

Digital Creativity in the Virtual Content of the Algerian Economic Institution

Case Study: Directorate of Electricity and Gas Distribution Khenchela Province (Algeria)

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Abstract:

The study entitled “Digital Creativity in the Virtual Content of Algerian Economic Institutions” aims to identify the concept of digital creativity by examining its dimensions in the Facebook posts of the institutions under study. This was achieved through a research approach that included three (3) methodological frameworks, starting with the conceptual and theoretical framework, followed by the theoretical rooting of the study variables, the applied framework for analyzing the content of the institution's official virtual page, then relying on content analysis methodology and virtual viewing of the economic institution's page under study, reinforced by indirect exploratory interviews to determine the extent to which the hypotheses' indicators were achieved and to answer the question posed. The following conclusions were reached:

- The virtual content of the economic institution in the field of study includes patterns of digitization of its services to its customers.
- The virtual content of the economic institution in the field of study includes patterns of digital promotion to raise awareness in the community.
- The virtual content of the economic institution under study includes patterns of digitization of its administrative functions, through exploratory evidence, as the institution under study does not publish its functions virtually.-

Keywords: Creativity; Digitization; Virtual content; Economic institution

I. Conceptual and theoretical framework of the study

Introduction

Today, the world is facing a series of transformations and changes in various areas of life, affecting organizations in general due to the direct pressures they exert to improve the quality of the products or services they provide, enabling them to enhance competition with other parties.

Therefore, the aforementioned changes, especially in the field of digital technology, have forced economic institutions to delve into the world of digitalization, not to mention the health

crisis witnessed in recent years (COVID-19), which has prompted institutions to reduce their efforts, distances, and costs, accomplish their tasks “remotely” or digitally, and seek ways to develop their services digitally in a smooth and more transparent manner.

The fact that led to the strong emergence of digitization at all organizational levels is the problem of digital creativity on the part of those with technological skills or actors in the Algerian economic sector. Therefore, comprehensive attention must be paid to this concept, given that previous studies have focused only on the use of the term “organizational creativity” in a broader sense, without paying attention to the fact that the concept has become subject to overwhelming digitization. Therefore, it must be specified and attached to “digital” and given great importance in the scientific research findings of organizational and work sociology. This is especially true from an applied perspective, in order to familiarize the reader with the details of digital creativity in the economic sector. Not to mention the creative processes that economic institutions put forward in cyberspace or on social media.

❖ **Importance of the study**

The topic of “Digital creativity in the virtual content of Algerian economic institutions” derives its importance from the services and functions provided to society by economic institutions, which have played a significant role in economic development, not to mention the stages they have gone through, from economic dependence on French colonialism to what they are today, (so that it has become more in line with digitization and social media). In addition, it provides a practical understanding of the concept of digital creativity, distinct from the concept of organizational creativity in general, and delves deeper into the dimensions of the study, bringing it closer to researchers and recipients in the fields of organizational sociology and labor studies. It will also provide a comprehensive picture of digital creativity in the virtual content of Algerian economic institutions and how to use the latest developments in digitalization and artificial intelligence in a positive and effective way to achieve customer satisfaction and thus achieve positive results that meet the requirements of society.

Regarding scientific importance: It can be said that this study will enrich the scientific and knowledge base of Arab libraries in general, especially given the scarcity of such topics (to the best of the researchers' knowledge). Furthermore, a comprehensive understanding of the aspects of this study will add a new dimension to studies in the sociology of organization and work, thereby contributing to solving the problems of organizations in the economic sector.

❖ **Study objectives**

Every research project has an objective that reflects the researcher's field of specialization. The objective may vary between general, scientific, and practical. Therefore, the current study, “Digital Creativity in the Virtual Content of Algerian Economic Institutions,” aims to achieve the following general objective:

- To understand how digital creativity is embodied in the virtual content of Algerian economic institutions.

Scientifically, the study seeks to: Determine whether economic institutions are truly committed to digitizing their services through their virtual interactions with members of society.

Also, to find out the extent of its (the economic institution's) commitment to digital awareness promotion through its virtual interaction with members of society.

Then, to find out whether there is digitization of the functions performed by the institution in the field of study in its virtual dealings with members of society.

In practical terms, the current study aims to find out everything related to digital creativity in the Algerian economic sector, in its virtual form, and to familiarize itself with the sample of the content studied in order to establish the correct foundations for the current study.

