



Ministry of Higher Education and Scientific Research

*University of Constantine 3 Saleh Boubenider
The Faculty of Arts and Culture*



In collaboration with :

Regional Planning Research Center (CRAT)

Organize:

*The first édition of the International Seminar on Cultural and Artistic
Entrepreneurship*

Under the title

***Cultural and artistic entrepreneurship
in Algeria***

27 and 28 November 2022

Under the slogan

"Culture and the Art for the national economy"

***Honorary President of the international Seminar : Pr. Ahmed BOURAS - Rector of
Saleh Boubinider University of Constantine 3.***

***General Supervisor of the international Seminar : Dr. Bouzid KASSEM - Dean of
the Faculty of Arts and Culture.***

President of the international Seminar : Dr. Nadjah BOULHOUCHE.

1. Preamble to the International Seminar

Today, cultural and artistic industries play an important role in increasing the rate of economic growth globally, especially in developed countries, where scholars and experts claim that cultural and artistic entrepreneurship is the one of the effective options for reviving countries' economies, creating jobs, encouraging innovation and strengthening social cohesion.

Cultural and artistic entrepreneurship has established itself as a new type of global investment for more than twenty (20) years. In 1982, Paul DIMAGGIO evokes the concept of Cultural Entrepreneurship and its role in profitability in his book entitled: "Cultural entrepreneurship in the 19th century". From the 1990s, governments called on cultural institutions to find independent sources to finance their expenditure in order to reduce their dependence on the public treasury, as part of the encouragement of so-called "cultural capitalism". (Source: www.journees-entrepreneuriat-culturel.com).

The international trend towards cultural and artistic entrepreneurship has led to the emergence of a new type of economy called the "creative economy", which depends on the production of goods and the provision of cultural and artistic services in as the main medium for investing and acquiring gains. The concept of the creative economy was first discussed in 2001 by John HOWKINS in his book titled: "The Creative Economy: How people make money from ideas", to be later adopted officially by European countries as part of an initiative or program: "Creative Europe - Creative Europe (2014-2020)" (Source: www.journees-entrepreneuriat-culturel.com).

In Algeria, cultural and artistic entrepreneurship is an emerging area of investment that has not yet reached the stage of maturity. However, the current political indicators underline the will of the State to develop this area of investment, in particular after the creation of a delegated ministry dedicated to so-called companies (start-ups), and the appointment of a Secretary of State in charge of the film industry and another in charge of cultural production. Also, the signs of social change that were beginning to appear on the horizon encouraged investment in the field of culture and the arts, because a large category of Algerians became interested in the colors and the aesthetic dimension of everyday life, especially when it comes to designing the interior decoration of houses and all that relates to it, or when buying clothes, or watching commercials and buying school supplies for children. ..etc.

On the other hand, there are indicators on the ground/practices that can constitute an obstacle to the development of cultural and artistic entrepreneurship in Algeria, the most important of which is perhaps the modest status of artists and intellectuals in society, the lack of acceptable appreciation of local and national artistic and cultural works compared to foreign works, and the existence of laws and regulations that do not serve investment in the field of arts, culture, etc. (Source: *Interview with artist professors at the Regional School of Fine Arts in Constantine*).

These elements have led us to raise the question of cultural and artistic entrepreneurship for a discussion between specialists, researchers and academics in order to contribute to establishing a precise diagnosis of the state of play, hence the problem of this International Seminar appears through the following axial question: ***What are the ways to develop cultural and artistic entrepreneurship in Algeria as an emerging investment area?***

2. Axes of the International Seminar

First axis: Theoretical literature on cultural and artistic entrepreneurship in Algeria;

"The emergence of cultural and artistic entrepreneurship, the theories framing entrepreneurial thought in the field of arts and culture, the difference and integration of entrepreneurial action between the field of culture and the field of arts , the beginnings of cultural and artistic entrepreneurship in Algeria, models and forms of cultural and artistic entrepreneurship in Algeria”.

Second axis: The contribution of various scientific disciplines to the development of cultural and artistic entrepreneurship;

Third axis: the role of governmental and non-governmental organizations in the development of cultural and artistic entrepreneurship;

Fourth Axis: Cultural and artistic entrepreneurship and intellectual property rights in Algeria;

Fifth Axis: Pioneering national and international experiences in cultural and artistic entrepreneurship;

Sixth axis: The obstacles to cultural and artistic entrepreneurship in Algeria;

Seventh axis: Challenges and prospects for the development of cultural and artistic entrepreneurship in Algeria.

