

NATIONAL CONFERENCE

**« MADE IN ALGERIA »
AND INDUSTRIALIZATION :**
Structuring Value Chains,
Digital Transformation,
and National Branding
Strategy

October 2026 ,22
Holiday Inn Hotel
Algiers

MDI – Algiers Business School, in collaboration with Abou Bekr Belkaid University of Tlemcen, represented by the Research Laboratory in Human and Organizational Management (LARMHO), is organizing a national scientific conference entitled: **“Made in Algeria” and Industrialization: Structuring Value Chains, Digital Transformation, and National Branding Strategy.**

This conference aims to strengthen academic collaboration between universities and economic stakeholders, promote scientific research on industrial development and economic transformation in Algeria, and provide a platform for dialogue and knowledge exchange among researchers, policymakers, and economic actors.

The conference seeks to explore the challenges and opportunities related to the development of national industry, the integration of the Algerian economy into global value chains, and the role of digital transformation and national branding strategies in enhancing the competitiveness of Algerian products in regional and international markets, in a context of profound economic and technological transformations worldwide.

► **Conference Context and Issues**

La recomposition des chaînes de valeur mondiales, accélérée par les mutations technologiques, les tensions géopolitiques et les impératifs de souveraineté économique, reconfigure profondément les trajectoires d’industrialisation des économies émergentes (Gereffi, 1994 ; Baldwin, 2016 ; Rodrik, 2016). Dans ce contexte, la question du « Made in Algeria » dépasse largement la logique d’un simple label d’origine pour s’inscrire dans une problématique systémique articulant industrialisation, transformation digitale et stratégie de marque nationale.

L’industrialisation demeure un déterminant central du développement économique et de la montée en gamme des économies nationales (Chang, 2002 ; Amsden, 2001). Elle conditionne la capacité d’un pays à créer de la valeur, à internaliser les segments stratégiques des chaînes de valeur et à renforcer sa résilience productive (Porter, 1990 ; Stiglitz & Greenwald, 2014). Dans cette perspective, le Made in Algeria ne peut être conçu indépendamment de la structuration des chaînes de valeur locales, de l’intégration amont-aval et de la consolidation des écosystèmes industriels.

The restructuring of global value chains, accelerated by technological transformations, geopolitical tensions, and the growing imperative of economic sovereignty, is profoundly reshaping the industrialization trajectories of emerging economies (Gereffi, 1994; Baldwin, 2016; Rodrik, 2016).

In this context, the concept of “Made in Algeria” extends far beyond a simple country-of-origin label. It constitutes a systemic issue that connects industrial development, digital transformation, and national branding strategies.

Industrialization remains a central determinant of economic development and the upgrading of national economies (Chang, 2002; Amsden, 2001). It determines a country's capacity to create value, internalize strategic segments of value chains, and strengthen productive resilience (Porter, 1990; Stiglitz & Greenwald, 2014).

From this perspective, Made in Algeria cannot be conceived independently of the structuring of local value chains, upstream–downstream integration, and the consolidation of industrial ecosystems.

Research on global value chains emphasizes that international competitiveness depends on the ability of firms and territories to capture high value-added segments (Gereffi, Humphrey & Sturgeon, 2005; Kaplinsky & Morris, 2001). The challenge for Algeria is therefore to move beyond a simple import substitution strategy toward a dynamic of technological upgrading and innovation (Hausmann & Hidalgo, 2011).

At the same time, digital transformation is redefining productive structures, business models, and internationalization processes (Bharadwaj et al., 2013; Vial, 2019). The integration of Industry 4.0 technologies, digital traceability, and the digitalization of production processes have become essential drivers of competitiveness and international credibility.

Finally, the literature on nation branding and country reputation highlights that a country's image significantly influences perceptions of product quality and consumer trust in international markets (Anholt, 2007; Dinnie, 2008; Kotler & Gertner, 2002). A national brand is not merely a communication tool but rather the result of coherence between productive performance, institutional quality, and internationalization strategy.

Thus, this conference aims to examine the economic, organizational, and strategic conditions required to consolidate Made in Algeria, by articulating three analytical levels:

- Macro level: industrialization dynamics
- Meso level: structuring and digitalization of value chains
- Micro level: branding strategies and internationalization

1. Conference Objectives :

1.1 Systemic Analysis of the Conditions for Consolidating Made in Algeria

To analyze Made in Algeria as the outcome of an integrated dynamic combining industrialization, value chain structuring, digital transformation, and national branding strategy within the evolving global value chain landscape.

1.2 Contributing to the Development of an Integrated Conceptual Framework

To propose a theoretical and empirical perspective integrating:

- Industrial economics and industrialization trajectories
- Global value chain theory
- Digital transformation of production systems
- Nation branding and economic soft power

The objective is to move beyond fragmented sectoral approaches and develop a coherent and contextualized analytical framework.

1.3 Identifying Strategic Drivers of Upgrading and Internationalization

To highlight the economic, organizational, and institutional mechanisms enabling:

- Capture of high value-added segments
- Reduction of value leakages
- Strengthening of international credibility

1.4 Fostering Structured Dialogue Between Academic Research and Policymakers

To create a platform for exchange between researchers, policymakers, business leaders, managers, and economic actors in order to formulate scientifically grounded strategic recommendations.

2. Specific Objectives

2.1 Macro Level: Industrialization and Productive Structuring

Les trajectoires d'industrialisation reposent sur des arbitrages structurants entre ouverture commerciale, protection stratégique et politique industrielle active (List, 1841 ; Chang, 2002). La littérature contemporaine souligne le rôle central de l'État dans la coordination des investissements, la structuration des filières et l'apprentissage technologique (Amsden, 2001 ; Rodrik, 2004).