❖Research problem

What are the characteristics of digital creativity in the virtual content of economic institutions in the field of study?

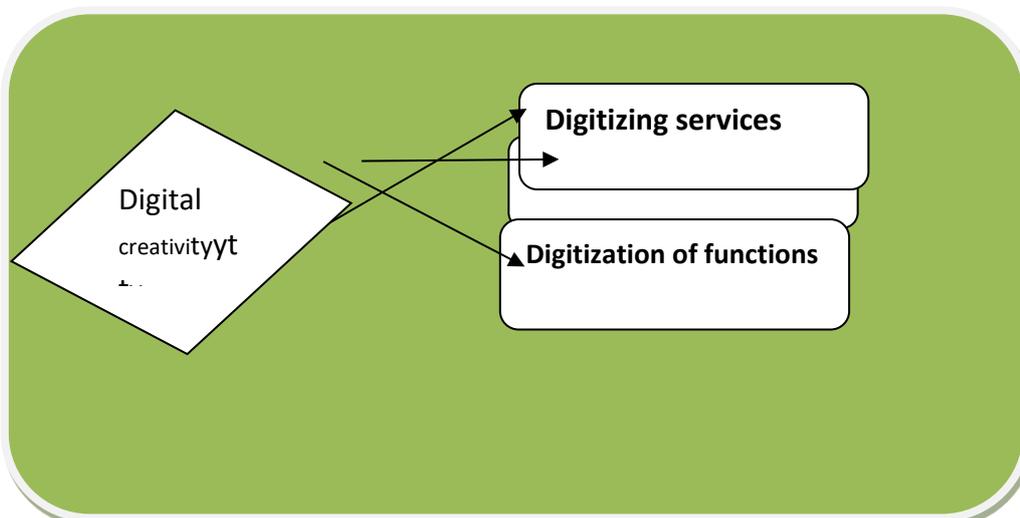
❖Study Hypotheses

A hypothesis is a temporary question that the field answers and proves its validity to make it a working principle in organizational and work sociology studies. Therefore, after surveying the field of the institution under study and then examining its virtual content (Facebook posts on the official page of the economic institution under study), the researchers drew the following hypotheses:

- The virtual content of the economic institution under study includes patterns of digitization of its services to its customers.
- The virtual content of the economic institution under study includes patterns of digital promotion to raise awareness in the community.
- The virtual content of the economic institution under study includes patterns of digitization of its administrative functions.

❖Study hypothesis formulation model

Since the institution's primary mission is to distribute electricity and gas, it must: Digitize its services to facilitate tasks for Algerian customers and reduce time and money. Conduct digital awareness campaigns to educate citizens about the dangers of gas and electricity to public health. Digitize jobs to speed up task completion and reduce movement and effort for its employees.



Study Concepts

The concept is considered a linguistic gateway to defining what the title of the study requires. Because our study is a combination of fieldwork and content analysis, we relied directly on the procedural definition, away from the methodological procedures repeated by researchers. Procedural concepts are closer to the reader in the field of specialization, and he quickly adapts to them because they coexist empirically and are derived from exploratory visits to the field and indirect interviews with the research subjects, which makes the concepts more transparent and credible.

The concept of digital creativity Procedurally: The researchers refer to most of the processes that branch out from organizational creativity, such as flexibility, sensitivity to problems, the ability to analyze and design, verbal fluency, various technical artistic processes, and virtual awareness, while following the digitization of services and functions.

However, this is done in an unusual and unique virtual digital manner that relies more on advanced technological means by keeping pace with the latest developments in information society media, in order to accelerate the pace of digital task and service performance in the economic institution.

The concept of virtual content: This is embodied in the Facebook posts published by the official page of the institution in question, which address the concerns of customers and stakeholders, as well as the institution's achievements, particularly contracts and agreements concluded with other parties.

The concept of an economic institution: This is the process of interaction between several dimensions and factors (human, material) for the production or exchange of goods with other economic parties within the framework of legal legitimacy and the financial contributions required for its various activities. However, in the case of the Algerian public economic institution, the matter goes beyond the operations it carries out in terms of production and exchange of goods, to follow the stages of its development through the ages since independence (self-management, socialist management, restructuring).

