

Ministry of Higher Education and



Scientific Research



Yahia Fares University of Medea

Faculty of Economics, Commercial Sciences and  
Management Sciences

The Faculty of Economics, Commercial Sciences  
and Management Sciences and the Applied  
Development Economics Laboratory (LEAD) in  
collaboration with:

Ph.D. Training Committee, Management  
Sciences stream  
Sustainable Local Development Laboratory.  
Laboratory of Macroeconomics and International  
Finance.

ORGANIZE:

Virtual International Conference on:

**Applications of models and modern  
quantitative methods in business  
management: reality, challenges and  
advantages of application.**

**16 March 2023**

Under the supervision of:

**Honorary President of the International Conference:**

Prof. Djaafar Bouarouri, President of the University.

**Director of the International Conference:** Prof. Ahmed  
Gheribi, Dean of the Faculty.

**General Supervisor of the International Conference:**

Prof. Abdelkader Khalil, President of the Scientific  
Council of the Faculty.

**President of the International Conference:** Dr. Leila  
Benzarga

**Vice President of the International Conference:** Dr.  
Ahmed Hadroug

**President of the Scientific Committee:** Prof. Dr. Ali  
Mekid

**President of the Organizing Committee:** Prof. Ali Smai

**General Coordinator (Jitsi Meet):** Sidali

Seghiri

### Foreword:

Knowledge of the applications of quantitative methods in the twenty-first century has become the key link in economic activity, contributed to a large extent in shaping the administrative decision and making it in light of the changes in the current environment and the continuous movement in the business world. Therefore, it has become imperative for managers to master their use and see the most important updates that touched on quantitative models in order to confront all these variables. This cannot be achieved without full knowledge of quantitative methods, and perhaps the most important of them are: operations research, application of queuing models, modeling with structural equations, factor construction analysis: exploratory factor analysis, input and output analysis, logistic analysis, differentiation analysis, linear regression model, Time Series and Trend Analysis, dynamic autoregressive models...VAR, VECM, ARDL, Panel, Data Models, regression models for qualitative variables: Probit, logit, tobit...., simultaneous equation models, using the scoring method in the decision-making process and other quantitative methods developed that depend on various statistical programs.

Accordingly, we call upon all decision-makers to pay attention to these methods, in view of the fact that various research and studies have proven the lack of knowledge of decision-makers with these methods, or their knowledge of them and their failure to use them. Therefore, before it is too late, it is necessary to provide what is necessary to confront this reality. Consequently, the problem statement of this our conference will be formed as follows: **How effective is the application of modern quantitative methods in business management?**

### Importance:

The importance of this conference lies in:

- 1/ Quantitative methods have become a developmental requirement to develop the skills and capabilities of decision-makers, and specifically support their job performance;
- 2/ Raise the added value of the results of scientific research and applied studies specialized in business administration;
- 4/ Obtain applied studies specialized in the use of modern quantitative methods in the field of business administration;

5/ discuss the uses of quantitative methods and the difficulties that limit the application of these methods, as well as the advantages of using them.

### Aims:

#### The Conference aims at:

- 1/ Introducing modern quantitative methods and how to apply them according to the areas of interest of students and professors in the field of business administration;
- 2/ expanding the circle of access to the most important updates that occurred in the quantitative models;
- 3 / Activating quantitative methods and their applications in order to reduce the time and effort required to take decisions, particularly in difficult times faced by institutions, such as crises;
- 4/ Highlighting the importance of introducing quantitative methods in improving administrative, financial, marketing, production, human and other decisions, and trying to find solutions to the problems facing businesses;
- 5 / Linking the university to administrative organizations with regard to providing the necessary specializations in the field of quantitative and applied methods, especially in the field of business administration;
- 6/ Enhancing quantitative training in all university disciplines, particularly business administration.

### Suggested topics:

Topic 01: an introduction to modern quantitative methods and decision-making;

Topic02: applications of modern quantitative methods in strategic management, crisis management and knowledge management;

Topic03: marketing and financial applications of modern quantitative methods;

Topic04: applications of production management and human resources management of modern quantitative methods;

Topic05: applications of modern quantitative methods in international business management.

### Paper submission conditions:

1. Full entries must be sent along with the abstract.
2. Entries are accepted in Arabic, French and English, with an abstract in Arabic and another in a foreign language.
3. Joint entries by "up to two researchers" are allowed; Entries shall be written on A4 paper, in Traditional Arabic font, in size 16 for Arabic language entries, and Times New Roman for English language entries.

4. roman font, size 14 for foreign language entries, with margins of 2 cm on all directions, and the number of pages per entry should not be more than 15 pages and not less than 5 pages, including the margins.
5. It is necessary to adhere to the scientific method in preparing the intervention;
6. All research is subject to scientific arbitration;
7. It is not allowed to submit research papers that were previously presented in previous forums, conferences, or symposia, or that have been accepted for publication in scientific journals.
8. The information form shall be inserted on the first page of the intervention;
9. Priority is given to applied research and studies.

**Important dates:**

- Date of the international Conference 16/03 / 2023
- Deadline for receiving full entries: 05/02 / 2023
- Reply to accepted entries starting from: 20 /02 / 2023

**Correspondence:**

Entries are sent to the following e-mail:

Phone: 0555.78.98.47

Website

www.univ-medea.dz

**Scientific committee members:**

| family name  | The name     | the University |
|--------------|--------------|----------------|
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| Aidani         | Ilyass     |   |
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| Aliane         | Fathi              | Medea |
| Daghmim        | Raouia             | Medea |

**Participation form**

Name and Surname :.....

Academic rank:.....

Occupation: :.....

Workplace:.....

Phone number:.....

E-mail:.....

Entry title: .....

Topic of the entry: .....

Abstract of the entry.....