- Examine contemporary industrialization dynamics in Algeria in light of development theory and industrial policy.
- Analyze the conditions required for structuring local value chains and ensuring upstream–downstream integration.
- Identify strategic trade-offs between import substitution, technological upgrading, and competitive integration into global value chains.
- Assess the role of public policies in:
 - sectoral coordination,
 - innovation stimulation,
 - strengthening industrial ecosystems.
- Evaluate national productive capacities through the lenses of competitive advantage and economic complexity.

2.2 Meso Level : Digital Transformation and Competitiveness

- Study the impact of value chain digitalization on productivity and organizational performance.
- Analyze the effects of Industry 4.0 on traceability, quality, and reliability of exportable products.
- Evaluate the role of digital platforms and e-commerce in the internationalization of Algerian firms.
- Examine certification, standardization, and compliance mechanisms as instruments for building international trust.
- Identify organizational conditions necessary to integrate digital transformation into a coherent strategic framework.

2.3 Micro Level: Branding Strategy and Internationalization

- Analyze determinants of the strategic positioning of Made in Algeria in international markets.
- Study the mechanisms involved in the construction of country reputation and international trust.
- Examine the interaction between productive performance, institutional quality, and national branding strategies.
- Explore the role of economic diplomacy in strengthening productive soft power.
- Identify strategies enabling the sustainable integration of Algerian firms into global value chains.

3. Thematic Tracks

Track 1 – Productive Foundations and Industrial Structuring

Industrialization trajectories involve strategic trade-offs between trade openness, strategic protection, and active industrial policy (List, 1841; Chang, 2002).

Recent literature highlights the central role of the state in coordinating investments, structuring sectors, and fostering technological learning (Amsden, 2001; Rodrik, 2004).

Key research questions include:

- What industrialization dynamics characterize the contemporary Algerian economy?
- How can integrated and competitive local value chains be structured?
- How can upstream–downstream integration be strengthened while limiting value leakages?
- What trade-offs should be made between import substitution and competitive integration into global value chains?

Track 2 – Digital Transformation and Competitive Upgrading

Digitalization profoundly transforms value creation by reshaping organizational processes, supply chains, and customer relationships (Bharadwaj et al., 2013).

Industry 4.0 relies on cyber-physical systems, intelligent automation, and big data analytics (Kagermann, Wahlster & Helbig, 2013).

Research may address:

- Digitalization of value chains and its effects on productivity
- Traceability and international standards as drivers of trust
- E-commerce and digital platforms in internationalization
- Certification, standardization, and quality systems as credibility drivers
- Differentiation strategies of local brands facing imported products

Track 3 – Branding Strategy and Internationalization

The country-of-origin effect demonstrates that national origin influences perceived quality and purchase intentions (Bilkey & Nes, 1982).

National branding strategies form part of broader nation branding approaches aimed at strengthening economic attractiveness and international reputation (Anholt, 2007).

Possible research themes include:

- Strategic positioning of Made in Algeria
- Trust-building mechanisms for national brands
- Cultural values and brand preference
- Challenges related to counterfeiting and the informal market
- Influence of online reviews on purchasing decisions
- Role of local influencers in branding strategies
- Economic diplomacy and industrial strategy alignment
- Integration of Algerian firms into global value chains
- Employer branding and institutional reputation in a context of talent mobility

Methodological Orientation

The following approaches are encouraged:

- Quantitative or qualitative empirical studies
- Comparative sectoral analyses
- Longitudinal studies
- Conceptual or interdisciplinary research
- Applied research incorporating strategic recommendations

Particular attention will be given to contributions integrating macro, meso, and micro levels of analysis to provide a systemic understanding of Made in Algeria.

4. Submission Guidelines :

Researchers are invited to submit original research proposals aligned with one of the conference thematic tracks.

Conference languages: Arabic, French, English

Abstract requirements:

300–500 words including:

- Clearly formulated research problem
- Research objectives
- Theoretical and/or methodological framework
- Main expected results or contributions

Keywords: 3–5

Submission format

- Word file (DOC or DOCX)
- Times New Roman
- Font size 12
- Line spacing 1.5
- The abstract must include:
 - Paper title
 - Author(s) name
 - Institutional affiliation
 - Email address
 - ORCID

Originality requirement

Submissions must present original work not previously published nor submitted simultaneously to another scientific event or journal.

Evaluation process

Abstracts will undergo double-blind peer review by the scientific committee based on:

- thematic relevance,
- methodological rigor,
- scientific contribution.

Abstracts should be submitted electronically to: colloquemdi@mdi-alger.com

5. Important Dates

Abstract submission deadline:	May 14, 2026
Notification of acceptance:	June 11, 2026
Full paper submission:	September 10, 2026
Final notification:	October 1, 2026
Conference date:	October 22, 2026

6. Scientific Publications

Accepted and presented papers will be considered for publication in the scientific journal Management-S, following the journal's editorial review process.

7. Scientific Committee

- **Pr. Mourad Meghachou**, Abou Bekr Belkaid University, Tlemcen | Honorary President of the Conference
- **Pr. Tabet Aoul, Wassila**, Abou Bekr Belkaid University, Tlemcen | Conference Chair
- **Dr. Bouchetara Mehdi**, MDI Algiers Business School / ENSM | Head of the Organizing Committee
- **Pr. Ahmadouche Nadia**, European University of Valencia
- **Pr. Ahmida Ferhat**, University of Laghouat
- **Pr. Aita Yahia Amazigh**, University of Oran
- **Pr. Baba Sofiane**, University of Sherbrooke
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