❖ Previous studies

Previous studies are considered preliminary research starting points in the field being investigated by the researcher, based on the premise that no research starts from scratch (0), given that Auguste Comte started from human civilization and attributed it to Western sociology. Similarly, the current research was not the first, but we relied on the common variable of “organizational creativity” at the outset. The concept was only subjected to current variables to take a digital direction.

This led the researchers to rely on two studies in the research variables, according to chronological and spatial chronology, and the proximity of the two studies to the current study.

Study by Rita Musa Abdullah Al-Ali: Entitled “The Relationship between Knowledge Management Processes, Organizational Creativity, and Their Impact on Organizational Performance: An Applied Study on Organizations in the Communications and Information Technology Sector in Jordan,” Master's thesis in Business Administration, Middle East University, 2012/2013.

The study was based on the following questions:

- To what extent do knowledge management processes affect organizational performance?
- To what extent do knowledge management processes affect organizational creativity?
- Does organizational creativity have an impact on organizational performance?

To what extent do knowledge management processes affect organizational performance in the presence of organizational creativity?

The researcher relied on a descriptive analytical approach, in addition to a random sample, questionnaires, and secondary and primary sources to collect research data, which led to the following conclusions:

Knowledge management contributes to enhancing the organization's ability to achieve its goals in terms of market share and customer satisfaction.

The fact that the organizations under study have adopted knowledge management processes indicates their awareness of the importance of this administrative process, especially since these organizations use knowledge as an input in the production process.

- The lack of adequate internal processes in the organizations under study, in addition to several conclusions reached by the researcher (Moussa, 2013/2012).

Study by Sabrina Ramach: The Algerian Economic Institution (An Analytical Sociological Perspective), article submitted to the Journal of Humanities, University of Constantine (1), Algeria, 2015.

The researcher addressed all stages of development of the Algerian economic institution and the economic policies adopted, the Tripoli Program, the Algerian Charter, the Agricultural Revolution Charter, the Socialist Management Charter, the National Charter, the Constitution, industrialization strategies in Algeria, and Algerian economic development plans, the Tripartite Plan, the second quadrennial plan, and the first five-year plan. She concluded that the Algerian economic institution had experienced difficult conditions characterized by low productivity, weak production capacity, and accumulated debt. Despite adopting a socialist approach after independence, this resulted in economic and social difficulties that greatly affected the success of the development process. (Ramash, 2015)

The current study's position in relation to previous studies

The current study: It came up with research hypotheses, a new concept in line with the current temporal dynamics, and followed a content analysis approach on a virtual tool (the Facebook page of the institution under study) in combination with a field survey approach as ready-made data. It relied on indirect survey interviews to avoid bias among respondents and was characterized by its practical content (field survey and content analysis).

The two previous studies: followed concepts that are common and widely used among researchers, widely used tools, especially data collection tools, the theoretical aspect is more dominant (the Algerian study), many hypotheses are presented in a crammed manner, thus undermining their validity in the field (confusion). They relied on the concept of organizational creativity, excluding digital creativity.

◆ Theoretical approach

The theoretical approach is considered a sound research basis built on methodological foundations and rules, rooted in its authenticity, as Pierre Bourdieu states that “scientific research without theory is empty.” It is valid for all times and places, whether macrosociology or microsociology, not to mention the accurate correction of research results and control of

their validity. Therefore, the modern theoretical approach was adopted (stakeholder theory by Edward Freeman: given that the hypothetical audience following the official page of the institution under study includes groups such as its employees who deal with the institution directly, as well as customers who have ongoing relationships with the institution within the framework of what is known as microsociology, especially since the theory studied examines the partial interactions between the two parties, society and the system, always within the scope of the open system of exchange and influence. It should be noted that the institution adheres to its hypothetical social responsibility towards the actors. Always within the framework of microsociology and to express the dimensions of digital creativity in virtual reality, the theory of components dominated by the excessive virtuality of the world was used. Amabel assumes that creativity requires motivation, which is defined by hypothetical point “A”, and skills, which are defined by points ‘B’ and “C”. An element that combines creativity and motivation requires freedom to create. The two approaches are projected onto the hypothetical field analysis of the current study to determine the validity of the hypotheses on which they are based.

