (2022). Digital Citizen Between: The Evolution of E-Participation and the Impact of the Digital Divide. *Academic Journal of Legal Research* , 13 (1), pp. 320-339.
- Zahouani, R., & Oucif, F. K. (2020). The impact of the application of electronic administration on the facilitation of the functions of tax administration staff–Case Study of the General Directorate of Taxes El-oued. *journal of the economic sciences institute* , 23 (1), pp. 365-384.
- Zaydi, A. (2021). Impact Of Digitalization On The Patents Legal System. *Tobna journal of academiic scientific studies* , 4 (3), pp. 15-39.