

MOULOUD MAMMERI UNIVERSITY OF TIZI-OUZOU
FACULTY OF ECONOMICS, BUSINESS AND MANAGEMENT



PRFU Research Team:

"Knowledge management and skills capitalization"

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Organize

The 1st edition of the national hybrid conference

**Knowledge management and skills
capitalization: An alternative for the
competitiveness of Algerian companies**

Honorary President: Pr. BOUDA

President of the conference: Pr. MATMAR



Dates to remember

- **15 August 2023** Date of submission of abstracts in accordance with the communication proposal sheet below by email to the following address:
col.km2023@ummtto.dz
- **20 August 2023** Date of notification of abstracts;
- **15 October 2023** Date of submission of the full text;
- **29-30 October 2023** Holding of the conference.



[Conference Link](#)

Problematic

In a context of strengthening the competitiveness of companies, the issue of skills management is now becoming a key issue for both companies and research in management sciences. It is for firms to jointly manage the development of skills and the development of innovative products and services for better competitiveness through the capitalization of skills. Knowledge management is a relatively new activity although the problem has existed since humans have been creating knowledge to be transmitted for at least 60,000 years.



There are several reasons for the emergence of knowledge management: Increased market competition, the explosion of new technologies and means of communication, the opening of borders and the internationalization of markets. It therefore becomes essential for management to manage this information capital in order to be able to control, secure and reuse its assets. The objective of the knowledge management approach is therefore to set up an environment conducive to the capitalization, sharing and free circulation of knowledge while avoiding the company's dependence on the individual knowledge of its employees. Increased market competition is forcing companies, both private and public, to be flexible and adapt very quickly to an ever-changing environment; In this context, Algerian companies must be able to quickly mobilize their "intellectual capital", their knowledge, in order to meet the changing demand of the market and their customers. Thus, Algerian companies must now not only "know how to exploit knowledge" but also "how to quickly

develop new skills".



The explosion of new technologies and means of communication, such as e-mail, discussion forums, electronic letters, generates among recipients a feeling of 'too much' information; It therefore becomes essential to make a selection among this flood of information in order to keep only those that are essential to the smooth running of the company.



The opening of borders and the internationalization of markets requires a rapid flow of information and knowledge between the organization and its customers, possibly located several thousand kilometers away; The phenomenon of globalization, the instability of the environment make the behavior of companies unpredictable and intensify the complexity of problems. If calling on competent and highly qualified personnel can meet this difficulty, the company must also ensure that this know-how remains within its walls, so it is a question of protecting it.

However, despite its strategic interest for the competitiveness of companies in an increasingly complex and dynamic environment, the issue of knowledge management remains relatively limited and lacks convincing empirical supports, The new levers of competitive advantage refer to different dimensions of knowledge in organizations: Know how to create, know how to differentiate yourself by affirming an identity and coherent messages, To know Outsourcing, knowing how to accumulate and valuing knowledge,

knowing how to give primacy to people, and finally knowing how to define ad hoc management tools... Thus, the integration of these different dimensions suggests the emergence of new challenges: how to arbitrate between a short-term logic of optimization and a long-term logic of potential creation, via the accumulation and valorization of knowledge and therefore knowledge. Algerian companies are part of this dynamic where it is imperative to face an increasingly growing competitiveness and this, thanks to the exploitation of internal skills that are likely to be capitalized thanks to the implementation of a coherent management system adapted to this purpose.



The objective of this symposium is to see to what extent the management of knowledge and the capitalization of skills would improve the competitiveness as well as the competitive position of Algerian companies vis-à-vis foreign products.

The axes of the

- **From knowledge management to skills capitalization: theoretical framework;**
- **Capitalization of skills and innovation;**
- **Strategic intelligence and skills management**
- **Corporate culture and skills management;**
- **Knowledge management and competitiveness of companies;**
- **Knowledge management and context of Algerian companies;**
- **Competitive intelligence and corporate governance;**
- **Knowledge management and competitive advantage;**
- **Business competitiveness and social responsibility;**
- **Information and communication technology and knowledge and skills management.**

Proposals must meet the following standards:

- Originality and in relation to the axes of the conference;
- Number of pages: maximum 20 pages written in Word format;
- Times-new roman font 13 bold for titles and normal, size 12 for body text. Line spacing: 1.5, Margins: 3 cm left and 2.5 top, bottom and right.
- Empirical study is a priority criterion in the selection of communications;
- The number of speakers per communication must not exceed two.
- Languages of communication: French, English and Arabic.

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