II. Theoretical Framework

◆Digital Innovation

Introduction:

Digital innovation is considered one of the key factors for the sustainability of any organisation, not only in terms of its objectives (objective) but also in terms of generating returns and bringing about change in all its processes and activities. Building and structuring a successful and effective institution is the responsibility of its actors and their full commitment to the creative dimensions of digitalisation within the Algerian economic institution, as it is an environment that encourages virtual creative processes and activities. Therefore, this section will address the most prominent elements of digital creativity and economic institutions.

The concept of creativity: This refers to a new idea that is implemented with the intention of developing production, processes or services. The impact of creativity in organisations can range from minor improvements in performance to significant and substantial developments. These improvements may include production and new methods in technology. (Al-Harashseh, 2006, p. 248)

It is clear from the above definition that it encompasses digital creativity, specifically in the phrase ‘these improvements may include new production and technology methods.’ Therefore, digital creativity is practised extensively but in a subtle and implicit manner (under the umbrella of the common concept of organisational creativity).

Types of creativity in organisations

Creativity varies according to the diversity of work areas in an organisation, so views on the types of creativity differ according to the perspectives and specialisations of scholars and researchers. Among the most common types of organisational creativity are:

- Artistic creativity: This type of creativity is more closely linked to economic organisations, whether goods or services, and relates to production technology.

-Administrative creativity: This is creativity that directly affects the organisational structure and indirectly affects administrative processes. (Al-Duwaisri)

However, the digital creativity discussed in the current study varies in its technological means, such as digital communication creativity, which occurs through various virtual means of communication. Media creativity stems from the novelty of media platforms, such as various platforms and advanced applications. In other words, digital creativity affects only the digital community, provided that the institution keeps pace with modern developments. Creativity here is linked to the functions and processes carried out by the economic institution under study.

Characteristics of digital creativity

Management and organisation experts believe that the characteristics of digital technology are in harmony with digital creativity, and that management practices in the era of globalisation can only be achieved through advanced management with open standards and in a sophisticated virtual digital environment. Therefore, the characteristics of creativity are embodied in the following:

- Accelerating the pace towards achieving and ensuring the continuity of meaningful practices through virtual work.
 - The ability to achieve the highest levels of instantaneous speed, agility and high flexibility.
 - The ability to improve operational efficiency through optimal investment in the most advanced technologies available.
 - Bringing distant places closer together.
 - Reducing the time and effort required to complete administrative tasks.
 - Increasing the flow of information through the formation of communication networks.
- (Waman and Zouzou, 2017, p. 23).

The characteristics presented are in themselves digital innovation because they embody Taylor's theory of movement and time as a means of accelerating organisational processes. Therefore, the characteristics presented can be applied in practice to bring about effective digital innovation in the field of study.

Algerian Economic Institution

Stages of the Algerian Economic Institution

The rapid developments witnessed in recent times have prompted Algeria to make a qualitative leap in economic growth, preparing it to deal with economic openness to other countries (Algeria's accession to the BRICS organisation as an example) to highlight its contribution to economic progress, similar to other countries around the world. This has led it to attach great importance to economic institutions, which are considered a solid foundation for the national economy. However, these institutions have undergone many stages and systems to become an independent entity that achieves high-level economic growth.

The self-management stage: (1963-1970) After the departure of the French colonists, the Algerian state relied on self-management to run and continue the work of these institutions, giving workers and farmers the opportunity to participate in management, which gave the institution a collective character. It was called self-management because it had economic and

administrative freedom, characterised by financial support for its resources, which gave individuals full responsibility for their performance. (Zakar and Bouchecha, 2013, pp. 55-66).

The socialist management phase: (1971-1979) This phase was characterised by the reorganisation of relations between workers and managers, and emphasised the need for workers to participate alongside management and follow formal procedures in resolving organisational problems, which in turn led to the formation of collective informality. Workers at this stage were considered producers, managers and supervisors, bearing full responsibility and participating in decision-making processes. (Ounis, 2011, pp. 296-304)

Restructuring and independence of the institution: (1980-1994) This stage was dominated by organisational decentralisation, with the aim of dividing giant institutions into smaller ones, thereby facilitating their financial activities, reducing debt, improving economic conditions, and better controlling production and balancing the distribution of activities across all Algerian institutions. (Ashwi, 1992, p. 235) Despite these obstacles to innovation and creativity, such as the culture of Algerian workers, which requires significant change to adapt to Western methods and rules that have invaded the working environment in Algerian economic institutions, this has not prevented the latter from keeping pace with digital innovation (Darm, Haj Issa, and Lacham, page 11) The previous stages reflect the progress made by the Algerian institution, as well as the dynamism it has experienced throughout different periods to become what it is today.

