



Pr. SIDI MOHAMMED SAHEL
Doctorat d'Etat Es-sciences économiques « Option Marketing »

E-mail: m.sahel@mesrs.dz & sm.sahel@ensm.dz

Nationality: Algerian

LANGUAGE PROFECIENCY: Fluent in English, French, and Arabic (writing, reading and speaking)

EDUCATIONAL BACKGROUND & QUALIFICATION

1. **PhD (Doctorat d'Etat) (2005) in marketing of bank services;** thesis entitled: "The prospect to which marketing can be applied to the Algerian public banks; with reference to the concept of sitting bank used at the bank of agricultural and rural development (BADR)", University Abou Bakr Belkaïd of Tlemcen (Algeria),
2. **Master in marketing (1988);** thesis entitled: "A study of bank marketing in Algeria; with special reference to savings.", University of Strathclyde, Strathclyde business school, department of marketing, Glasgow (GB),
3. **Bachelor in management 1985,** University of Tlemcen, department of Economic sciences « option-Management » ,

EMPOLYMENT HISTORY (Academic & Administrative experience)

1. Academic Experience:

- Since June 2015, Professor, faculty of economics and management, university Aboubakr Belkaid - Tlemcen, Algeria.
- Aug 2012 to May 2015: Associate professor, faculty of economics and management, university Aboubakr Belkaid - Tlemcen, Algeria.
- Aug 2009-Jul 2012: Associate professor, school of management, King Faisal University, Al Hassa (KSA).
- Feb 2005-August 2009: Associate professor, faculty of economics and management, university Aboubakr Belkaid - Tlemcen, Algeria.
- 1992 to Jan 2005: Assistant Professor, faculty of economics and management, university Aboubakr Belkaid - Tlemcen, Algeria.
- 1989 to 1992: Lecturer, institute of economics and management, university Aboubakr Belkaid - Tlemcen, Algeria.
- 1995-2005: Assistant Professor, university of continuing education Tlemcen Algeria.
- 1998-2009: Consultant & assistant professor at ISEC (Private institute of management techniques) Tlemcen Algeria.
- Since Oct 1996-2005: Consultant in communication and marketing, Private Company of Textile, Tlemcen, Algeria.
- 2003 to 2006, Manager of private company (Transformation of plastics), Tlemcen (Algeria).

2. Administrative experience:

- Director of the national higher school of management-Koléa (Algeria), nominated by presidential decree dated on the 17th of September 2018, in the Official journal of the People's Democratic Republic of Algeria, N° 58 of 01st of October 2020.
- Director of the higher school of management, Tlemcen (Algeria), nominated by presidential decree dated on the 10th June 2018, in the Official journal of the People's Democratic Republic of Algeria, N° 54 of 5th of September 2018.
- President of the Public Procurement Committee of Maghnia University Center pursuant to Ministerial Decree No. 225 of 03 July 2018.
- Director of the Research Laboratory "Studies and Research in Administrative Economics (LERMA)", established at the Higher School of Management, Tlemcen, pursuant to Ministerial Decision No. 1248 of December 4th, 2018.
- Acting Director of the Higher School of Management, Tlemcen (Algeria), pursuant to Ministerial Decree No. 74 of 19 July 2018, which includes the renewal of a prosecutor in a high position.
- Acting Director of the Higher School of Management, Tlemcen (Algeria), pursuant to Ministerial Decision No. 122 of 26th March 2017.
- Acting Director of the Preparatory School of Economic Sciences, Commercial Sciences of Management - Tlemcen (Algeria), pursuant to Ministerial Decree No. 28 of 17 October 2016.
- Acting Director of the Preparatory School of Economic Sciences, Commercial Sciences of Management - Tlemcen (Algeria), by Ministerial Decision No. 97 of 25 January 2016.
- President of The Scientific Council of the Higher School of management, Tlemcen, pursuant to Ministerial Decree No. 1093 of 22nd of November 2017, defining the nominal list of the members of the Scientific Council of the School.
- President of the Scientific Council of the Preparatory School of Economic, Commercial and Management Sciences pursuant to Ministerial Decree No. 162 of March 16, 2016 amending Ministerial Decree No. 19 of January 13th, 2016 specifying the nominal list of the members of the Scientific Council of the School.
- Member of the Scientific Council of the Maghnia University Center pursuant to Ministerial Decision No. 29 of 11th of January 2018 defining the nominal list of members of the Scientific Council of the Maghnia University Center.
- Responsible for the Master in marketing of services, department of commercial sciences, faculty of economics and management, University Aboubakr Belkaid- Tlemcen, Algeria (2015).
- The responsible of BA of marketing degree, faculty of economics and management, University Aboubakr Belkaid- Tlemcen, Algeria from January 2015-February 2016.
- The responsible of Master degree in marketing, faculty of economics and management, University Aboubakr Belkaid- Tlemcen, Algeria from September 2014- June 2015.
- Responsible for the Master in marketing, department of management sciences, faculty of economics and management, University Aboubakr Belkaid- Tlemcen, Algeria (2014).
- Responsible for the Master in International marketing, department of commercial sciences, faculty of economics and management, University Aboubakr Belkaid- Tlemcen, Algeria (2009).