3 . Objectives of the International Seminar

- Deepen the knowledge and achievements of students in arts and culture in the field of entrepreneurship, prepare them and encourage them to create investment companies in their field of specialization after obtaining their diplomas;
- Connect the university to the social and economic environment by proposing emerging fields of investment in the field of arts and culture that would reduce the dependence of the national economy on the hydrocarbon sector;
- Provoke a serious scientific debate between academics, students and actors in the field on the means of developing cultural and artistic entrepreneurship in Algeria, relying on the local and national capacities available;

- The inclusion of cultural and artistic entrepreneurship among the priorities of research projects, which are carried out at the level of research centers and academic institutions, especially since research data on the market for culture and arts in Algeria are few, of course, according to our field of knowledge;
- To benefit from practitioners of cultural and artistic enterprise in Algeria, by transferring their field experiences to students and teachers wishing to invest in the field of culture and the arts;
- To benefit from the best foreign experiences in the field of cultural and artistic entrepreneurship, and try to personalize experiences in line with the socio-cultural factors that exist in Algeria, as well as the economic capacities at its disposal;
- divulgue the status of the intellectual and the artist in Algerian society and develop an action plan to improve their professional and social status, which would positively reflect investment in the field of arts and culture.

4. Target Audience of the International Seminar

- Faculties and Departments of Arts and Culture in Algerian Universities;
- Teachers and researchers from Algerian and foreign universities and research centers interested in cultural and artistic entrepreneurship;
- National and foreign institutions interested in cultural and artistic entrepreneurship;
- Researchers in the field of economics in general and artistic cultural economics in particular;
- Owners of start-up projects and owners of small or medium-sized enterprises in the field of culture and the arts;
- Economic traders in the field of investment, such as representatives of banks, businessmen and representatives of national labor and employment agencies;
- Written media, audio, local and national audiovisual media.

5. Organs responsible for the International Seminar

- ***Honorary President of the International Seminar: Pr. Ahmed BOURAS - Rector of Constantine 3 Saleh Boubenider University.***
- ***General Supervisor of the International Seminar: Dr. Bouzid KASSEM - Dean of the Faculty of Arts and Culture.***
- ***President of the International Seminar: Dr. Nadjah BOULHOUCHE.***
- ***The Scientific Committee of the International Seminar***

President of the Scientific Committee of the International Seminar

Dr. Sihem Kebbabi

<i>Members of the Scientific Committee of the International Seminar</i>		
<i>N°</i>	<i>Surname, first name and academic rank</i>	<i>University or Research Center</i>
<i>01</i>	<i>Pr. Chouki BENABBAS</i>	<i>Director of the Regional Planning Research Center - (CRAT)</i>
<i>02</i>	<i>Pr. Karima BEN MOHAMMED</i>	<i>Constantine 3 Saleh Boubenider University</i>
<i>03</i>	<i>Pr. Abdelaziz CHARABI</i>	<i>Constantine 3 Saleh Boubenider University</i>
<i>04</i>	<i>Pr.Moustafa RAMOUCH</i>	<i>The management school - France</i>
<i>05</i>	<i>Pr. Fodil DELLIOU</i>	<i>Constantine 3 Saleh Boubenider University</i>
<i>06</i>	<i>Pr. Abdelhamid BOUCHOUCHA</i>	<i>Director of the Laboratory of Sociology of Communication : Research and translation UC3- SOCORET</i>
<i>07</i>	<i>Pr. Naouel OUTILI</i>	<i>Constantine 3 Saleh Boubenider University</i>
<i>08</i>	<i>Pr.Abelkader DAHDOUH</i>	<i>Morsli Abdallah University Center - Tipaza</i>
<i>09</i>	<i>Pr.Ismail MEHNANA</i>	<i>Abdelhamid Mehri University - Constantine 2</i>
<i>10</i>	<i>Pr.Nora BOUHNACH</i>	<i>Abdelhamid Mehri University - Constantine 2</i>
<i>11</i>	<i>Pr.Bouba MEDJANI</i>	<i>Abdelhamid Mehri University - Constantine 2</i>
<i>12</i>	<i>Pr.Fateh BEN AMOUR</i>	<i>Higher Institute of Arts and Crafts, University of Sfax - Tunisia</i>
<i>13</i>	<i>Pr.Aida HOUSSEIN AHMED DJOKHERCHA</i>	<i>Betra University - Jordan</i>
<i>14</i>	<i>Pr.Kadhém NOUIR KADHEM AL-ZOUBAIDI</i>	<i>Al-Kadissiya University - Iraq</i>
<i>15</i>	<i>Pr.Nihal MOHAMMED ABOU AL-KHAIR</i>	<i>Taif University - Kingdom of Saudi Arabia</i>
<i>16</i>	<i>Pr.Ouada Abdallah Ahmed Ibrahim</i>	<i>Jeddah University - Kingdom of Saudi Arabia</i>
<i>17</i>	<i>Pr.Racha MOHAMED ALI</i>	<i>Helwan University- Arab Republic of Egypt</i>
<i>18</i>	<i>Pr.Moustafa ABDEL RAHIM</i>	<i>Helwan University and Benha University - Arab Republic of Egypt</i>
<i>19</i>	<i>Pr. Nevine MOHAMED KHALIL</i>	<i>Arts Academy - Arab Republic of Egypt</i>
<i>20</i>	<i>Pr. Mohamed EL Saleh KORACHI</i>	<i>Abdelhamid Mehri University - Constantine 2</i>
<i>21</i>	<i>Pr.Mokhtar REHAB</i>	<i>Mohamed Boudiaf University - M'Sila</i>

