

Personal Information

Name: Charef eddine Family name: ZEDIRA

Date of Birth: 24/11/1985 Place of Birth: Tébessa

Professor : Professor of higher education

Specialization: Management

Bachelor's Degree : 2006 Master's Degree :2011, Ph.D : 2017, Professorship :2023

Professional Information

- Head for the management sciences training division team
- Head of the economics and management and commerce training team

Scientific Experience

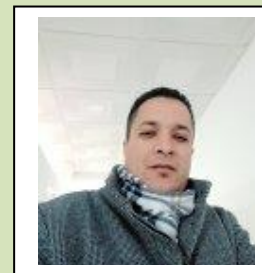
- Reviewer in the Journal of Business and Trade Economics (University of M'sila).
- Reviewer in the Journal of Advanced Economic Research (University of El Oued)
- Reviewer in Al-acil Journal of Economic and Administrative Research (Khenchela University)
- Reviewer in the Journal of Financial, Accounting and Administrative Studies (Oum El Bouaghi University)
- Reviewer in the Economic Researcher Magazine (Skikda University)
- References in the Journal of Human Sciences (Oum El Bouaghi University)
- Reviewer in the Journal of Economic Development Studies (University of Laghouat)
- Reviewer in the Journal of Management and Economics Research (University of Djelfa).

Published Academic Articles in the Last 03 Year

- Digital Marketing as a tool to increase the Visibility of Start-Ups - An Analytical study of Algeria's Digital Environmen, Management & Economics Research Journal, vol 05, N 04/2023.
- Models of the relationship of job quality and its dimensions with the quality of health services, Revue des sciences humaines de l'université Oum El Bouaghi, vol09, N02, 06/2022.
- Digitization of public health establishments - case of EPSP Kais wilaya of Khenchela, Journal of Economic and Financial Research, Vol 09, N02, 12/2022.
- The role of the marketing intelligence system in activating the promotion policy of the Condor Foundation in Bordj BouArreridj, El - Acil Journal for Economic and Administrative Research, vol 06, N 02/2022.
- Implementation of Hospital Establishment Project (HEP) In Algeria: contributions and limits, Revue Innovation, Vol 11, N 02/2021.
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Published Books

- A book entitled: Quality Management, Lectures and Lessons, Dar Al-Hamid Publishing and Distribution, Jordan, 2022.
- Publication entitled: Quality Management, lessons directed to third-year Bachelor of Business Administration students, 2019.



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<https://scholar.google.com/citations?user=coFnI2gAAAA>



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ResearchGate

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