- Head of post-graduation (Magister) in marketing of services, department of management, faculty of economics and management, University Aboubakr Belkaid- Tlemcen, Algeria (2008-2009).
- President of the scientific comity of management's sciences department, faculty of economics and management, University Aboubakr Belkaid- Tlemcen, Algeria (2006-2009).
- Director of national institute of economics and management, University Aboubakr Belkaid- Tlemcen, Algeria (1998-2000).
- Head of department of economics, University Aboubakr Belkaid- Tlemcen, Algeria (1989-1991).
- Director of scientific and cultural activities, University Aboubakr Belkaid- Tlemcen, Algeria (1991-1993).

TEACHING EXPERIENCE (Institution & Courses)

Courses Taught in graduation (BA) From 1989-2012				
Nbr	Courses taught	Institution	Year	Degree
01	Purchasing Management	Tlemcen University	1989-1992	BA
02	The operational function of the enterprise	Tlemcen University	1989-1992	BA
03	Production Management	Tlemcen University	1991-1999	BA
04	International Marketing	Tlemcen University	1992-1994	BA
05	Marketing Management	Tlemcen University	1992-1994	BA
06	Economics & Management	Tlemcen University	1992-1993	BA
07	Human Resources Management	Tlemcen University	1993-1996	BA
08	Models of inventory management	Tlemcen University	1993-1998	BA
09	Management and Inventory control	Tlemcen University	1993-1998	BA
10	The function of Logistics for Exportation	Tlemcen University	1998-1999	BA
11	Marketing of services	Tlemcen University	1998-2005	BA
12	A technical and economic evaluation of the project	Tlemcen University	2004-2005	Engineer
13	Marketing of services	King Faisal University	2009-2012	BA
14	Marketing Management	King Faisal University	2009-2012	BA
15	Product management & Quality	King Faisal University	2009-2012	BA
16	Introduction to scientific research	King Faisal University	2009-2012	BA
17	Principles of management	King Faisal University	2009-2012	BA
18	Human resources management	King Faisal University	2009-2012	BA
19	Marketing research	King Faisal University	2009-2012	BA
20	E Commerce	King Faisal University	2009-2011	BA
21	Concepts of management	King Faisal University	2009-2011	BA
22	International Business	King Faisal University	2010-2012	E Learning
23	Methodology of scientific research	Tlemcen University	2012-2014	Master 2
24	Marketing of services	Tlemcen University	2012-2014	BA
25	Marketing research	Ain Temouchent University	2012-2013	BA
26	Marketing of services	Ain Temouchent University	2013-2014	BA
27	Marketing management	Ain Temouchent University	2013-2014	BA
28	Management Principles	Ain Temouchent	2013-2014	Master

		University		
29	Marketing	Ain Temouchent University	2013-2014	Master
Courses Taught in Post-graduation				
Nbr	Courses taught	Institution	Year	Degree
28	The diagnosis of the enterprise's problems	Sidi Bel Abbes University	1995-1996	DPGS
29	Marketing research	Tlemcen University	1998-1999	Magister
30	Marketing of services	Tlemcen University	1998-1999	Magister
31	The organization of production area	Tlemcen University	1999-2001	Magister
32	Production and Technology	Tlemcen University	1999-2001	Magister
33	Project Management	Tlemcen University	2002-2009	Magister
34	Management's systemic approach	Tlemcen University	2007-2008	Magister
35	Benchmarking and efficiency measurement	Tlemcen University	2007-2008	Magister
36	Fundamentals of marketing	Tlemcen University	2008-2009	Magister
37	Organizational behavior	Tlemcen University	2008-2009	Magister
38	Marketing of bank services	Tlemcen University	2008-2009	Magister
39	Benchmarking and Commercial audit	Tlemcen University	2008-2009	Magister
40	International Business	King Faisal University	2010-2011	MBA
41	Marketing Approfondi	Bechar University	2013-2014	Magister