As market requirements increase and evolve, and given that the institution is responsible for the environment in which it operates, it has had to keep pace with various changes, from electronic management to digital innovation.

Characteristics of an economic institution

- Legal personality and independence.
- Capable of production and functional performance.
- Permanent and continuous.
- Has specific goals and objectives limited to its field of activity.
- Adaptable to its environment.
- Has financial resources to continue its operations. (Sakri, *The Economy of the Institution*, 1993, pp. 25-26).

The most important feature of any economic institution's activities as a starting point for conducting its business is operating under the umbrella of legal legitimacy, to ensure that it is aware of its rights and duties towards the system in which it operates, as well as its suitability to the social environment it serves, with the availability of comprehensive capabilities or budgets capable of covering all its profits, while taking into account the possibility of losses in the long term or considering the venture aspect of the institution and taking it into account. (Acceptance of profit and loss).

Applied framework of the study

Introduction

Following the conceptual and theoretical procedures for the study variables mentioned above, this section will address the following: the field of study, methodology, the sample used, in

addition to identifying the most prominent techniques used to collect research data from the institution under study, followed by a presentation of the most important data obtained and its analysis to determine the extent to which the initial hypotheses have been verified and accepted, with a research conclusion accompanied by the most important recommendations.

❖ **Definition of the field of study:** The Electricity and Gas Distribution Directorate of the Wilaya of Khenchela (Algeria), located in the city centre, specifically in the 1st November neighbourhood, is a public economic company affiliated with the East Distribution Company. Its main activities include the distribution and sale of electricity and gas. It comprises several units and levels in its organisational structure, such as: the distribution manager, the management secretariat, the communications officer, etc. The virtual and exploratory content investigation began on 29 August and continued until the end of July.

❖ **Study methodology:** The researchers relied on a methodological combination of field surveys and content analysis to verify the validity of the virtual content in the field and to delve deeper into the phenomenon under study through systematic content analysis. This approach examines the apparent and hidden content of digital creativity, especially since scientific research using this approach is more flexible in analysing content units.

❖ **Research community and sample:** Since the study is a synthetic approach that combines content analysis and field research, the research community consists of some media and communication workers in the field of study, and at other times, it consists of Facebook posts from the official page, which were selected intentionally, i.e., selecting only those posts that serve the content of the current study and are relevant to digital creativity, while excluding other posts that are not relevant to the study's content analysis units (condolence posts, congratulatory posts, motivational posts for workers).

❖ **Study tools:** The researchers relied on indirect interviews to question some of the media and communications unit workers about the credibility of the Facebook posts published by the official page of the institution under study, and we used the phrase 'some' to avoid questioning all workers, thereby avoiding confusion and conflicting opinions, and thus referring only to the media unit to confirm the authenticity of the post.

❖ **Spontaneous observation:** These are unintentional observations of sophisticated devices related to electricity and gas meters (electronic devices that replace traditional, cumbersome machines), especially since spontaneous observation is one of the most reliable research tools due to its credibility, speed, and the researcher's insight through recalling the events of the field survey in their mind.

Content analysis form: This included analysis units for each dimension of the study hypothesis, or what is known in organisational and work studies as hypothesis dimension indicators, so that the content analysis units could be evaluated based on the level of interaction of the institution's official page followers and the date of publication. Under study to hypothetically judge the acceptance or rejection of the hypotheses contained in the current study.

The analysis categories included the following concepts: **First hypothesis:** virtual maintenance of aerial networks, digital diagrams for repairing faults, digitisation of emergency response measures, digitisation of electricity and gas supply points, electronic

control of power transformers, and provision of customer services via the Baridi Mob app. **Second hypothesis:** Promotion of digital devices for detecting carbon monoxide, promotion of awareness campaigns through artificial intelligence applications, dissemination of advertising flashes for gas and electricity, promotion of interviews with the institution's managers, promotion of awareness outputs, promotion of community or customer service numbers.

