

# Curriculum Vitae



- **First Name and last name:** Houssem Adnane
- **Academic Rank:** Associate Professor - A
- **Degree:** PhD in Business Sciences, Specialization: Marketing
- **Institution:** Abbas Laghrour University, Khenchela
- **Affiliation:** Faculty of Economic Sciences and Business Sciences - Department of Business Sciences
- **Nationality:** Algerian
- **Email Address:** adnane.houssem@univ-khenchela.dz

## Postgraduate Studies:

1. Master's in Marketing in English, 2012, with a very good grade from the Higher School of Commerce – Central Algiers. Presented a thesis titled “The Improvement of Competitive Abilities Using Benchmarking Approach”
2. PhD in Business Sciences, Specialization in Marketing in English, 2021, with a very good grade from the Higher School of Commerce – Kolea. Presented a dissertation titled “Improving Competitive Performance Using Discriminant Analysis”

## Professional Career: Temporary Positions held in Private Institutions:

- Specialist in Graphic and Product Design
- Specialist in Photography
- Sales Representative in a company selling and installing security and protection software and tools

## Official and Permanent Positions:

1. Chief Administrator in Local Communities, Oum El Bouaghi Province
2. Head of the External Relations Office
3. Advisor responsible for inventory and public property registration and updates
4. Head of the Budget Office
5. Head of the Public Procurement Office

6. Head of the Finance and Procurement Service
7. Acting General Secretary, Municipality of Oum El Bouaghi
8. Permanent Professor at Abbas Laghrour University, Khenchela

**Academic Interests:** Marketing, Consumer Behavior, Competitiveness and Competitive Analysis, Entrepreneurship, and Small Enterprises.

**Published Scientific Articles:**

- Houssem, ADNANE. (2023). "The Evolution of Marketing in Algeria." Journal of Contemporary Business and Economic Studies Vol, 6(02).
- Houssem, ADNANE. (2023). "The Impact Of Algerian Influencers On Consumer Behavior." Administrative And Financial Sciences Review Volume: 70/ N°: 70 (0702)
- Houssem, ADNANE. (2018). Revue des Réformes Economiques et Intégration En Economie Mondiale Vol 13 N 26.
- Houssem, ADNANE, abderrahman BENAZZOUZ (2023). "Competitive Analysis in Micro Enterprises using Logistic Regression (Case of Eastern Algeria)" Journal of Economic and Administrative Research Vol, 15(03).

**Participations in Conferences:**

- "The Effect of Algerian Socio-cultural Factors on Green Marketing," March 02, 2023, Recent Trends in Marketing and Its Practice in the Knowledge Economy, Faculty of Economic and Management Sciences - Abbas Laghrour University, Khenchela.
- "The Reality of Academic Dishonesty Among University Students - A Case Study," October 19, 2022, Ethics of Work as the Basis for Sustainability of Human Capital in Algerian Universities: Reality, Prospects, and Challenges, Faculty of Economic and Management Sciences - Abbas Laghrour University, Khenchela.
- National Symposium on: Recent Trends in Marketing and Its Practice in the Knowledge Economy, Faculty of Economic and Management Sciences - Abbas Laghrour University, Khenchela.
- Virtual National Symposium on: Marketing Innovation for Startups, Reality and Forecasting, Faculty of Economic and Management Sciences - Abbas Laghrour University, Khenchela, in collaboration with the PRFU Research Group: The Role of Marketing in Achieving Sustainable Local Development Under Current Economic Conditions.