RESEARCH AND CREATIVE ACTIVITIES:

Nbr	Projects duration	Projects Title	Projects Code	Observations
01	2019-2022	Challenges of digital technology for the Algerian economic enterprises	F01L02EP130120190001	In progress
02	2015-2018	Nature of marketing and ethics of marketing's practices in developing countries with references to Algerian enterprises.	M02020140014	Accomplished
03	2009-2012	Méthodes et modèles d'aide à la décision : problèmes d'affectations de ressources et principes d'équilibrage charge/capacité	M02020090073	Accomplished
04	2008-2010	Marketing of tourism: A strategic approach to Algeria's tourism product and sustainable development.	M 02020070031	Accomplished
05	2005-2007	Technology changes and new product development: A competitive approach for the Algerian enterprises	M1301/22/2005	Accomplished
06	2001-2004	Marketing of banking and efficiency.	M1301/08/2001	Accomplished

(Cooperation projects -TEMPUS)

Nbr	Projects duration	Projects Title	Projects Code	Observations
01	2013-2015	Tempus Program- Euro-Mediterranean Integration through Lifelong learning (EU-MILL)	Project N° : 530401-TEMPUS-1-2012-1-ES-TEMPUS-SMHES (2012-2995/001-001)	Accomplished by April 2016

LEVEL OF COMPUTER COMMAND:

- Acceptable mastering of Microsoft word, Excel, Publisher & Power Point.
- 03 months Training in distance learning education with recorded courses (Project Management & Marketing of services, Marketing of financial services (banks)), at the University of Missouri-Rolla (USA), From March to May 2005.
- E-Learning training: «How to design a course using Opal», University of Constantine 01 (Algeria), February 2014.

INTERNATIONAL & NATIONAL PUBLICATIONS

1. **SAHEL.S.M** , «Comment promouvoir le produit touristique Algérien: cas du patrimoine bâti, sites et monuments», Actes du colloque international sur la préservation du patrimoine bâti, organisé par la faculté de l'ingénieur, Université de Tlemcen , N° 901-2002, Avril 2001.*
2. **SAHEL.S.M**, «Marketing touristique et stratégie de promotion du produit touristique Algérien», Revue des sciences sociales et humaines, Université de Batna, N° 10, ISSN N° 1111-5149, 2004*
3. **SAHEL.S.M & BOUDIA**, «Impératives d'une fonction marketing dans les pays en voies de développement cas de l'entreprise économique algérienne», Revue des sciences sociales et humaines, Université de Biskra, N° 09, ISSN 1112-3176, 2006*.
4. **SAHEL.S.M & BELMOKKADEM.M**, «Privatisation en Algérie : Pourquoi ?» revue d'économie et de management, faculté des sciences économiques et de gestion, université Aboubakr Belkaid Tlemcen, N° 06, ISSN 1112-3524, 2007*
5. **SAHEL S.M**, «The new policy for the take-off of the tourism sector in Algeria: which strategy?», proceedings of the 2nd days of research on tourism (JRT_2009), La Rochelle (France), April 2009. Lien pour les actes 2009, [La Rochelle,http://www.esc-larochelle.fr/pagesEditos.asp?IDPAGE=421&sX_Menu_selectedID=top_A4B9B254](http://www.esc-larochelle.fr/pagesEditos.asp?IDPAGE=421&sX_Menu_selectedID=top_A4B9B254).
6. **SAHEL S.M**, «Le rôle de l'orientation marketing pour la banque et l'importance du mix marketing dans la prise de décisions d'une bancaires», **Proceeding de colloque international sur La prise de décisions dans l'entreprise économique, université de M'sila, Faculté des sciences économiques sciences de gestion et des sciences commerciales le 14-15 Avril 2009, N° du dépôt 3748, 978-9947-0-2695-3** ردمك .
7. **SAHEL S.M & BELMOKKADEM.M**, «Algeria's Economic Policy: reality & prospect», les annales de l'université de VALAHIA de TARGOVISTE, section : sciences économiques, XIVème année, ISSN 1453-8202 N° 25, Targoviste, 2009. Site officiel : www.annalesfse.ro, international index : <http://journals.indexcopernicus.com/karta.php?action=masterlist&id=1740>.