22	<i>Pr. Lotfi DENBRI</i>	<i>Larbi Ben M'hidi University - Oum El Bouaghi</i>
23	<i>Pr. Azzouz BEN OMAR</i>	<i>Ahmed Ben Bella University - Oran 1</i>
24	<i>Dr. Saliha KEBBABI</i>	<i>Constantine 3 Saleh Boubenider University</i>
25	<i>Dr. Teybe REHAIL</i>	<i>Director of the Research Unit in Emerging Territories (CRASC-TES)</i>
26	<i>Dr. Wided SEMICHI</i>	<i>Director of the Digital Communication and Information Technologie's Laboratory (UC3-DCIT)</i>
27	<i>Dr. Amina GADJALI</i>	<i>Constantine 3 Saleh Boubenider University</i>
28	<i>Dr. Salah ADJOINT</i>	<i>The Regional Planning Research Center - (CRAT)</i>
29	<i>Dr. Mehdi DIB</i>	<i>The Regional Planning Research Center - (CRAT)</i>
30	<i>Dr. Ammar BEN MALEK</i>	<i>Abdelhamid Mehri University -Constantine 2</i>
31	<i>Dr. Sandra SAIBI</i>	<i>Abdelhamid Mehri University -Constantine 2</i>
32	<i>Dr. Messaoud MOUDJARI</i>	<i>Benyoucef BENKHEDDA University - Algiers 1</i>
33	<i>Dr. Ferouk YAALI</i>	<i>Mohamed Lamine Debaghin University - Setif 2</i>
34	<i>Dr. Aïcha BOUACHIBA</i>	<i>Constantine 3 Saleh Boubenider University</i>
35	<i>Dr. Meriem BEN ZADRI</i>	<i>Constantine 3 Saleh Boubenider University</i>
36	<i>Dr. Lotfi DAHINA</i>	<i>Constantine 3 Saleh Boubenider University</i>
37	<i>Dr. Amina ALLAGUE</i>	<i>Constantine 3 Saleh Boubenider University</i>
38	<i>Dr. Zoubeida BOUGHAOUAS</i>	<i>Constantine 3 Saleh Boubenider University</i>
39	<i>Dr. Sara ZEGAI</i>	<i>Constantine 3 Saleh Boubenider University</i>
40	<i>Dr. Chahrazed LEBSIR</i>	<i>Abdelhamid Mehri University -Constantine 2</i>
41	<i>Dr. Karima BENDERRADJ</i>	<i>Abdelhamid Mehri University -Constantine 2</i>
42	<i>Dr. Hani KHALIL EL FARANE</i>	<i>An-Najah National University - Palestine</i>
43	<i>Dr. Ibrahim BADAOUI</i>	<i>Arab League for Islamic Civilization and Arts - Egypt</i>
44	<i>Dr. Bachir NADER HAMID</i>	<i>Al-Mustansiriya University - Iraq</i>
45	<i>Dr. Moustafa KAMEL CHAN</i>	<i>Sakarya University - Turkey</i>
46	<i>Dr. Mohmed EL FATEH HAMDI</i>	<i>Qatar University - Qatar</i>
47	<i>Dr. Oualid KARA</i>	<i>Constantine 3 Saleh Boubenider University</i>