Third hypothesis: Recording worker absences and leave via the platform, sending instructions and orders to employees via digital communication applications, completing retired worker regulations digitally, preparing fire extinguishing measures digitally, digital engineering for gas facility functions, preparing beneficiary lists digitally, and concluding agreements remotely. (Please refer to the texts of the hypotheses in the conceptual and theoretical framework above). Due to reservations about publicly posting the jobs for followers, the researchers resorted to investigating the validity of the hypothesis in the field using an indirect method.

Presentation of study data:

Table 1 shows the content of Facebook posts indicating the digitization of the institution's services in terms of follower interactions and publication dates.

Post content	Publication date	Number of views	Number of comments (interactions)
Launch of billing application service for customers. baridimob	30 August 2024	250 vues	200
Publishing an innovative digital plan for emergencies.	31 August 2024	99 vues	90
A new update for the electrical fault repair application has been released.	1 July 2024	80 views	40
Publishing means of predicting emergencies before they occur	2 July 2024	65 views	40
Digitisation of control of electricity-powered transformers	3 July 2024	40 vues	25
Digital design of electricity supply points	8 July 2024	60 views	55
Total number of posts: 6 posts	Numberof days: 06 days	564 :Total views views	Total interactions and :comments

			450 interactions
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Source: Official website of the institution under study: (www.facebook.com, 2024)

The data in the table above shows that most of the posts have a numerical meaning, and there are also short intervals between posts, which indicates that the institution is a field of study that follows a purely numerical approach. In addition, followers of the page prefer posts about new applications that serve customers. This is evidenced by the high viewership of the Buredi Mob application post, with 250 views and 200 interactions and comments. It can also be said that the number of views increases for posts that carry innovative connotations for the services provided by the institution (creating a digital accident plan), which reached 99 views and 90 interactions and comments.

Similarly, the post about the electrical repair application update reached 80 views and 40 interactions and comments. The rest of the posts had similar views and comments, ranging from 40 to 65 views and 25 to 55 comments and interactions. This can be explained by the overwhelming digitisation of the services provided by the organisation in the field of study for customers (the community in which the organisation operates). The analysis is consistent with Edward Freeman's stakeholder theory, which states that organisations and the business sector are an integral part of society. Let us assume that the page's followers are stakeholders if they are hypothetical beneficiaries of the organisation's services. Through a Facebook post, a follower is influenced to achieve a goal or interest. After verification through direct interviews, the accuracy of the posts on the page was further confirmed, in addition to the spontaneous observations of the media unit officials who took photos of all the workers' field trips and published all the latest news from the directorate related to the activities it is involved in.

Table 2 shows the content of Facebook posts promoting digital awareness, based on follower interactions and publication dates.

Post content	Publication date	Number of views	Number of comments (interactions)
New devices for detecting the dangers of carbon monoxide.	July 11, 2024	40 views	35
Awareness campaigns: Awareness protects us.	July 15, 2024	35 views	25
Awareness campaign: Together for a cold winter.	July 16, 2024	30 views	15

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Awareness campaign: Protecting citizens is our responsibility.	July 18, 2024	30 views	10
Promotion of AI-powered advertising flashes to raise awareness of the dangers of electricity.	July 20, 2024	15 views	15
Promotion of emergency and urgent numbers.	July 22, 2024	40 views	19
Total number of flyers: 6 flyers.	Total days of publication: 6 days	Total views 190 views	Total comments and interactions 119

Source: Official website of the institution under study: (www.facebook.com, 2024)

Table 2 above shows that: The publications are predominantly informational and educational in nature, meaning that they primarily focus on protecting the health of citizens, who are economic customers for the company. Furthermore, the publications were released in quick succession over a period of six days, and the first publication received the highest number of views. New devices to detect the dangers of carbon monoxide: 40 views, 35 interactions, and comments similar to those for publication No. (06) promoting emergency and urgent numbers: 19 interactions and comments, followed by other publications with similar view rates (15 views... to 30 views and similar comment and interaction rates, as shown in the table), bringing the total number of posts to six, with a total of 190 views and 119 comments and interactions. This translates into the followers' interest in these awareness-raising posts through their virtual interaction with the posts on the official page of the institution under study. Therefore, it can be objectively concluded from the above that there is digital awareness promotion pursued by the institution as digital creativity. Thus, it can be said that this falls within Amabel's theory of components, which states that: The motivation for task "A", which is the motivation for digital promotion, requires "B", which are skills related to the field of virtual publishing. This requires internal and external freedom, meaning the institution's independence in taking its awareness measures, so that the digital creativity process is a mass interaction between followers and the institution under study. Also, after our visit to the field, we confirmed through a direct interview with the media unit staff that the directorate had indeed been provided with devices to raise awareness of the danger of gas leaks.