8. **SAHEL S.M & ZIANI.N**, « The effects of bank reforms on the service offering and the performance of banking marketing: the case BADR bank -the concept of Banque assise», **Bechar university review of economics**, ISSN : 1112-6604, N° 16 “4”, 2015.
9. **ZIANI.N, GHENNANI.F & SAHEL.SM**, «Internal marketing as an input to the management of human resources in service organizations», *Business administration and economics studies review*, University of Djelfa (Algeria), N° 02, ISSN 2437-0525, Oct 2015.
10. **Dr. Malki Omar & Prof. Sahel Sidi Mohamed**, “Health Expenditure and its Impact on Economic Growth in Algeria (1981-2014)”, *Research Laboratory Journal PODEVA*, Issue 04, June 2016 (ISSN): 1112-9786, Faculty of Economic Sciences And Management and Business Sciences, University of Tlemcen.
11. **Dr. Maliki Omar & Prof. Sahel Sidi Mohamed**, “The Impact of Oil Price Volatility on Human Development - The Case of Algeria - A Standard Study Using VAR Models”, *Al-Bashaer Economic Journal*, Issue 07, December 2016 (ISSN): 0932-2437, Faculty of Science Economics, Management and Commercial Sciences, Taheri Mohamed-Bashar University.
12. **Dr. Malki Omar & Prof. Sahel Sidi Mohamed**, “The Impact of Public Expenditures on Unemployment in the Maghreb during the Period 2000-2013”, *Economic Integration Journal*, Issue 09, March 2016, ISBN: 2335-1608 And Administrative, issued by the Laboratory of Algerian-African Economic Integration, Faculty of Economic Sciences, Management and Commercial Sciences, filing n°2013-403, University of Ahmed Daraya-Adrar. revue.integration@univ-adrar.dz, website: <http://ieaa.univ-adrar.dz>.
13. **Dr. Ziani Najia & Prof. Sahel Sidi Mohamed**, “The Effect of Sales Promotion Techniques on Consumer Behavior Case Study of Ooredoo City of Tlemcen”, *Journal of the Research Laboratory PODEVA*, Issue N° 05, June 2018 (ISSN): 1112-9786, Faculty of Economics and Management Commercial Sciences, Tlemcen University.
14. **A.MEZHOUDA & S.M.SAHEL**, «La gouvernance de l'enseignement supérieur public: les apports des référentiels de l'assurance qualité -Etude comparative entre les référentiels de la CIQAES (Algérie) et de la NCAAA (Arabie Saoudite), *Al Bashaer Economic journal* (Vol 4 N° 01), Université de Bechar, 2018.

CONFERENCES AND SEMINARS ATTENDED:

1. Paper entitled: « **Questions about the Privatization in Algeria**» the 3rd study days, at the University of Tlemcen (Algeria), Mai/1995.*
2. Paper entitled: « **Marketing as a managerial tool for the reorganization of public enterprises** » national conference of CREAD, Algiers (Algeria), June 1998.**
3. Paper entitled: « **Why the Algerian consumer is choosing products from other countries?** », International conference, Tlemcen, 1999.*
4. Paper entitled: « **How to promote the Algerian tourism product?** », International conference on « la conservation, la sauvegarde et la restauration du patrimoine bati », (CIPAB) May 2001, Tlemcen (Algeria).*
5. Paper entitled: « **The Analysis of the Algerian productive system: an econometric approach** », International congress of operational research, Franco-III, ASAC-IFSAM, Quebec (Canada) 2001.**

6. Paper entitled: « **Marketing Practices in the Algerian Private enterprises: case of RD enterprise** », International Seminar, University of Oran (Algeria), 2002.**
7. Paper entitled: « **Prospect to which Marketing can be applied to the Algerian economic enterprises** », National Seminar, Béchar University (Algeria), 2004.*
8. 7th International Conference of enterprise Information systems (ICEIS), Miami (USA), 2005.
9. Paper entitled: « **Marketing social outil pour promouvoir une économie solidaire : cas de l'Algérie** », Colloque international portant sur l'économie solidaire : Théories et champs d'applications, université Aboubakr Belkaid-Tlemcen, Novembre 2005.*
10. Paper entitled « **L'importance de l'optique marketing dans les banques cas du concept de banque assise - BADR** », 2eme colloque national, département des sciences économiques, sciences commerciales et des sciences de gestion Bechar, 2006.*
11. Paper entitled: « **Nature du marketing & Ethiques des pratiques marketing dans les pays en voie de développement cas de l'Algérie** » Colloque international portant sur **Business Ethics and knowledge society**, Université Al Zaytoonah, Amman (Jordanie) Avril 2006.*
12. Paper entitled: « **Stratégie pour la promotion du tourisme balnéaire : cas de la wilaya de Témouchent (Algérie)**», Symposium international portant sur « Tourisme balnéaire et investissement touristique en Algérie : situation, formation, avantages, Direction du tourisme En collaboration avec l'Université de la formation continue, Temouchent (Algérie), Juin 2006.**
13. Paper entitled: « **Qualité de construction et développement durable** », Colloque international Normatica, faculté des sciences de l'ingénieur, université Aboubakr Belkaid-Tlemcen, Novembre 2006.**
14. Paper entitled: « **The importance of marketing approach for the promotion of the Algerian tourism product** », International seminar on tourism and sustainable development, Oujda (Morocco), May 2007.*
15. Paper entitled: « **The impact of MEDA program on the Algerian enterprises'** », International seminar on (Mise à niveau des entreprises), university of Oran (Algeria), May 2007.**
16. Paper entitled: « **Algeria's economic policy: reality and perspectives**», summer university, Institute Vilalonga, Valencia, Spain 2007.**
17. Paper entitled: « **A strategy for the promotion of Algeria's destination**», international symposium of tourism (Les défis du tourisme: enjeux, tendances et démarches pour le développement de la formation en tourisme), Tunisia (Sidi Dhrif), 27-29 november, 2008.**
18. Paper entitled: « **Nouvelle Politique pour la relance du secteur touristique en Algérie: Quelle stratégie ?** », 2ème journée de la recherche sur le tourisme (JRT_2009), La Rochelle (France), Avril 2009. **
19. Paper entitled: « **L'importance de l'optique marketing pour la banque et le rôle du Mix marketing pour la prise de décisions** », 3^{ème} éditions des journées internationales de réflexion en marketing (JREM), Tanger, Maroc, Avril-2009.*
20. Paper entitled: « **Nouvelle politique pour la promotion de la destination Algérie** », Colloque international sur le tourisme dans les pays Arabes, Ghardaia Fev 2013, Algerie.*

NB : *Arabic language, ** French language

OTHER UNIVERSITY ACTIVITIES:

- Responsible of (POLDEVA) scientific review (2012-2014).
- Member of the university administration board (from 2008-2009).
- Member of research laboratory (**POLDEVA**) and responsible of research team (from 2001 until now).
- Member of the university scientific board (1998-2000).
- Member of the university orientation board (from1998-2000).
- Member of the institute scientific board (from1990-1995 and 1998-2000).
- Organizer/coordinator of seminars and study days hold at the faculty of economic sciences and management, University of Tlemcen Algeria
- One month Training in didactics of sciences, at the **CEPEC** in Lyon (France), July 1992.

We are acting as reviewer for:

1. Economic and management revue, Al-Bashaer review, Bechar University-Algeria (2012-2017).
2. Economics and management review of the faculty of economic sciences and management, university of Tlemcen- Algeria (2007-2017).
3. **POLDEVA** review of the faculty of economic sciences and management, university of Tlemcen-Algeria(2012-2017).
4. The 11th IBIMA conference on Innovation and Knowledge Management in Twin Track Economies, Cairo, Egypt 4 - 6 January 2009.<http://www.ibima.org/Cairo2009/index.html>
5. Human and social sciences review of the University of Batna-Algeria, 2004.
6. Member of the scientific board of the international seminary on the economic policies, organized by the research laboratory (**POLDEVA**), the faculty of economic sciences and management, university of Tlemcen, (Algeria), Nov-2004.
7. Reader and reviewer of papers during international congress of operational research, Franco-III, ASAC-IFSAM, Quebec (Canada) 2001.
8. President of the scientific board of the Maghrebe seminary on the consumption analysis, organized by the national institute of economic sciences and management, university of Tlemcen, (Algeria), 1998.