48	<i>Dr. Faiza BENHAMZA</i>	<i>Constantine 3 Saleh Boubenider University</i>
49	<i>Dr. Leila BEN TURKI</i>	<i>Mentouri Brothers University - Constantine 1</i>
50	<i>Dr. Leila IDIOU</i>	<i>Abbas Laghrour University - Khenchela</i>
51	<i>Dr. Chahinez LAIDLI</i>	<i>Abdel Rahman Mira University - Béjaïa</i>
52	<i>Dr. El Arbi BEN DAOUD</i>	<i>Kasdi Merbah University - Ouargla</i>
53	<i>Dr. Ahmed BEGHALIA</i>	<i>Dr Moulay Taher University -Saida</i>
54	<i>Dr. Lahbib SOUALMI</i>	<i>Abu Baker Belkaid University - Tlemcen</i>
55	<i>Dr. Abdellah BEN AZZOUZI</i>	<i>Moustafa Stambouli University - Mascara</i>
56	<i>Dr. Mouatez billah BEN GHALIA</i>	<i>National Center for Research in Prehistory, Anthropology and History</i>
57	<i>Dr. Fouzia BOUDRIOUA</i>	<i>Abdelhamid Mehri University -Constantine 2</i>
58	<i>Dr. Ismail BEN TELDJOUNE</i>	<i>Constantine 3 Saleh Boubenider University</i>
59	<i>Dr. Asma BEN BOUHADJA</i>	<i>Constantine 3 Saleh Boubenider University</i>
60	<i>Dr. Houyam REGUEGUE</i>	<i>Abdelhamid Mehri University - Constantine 2</i>
61	<i>Dr. Ferial ABBAS</i>	<i>Higher School of Accounting and Finance - Constantine</i>
62	<i>Dr. Ouafa SAIGHI</i>	<i>Constantine 3 Saleh Boubenider University</i>
63	<i>Dr. Mohamed AMIRECHE</i>	<i>Constantine 3 Saleh Boubenider University</i>
64	<i>Dr. Khaled SAASAA</i>	<i>Constantine 3 Saleh Boubenider University</i>
65	<i>Dr. Fouzia BOUTAUCHE</i>	<i>Constantine 3 Saleh Boubenider University</i>
66	<i>Dr. Soumia BEN DEKOUM</i>	<i>Constantine 3 Saleh Boubenider University</i>
67	<i>Dr. Djamel YATGHAN</i>	<i>Constantine 3 Saleh Boubenider University</i>
68	<i>Dr. Mohamed BELARBI</i>	<i>Constantine 3 Saleh Boubenider University</i>
69	<i>Yamina BECHAREF</i>	<i>Constantine 3 Saleh Boubenider University</i>

***President of the Organizing Committee of the International Seminar
Professor Abdel Hafid CHERAIT***

<i>Members of the Organizing Committee of the International Seminar</i>		
<i>N°</i>	<i>Surname, first name and academic rank</i>	<i>University or Research Center</i>
<i>01</i>	<i>E. Samia HADFI</i>	<i>Constantine 3 Saleh Boubenider University</i>

02	<i>E. Imen MERABET</i>	<i>Constantine 3 Saleh Boubenider University</i>
03	<i>E. ABDECLEM Ikhlef</i>	<i>Constantine 3 Saleh Boubenider University</i>
04	<i>E. Hamoudi LAOUAR</i>	<i>Constantine 3 Saleh Boubenider University</i>
05	<i>E. Abdelhalim BOUCHRAKI</i>	<i>Constantine 3 Saleh Boubenider University</i>
06	<i>E. Amina BOUTOULA</i>	<i>Constantine 3 Saleh Boubenider University</i>
07	<i>E. Sara BOULAHIA</i>	<i>Constantine 3 Saleh Boubenider University</i>
08	<i>E. Mohamed ELBACHIR BENSALEM</i>	<i>Constantine 3 Saleh Boubenider University</i>
09	<i>E. Ahmed CHERIKI</i>	<i>Constantine 3 Saleh Boubenider University</i>
10	<i>E. Ahmed BEN AAZA</i>	<i>Constantine 3 Saleh Boubenider University</i>
11	<i>E. Youcef Abdeladim CHALABI</i>	<i>Constantine 3 Saleh Boubenider University</i>
12	<i>Mr. Sami DEBBABI</i>	<i>The Regional Planning Research Center - (CRAT)</i>
13	<i>Mr. Hosni GHARRAS</i>	<i>Constantine 3 Saleh Boubenider University</i>
14	<i>Mr. Ali LAZGHAB</i>	<i>Constantine 3 Saleh Boubenider University</i>
15	<i>Mr. Mohamed Assedik BEN ZAATAT</i>	<i>Constantine 3 Saleh Boubenider University</i>
16	<i>Mr. Mouloud ABDELATIF</i>	<i>Constantine 3 Saleh Boubenider University</i>
17	<i>Mme. Linda CHEHOUB</i>	<i>Constantine 3 Saleh Boubenider University</i>
18	<i>Mme. Sara AMIRECHE</i>	<i>Constantine 3 Saleh Boubenider University</i>
19	<i>Mr. Imed DJEMMAM</i>	<i>Constantine 3 Saleh Boubenider University</i>
20	<i>Mr. Lotfi BEN KEDOUAR</i>	<i>Constantine 3 Saleh Boubenider University</i>
21	<i>Mr. Saber GUIOUA</i>	<i>Constantine 3 Saleh Boubenider University</i>
22	<i>Mr. Seif Eddine BOUDERSA</i>	<i>Constantine 3 Saleh Boubenider University</i>
23	<i>Mr. Mohamed ROUHANI</i>	<i>Constantine 3 Saleh Boubenider University</i>
24	<i>Mme. Sihem AOUICH</i>	<i>Constantine 3 Saleh Boubenider University</i>
25	<i>Doctoral students</i>	<i>Constantine 3 Saleh Boubenider University</i>
26	<i>Students at all levels of study</i>	<i>Constantine 3 Saleh Boubenider University</i>