●**Digitization of jobs:** As a result of the institution's reluctance to disclose the jobs performed by its employees, researchers resorted to indirect interviews with employees, which revealed that there is widespread digitisation of jobs, most notably: Opening platforms for recording

work absences and leave, sending work-related instructions and orders via dedicated media, completing the regulations for retired workers via a dedicated platform, committing to virtual planning to predict emergencies such as fires, engineering gas facilities and preparing electronic files, preparing electronic fire extinguishing measures, checking the compliance of the institution's files with the agreed laws electronically, and preparing digital lists of gas and electricity beneficiaries. These functions are performed digitally according to the hierarchy of the organisational structure. At the top of the hierarchy is the distribution manager, who issues orders in an official manner. In the event that he is unable to attend due to exceptional circumstances, such as during the COVID-19 pandemic, meetings are held via Zoom. The person in charge of the institution's legal affairs also relies on issuing instructions and legal rules governing the tasks assigned to employees via his personal page and communicating with workers via professional mail. The same method is used by the person in charge of communication between employees, branches of the directorate, and even other external parties, which makes communication easy and inexpensive in terms of time and effort. As for the local security officer, who is responsible for ensuring the safety of electrical and gas installations across the state, he receives communications via the media he uses regarding direct and indirect faults that affect the safety of citizens dealing with the directorate. One of the most digitised departments of the directorate is the information system management department. DESF, due to the development of technology, especially that related to electrical and gas engineering, not to mention the updates it keeps up with regarding the development of media applications to facilitate inquiries from all the Directorate's human resources and the environment in which the institution operates. In addition to the electricity and gas utilisation departments, the researchers noted highly advanced tools and machines that save engineers' efforts by speeding up the installation and maintenance of electricity meters, as well as smart planning in the design of electrical circuits for homes dealing with the Directorate, which are in line with home safety and health requirements.

All of this includes digital planning and implementation in accordance with the skills of the employees of the aforementioned department (the electricity and gas utilisation department), with the preparation of lists of citizens who benefit from gas and electricity meters, those who are in the process of converting or modifying their meters, and those who are registering to benefit for the first time. All these indicators, which were verified in the field by the two researchers, confirm the final hypothesis of the study: the virtual content of the economic institution in the field of study includes patterns of digitisation of its administrative functions.

❖ Study Results

After analyzing the content of the first two hypotheses presented in the study and verifying their validity through fieldwork, they were accepted based on the objective analysis of the official Facebook page of the institution under study and the field survey conducted. Therefore, it can be stated, within the scope of the above:

- The virtual content of the economic institution under study includes patterns of digitizing its services for its customers.
- The virtual content of the economic institution under study includes patterns of digital awareness-raising promotion for the community.

- The third hypothesis was accepted based on the field survey conducted through indirect interviews, as it could not be published in the institution's virtual content (due to internal regulations of the institution and thus beyond the researchers' control). Therefore, it can be stated, within the scope of this:
- The virtual content of the economic institution under study includes patterns of digitizing its administrative functions.

❖ **Conclusion**

Based on the theoretical and practical discussions regarding digital innovation in the virtual content of economic institutions, it has been concluded that this innovation has the potential to propel economic institutions to greater heights by promoting the rational electronic utilization of modern tools. This will lead to the digitization of the processes and functions undertaken by Algerian economic institutions. Therefore, one of the priorities of economic institutions is to develop the skills of their human resources by providing training programs to keep pace with digital innovation on an ongoing basis. This will help them move beyond traditional methods of performance management and routine task completion. Consequently, economic institutions must:

- Enhance organizational digitization by providing modern tools that are more suitable to the social conditions in which the institution operates.
- Strive to develop relationships with Arab, international, and local partners to exchange opinions and perspectives on the prospects of institutional digital innovation.
- Provide training courses for employees to further refine their skills by digitizing their assigned tasks. This is essential for building an Algerian economic system based on cooperation and effective participation in navigating the experiences of the digital information world.

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