

## The use of digital technology by Algerian companies

Ahmed Mehor<sup>a\*</sup>, Sid Ahmed Senouci<sup>a</sup>, Allal Bourahla<sup>a</sup>

<sup>a</sup> University of Sidi-Bel-Abbes, Faculty of Commerce, BP89, Sidi Bel-Abbès 22000, Algeria

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### Abstract

**Purpose of the article** This paper aims to study the use of digital technology by Algerian companies, as a tool of link with their customers, this tool can be used for several objectives it can be used for communicate with customers, gathering information's and even to sale company products, which allows the company to have a competitiveness through reducing costs and being always next to their customers.

**Methodology/methods** In this study, we carried out an analysis on the websites of several large Algerian companies in different sectors, In order to determine the extent of the use of this technology for information gathering, communication and navigation on the Algerian market.

**Scientific aim** Our survey was based on the importance of the website for the Algerian society, translated by its added value through the collection of information, communication and navigation.

**Findings** Where we found that the majority of these companies that own a website and pages on social networks: (1) Don't renew their subscriptions at hosting website; (2) The information available on the website is not up to date; (3) The majority of website do not offer online services; (4) The majority of the webmaster of these companies don't answer the customers; (5) The majority of the websites don't collect visitor information's.

**Conclusions** With these dysfunctions, can be seen that the majority of Algerian companies ignore the importance of the digital technology as a toll of communication, sailing and information harvesting for their marketing information system. In order to create more perceived value for customers.

Keywords: Digital Technology, Algerian Market, SIM, Communication, Algerian Company, Competitiveness

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\* Corresponding author.

E-mail address: mehor\_ahmed@live.com