6. Conditions of participation in the International Seminar

- ✓ The interventions presented address one of the themes of the International Seminar;
- ✓ Submitted interventions must be scrupulous, at the same time as fulfilling the condition of scientific originality;
- ✓ The submitted interventions must not be published or be the subject of participation in previous scientific events;
- ✓ Sending two summaries on the subject of the intervention, the first in Arabic and the second in a foreign language (French or English), attached with a maximum of seven keywords, so that each summary does not exceed 300 words (with blanks counting);
- ✓ The interventions of the International Seminar can be written in one of the following languages: Arabic, English or French;
- ✓ Bilateral participation are accepted, provided that one of the researchers undertakes to present the intervention during the activities of the International Seminar;
- ✓ The number of pages of the intervention varies between 15 and 20 pages, including the list of sources and references used;
- ✓ The writing template will be sent to researchers whose abstracts have been accepted, including the standards and dimensions of the writing page, the type of the writing font used and the type of marginalization adopted to document the sources and the references ;
- ✓ Participation in the international forum can be done face-to-face or via videoconference technology;
- ✓ The organizers of the International Seminar do not cover the transport and accommodation costs of participants from/outside the Wilaya of Constantine.

NB: The activities of the International Seminar will be printed in a collective book with international numbering.

7. Important dates for participation in the International Seminar

- *Date of the announcement of the International Seminar: July 05, 2022;*
- *Date of receipt of abstracts: latest deadline, August 05, 2022;*
- *Response date for accepted abstracts: August 15, 2022;*
- *Date of receipt of the full text of the interventions: latest deadline, October 15, 2022;*
- *Date of response to accepted interventions: October 30, 2022;*

- *Date of invitations to participants: 07 November 2022;*
- *Date of the International Seminar: November 27 and 28, 2022.*

8. Participating cost in the international forum

- Teacher-researchers: 7000 DZD
- Doctoral students: 4000 DA

9. International Forum Honorary Person

• The honorary personality of the International Seminar is Professor "**Ahmed BOURAS** " who is one of the most prestigious scientific and administrative personalities of the Algerian University. He distinguished himself in his scientific field "*economics*", in which he obtained the highest scientific degrees. He also graduated in university administrative positions until his designation as university director in several Algerian Wilayats.

• The professional career of Professor "**Ahmed BOURAS** ", as a worthy professor in his field of competence, as well as an experienced manager, occupying the rectorship of several national universities where he has achieved success at all levels, deserves our testimony of appreciation and respect and also, our homage.

10. Activities scheduled before and during the International Seminar

- ✓ Organization of the "**Creative Student**" competition, for the best business investment project in the field of arts and culture;
- ✓ Organization of a practical workshop on the "**Artistic recycling**", supervised by specialists in the field;
- ✓ Organization of a plastic art activity by students from the Faculty of Arts and Culture;
- ✓ Organization of a theatrical performance by students of the Faculty of Arts and Culture;
- ✓ Organization of a musical concert by students from the Faculty of Arts and Culture.

11. Information, communication and orientation Cell of the International Seminar

For any information, we provide you with the following data:

- **Telephone numbers: 0554307598 / 0675998103**
- **Hours of telephone calls: from 10:00 a.m. to 3:00 p.m.** (outside these hours no calls will be answered)
- **E-mail of the international Seminar: col.entreartcul@univ-constantine3.dz**
- **Appendices: Participation form for the International Seminar.**

Participation Form for the International Seminar

Full name :

Scientific Rank:

Institution of work:

Scientific specialty:

Telephone number:

E-mail :

Title of the intervention:

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Summary in Arabic

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Key words :

Summary in foreign language

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Key words in foreign language: