

ECHAHID HAMMA LAKHDAR UNIVERSITY - EL-OUED
Under the Supervision of the DGRSDT and in collaboration with the CRTI
International Pluridisciplinary PhD Meeting (IPPM'20)
1st Edition, February 23-26, 2020
Theme: THE ROLE OF ECONOMIC INTELLIGENCE
IN THE IDENTIFICATION OF ENTREPRENEURIAL OPPORTUNITIES.
Case: Startups of Algiers

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Abstract:

Nowadays, the promoters of ideas are numerous and the startups are multiplying but it is not all the ideas that emerge and it is not all the startups that succeed, the problem lies in identifying entrepreneurial opportunities that allow to implement ideas into projects. This is why it is necessary to study how these opportunities are determined and how economic intelligence contributes to this. This communication presents an empirical study of startups of Algiers

Keywords: The entrepreneurial opportunities, ideas, the economic intelligence, the startups of Algiers, The entrepreneur.

Introduction:

Entrepreneurship is at the heart of the issues of growth, economic competitiveness and employment; it is certainly also a factor of progress. The imperative of adapting to a constantly changing world, as well as the need to generate growth and combat unemployment, have gradually led public authorities to make a continuous effort to establish an environment that encourages business creation and is conducive to risk-taking.

On the other hand, we have economic intelligence, which contributes favorably to the service of entrepreneurship, since it makes it possible to extend the area of coherence of the entrepreneur's project. Consequently, it is very interesting to introduce future entrepreneurs to the methods of economic intelligence so that they can more effectively seize opportunities and act on the environment. For the concretization of a project the entrepreneur must seize opportunities but before that he must first identify them, which leads us to pose the following problem:

If entrepreneurship was to seize the opportunities available to the carriers of ideas, then how does economic intelligence intervene in order to identify these opportunities?

In order to answer this problem, this paper will deal firstly with economic intelligence and its elements, secondly with entrepreneurship and startups, thirdly with the identification of opportunities using economic intelligence and finally with the results of the empirical study of startups in the wilaya of Algiers.

In order to provide elements of response to the questions raised, we have adopted the descriptive method for the drafting of the first two parts. The next two parts were carried out using an analytical method based on a survey with 30 startups in the wilaya of Algiers, through a questionnaire concluded by a statistical treatment.

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Economic intelligence

Philippe CLERC, defines economic intelligence as: "all coordinated actions of research, processing, distribution and protection of information, with a view to its exploitation, useful to economic actors and legally obtained. It extends the various actions of monitoring and heritage protection by precisely integrating the strategies of influence and cultural realities linked to each company and each region".

The Watch

Organised approach aimed at improving the competitiveness of the company through the collection, processing of information and dissemination of knowledge useful for the control of its environment (threats and opportunities) and for decision-making. This decision-making process uses specific tools, mobilizes employees and relies on the coordination of internal and external networks.

Security

According to the latest studies published by major consulting firms specializing in the security of internal information and business intelligence, the security of information and computer systems remains at the forefront of the concerns of modern companies.

The influence

A. Lobbying

Lobbying consists in carrying out actions to guide decisions of public authorities in the direction of their interests. Lobbying is aimed at public authorities as a target.

B. Publicity

Advertising sends messages to influence the minds and behavior of the people it is aimed at.

Our approach:

The survey on the economic intelligence practices of startups of Algiers was conducted in September 2018 by ourselves in partnership with the CCI of Algiers, the Directorate of Commerce of Algiers and the National Agency for the Support of Youth Employment (ANSEJ).

Our population has been studied using quantitative studies "which allow us to measure opinions and behaviors. Their numerical results give, after analysis, the measure of the studied phenomenon.

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For any quantitative study, a methodological approach must be followed. It is based on:

- The objective of the study.
- The sampling method.
- The questionnaire.

The objective of the study

The objective of this study is, firstly, to collect and analyze the practices of economic intelligence of the startups of Algiers and to measure their difficulties, as well as the progress made in these fields. Secondly, this survey makes it possible to orient public policies in support of innovation and to adjust the actions carried out by the network of chambers of commerce and industry as closely as possible to the needs of startups via adapted and evolving programs. Finally, this study will allow us to know the role of economic intelligence in the identification of entrepreneurial opportunities.

The sampling mode:

The sampling method chosen is based on the criteria of the population under study and the sample size.

- The population: The population to be studied is made up of startups launched in the wilaya of Algiers.
- The sample size: Our sample of 30 startups.

It should be noted that the sampling method is the simple random method (consists in drawing the sample at random from the sampling base).

The administration of the questionnaire:

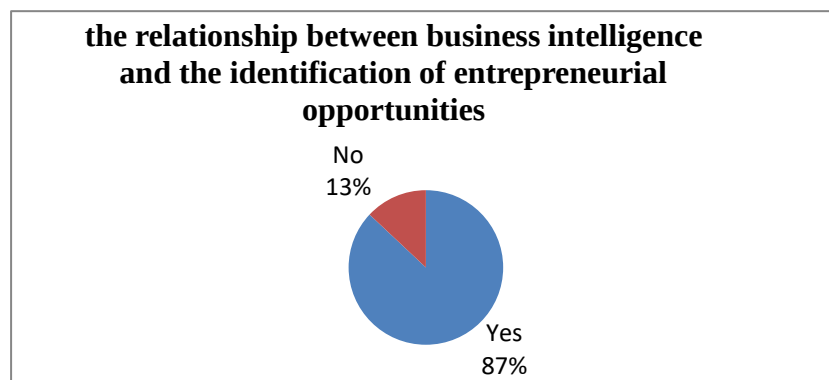
The questionnaire is one of the essential elements of a survey, it enables information to be collected and stored so that appropriate action can be taken.

For the collection of information, we opted for the method of questioning by e-mailing

Results and Discussion:

Question 1: Do you think that business intelligence practices will allow the identification of entrepreneurial opportunities?

Percentage of responses on the relationship between business intelligence and the identification of entrepreneurial opportunities.

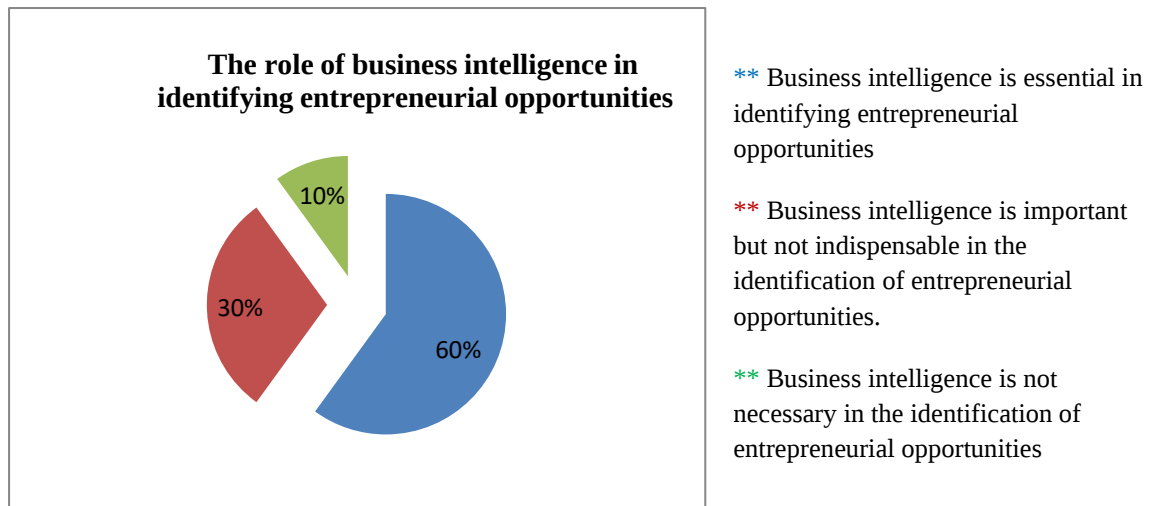


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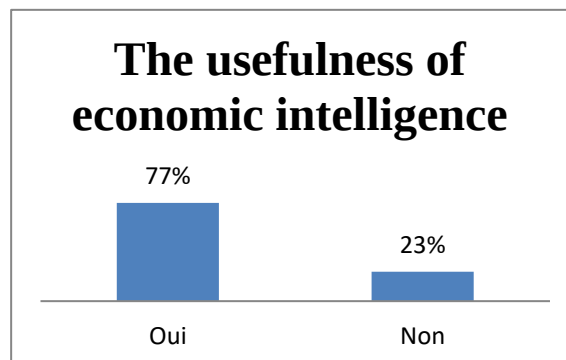
Question 2: What role does business intelligence play in identifying entrepreneurial opportunities?

Results of responses on the role of business intelligence in the identification of entrepreneurial opportunities



Question 3: Do you think the use of business intelligence would be beneficial for your startup?

Percentage of responses on the usefulness of business intelligence



Conclusion:

To conclude, it is important to underline that the empirical study carried out on about thirty startups in the wilaya of Algiers has shown that idea bearers in the region are practically aware of the importance of the parameters of economic intelligence in order to detect entrepreneurial opportunities likely to carry out their projects, but they are not all in the practice of these parameters, whether it is for lack of expertise, means or time, it is clear that some startups neglect the components of economic intelligence. This could prevent them from seizing the

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opportunities that may be available to them and from not having the necessary details about the environment that surrounds them.

Therefore, it is recommended that the policy of supporting entrepreneurs in the use of business intelligence for the identification of entrepreneurial opportunities be reviewed. This mode of support brings difficulties in the application of the 3 components of economic intelligence. In order to fight against these difficulties, one could suggest the creation of a non-profit state organization intended to improve the skills of the professionals of knowledge management and the specialists of the Economic Intelligence and ensures the training of the members. This public body will be responsible for the collection, processing and dissemination of information relating to the national and international economy.

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