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## **The Role of Digital Transformation in Promoting Economic Intelligence strategy**

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### **Abstract:**

The world is currently experiencing an unprecedented technological revolution in information, resulting in an enormous volume of data transmitted rapidly between countries through electronic networks and at a lower cost than before the digitization of transactions. This phenomenon has emerged in all sectors of national economies as a result of advances in information technology. Electronic transactions such as e-marketing, e-banking, e-commerce and e-government have been spread and electronic payment systems have followed, and digital transformation has intensified.

Economic intelligence is based on the pursuit and use of information to achieve economic goals and drive development, so digital transformation contributes to enhancing economic intelligence due to the evolution of the Internet, web technologies and electronic communications, resulting in a significant increase in information transmitters and recipients economic sectors will lead to a digital economy whose core is the informatics environment, which will increase economic intelligence and effectiveness in any country.

**Keywords:** Economic intelligence, Digital transformation, Digital economy, Strategy.

JEL Classification Codes : P59, Q59, Q55.

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## **INTRODUCTION**

Digital transformation in all spheres of humankind's life is imperative to keep pace with globalization and make the most of the product of technological development of information and communication, and is a goal for States to catch up with both economic and social development. The trend towards the use of information technology in areas of the economy prior to the emergence of the virus, but after the onset of the virus, it has become an urgent necessity to keep pace with the changes that have taken place in countries, both in terms of each country's economic indicators and economic relations with the outside world.

Our current era is characterized by rapid environmental changes and significant challenges that have affected the performance of both institutions and governments. This situation has affected their competitiveness for growth and development in an ever-evolving environment, necessitating innovative and distinctive strategies, as well as efficient and effective administrative, financial and economic systems. (Gkrimpizi , Peristeras, & Magnisalis, 2023) These measures are necessary to enhance competitiveness in extremely complex environmental and international conditions. Economic intelligence serves as an organization's method and system for managing its relations with stakeholders, achieving a high degree of technology and continuous monitoring of the environment. This context therefore raises an important question:

**How does digital transformation contribute to enhancing economic intelligence?**

### **Sub-questions:**

- What is digital transformation and what are its manifestations?
- What is meant by economic intelligence and how to achieve it?
- What is the role of digital transformation in raising economic intelligence?

### **Research hypotheses:**

- Digital transformation is a relatively recent concept that reflects the use of technology in areas of life ;

- Economic intelligence is a research activity that aims to collect, process and analyze information that supports sound decision-making in light of the competitive environment;
- The digital transformation contributes to provide a strategy to create a higher competitive value, which stimulates economic intelligence.

**Research importance:** The importance of research stems from the importance of the topic of economic intelligence, especially for the least developed countries, in order to keep pace with the development of the world economy, and the importance of the shift towards digitization of economic sectors and its role in promoting and growing the country's economic intelligence.

**Research aim:** this research aims to:

- Recognize and understand the concepts of digital transformation and economic intelligence;
- Review the requirements, phases and tools of economic intelligence;
- Understand and analyze the role of digital transformation in promoting economic intelligence.

**Research Methodology:** The descriptive and analytical method has been used to describe the relationship between economic intelligence and digital transformation.

**Previous studies:**

Imane AHDIL (2024), **Economic Intelligence tools at the service of strategic efficiency**, International journal of applied management and economics Vol : 02 , N° 08 , June 2024. The aim of this article was to gain an understanding of the concept of economic intelligence and its three primary functions, as well as to learn the various methods for applying a competitive intelligence strategy within an organization.

The World Bank (2023), **Digital Progress and Trends Report 2023**, This report monitors the worldwide advancement of digitalization, outlines emerging technologies and market trends, and emphasizes policy changes and discussions. It specifically targets low- and middle-income nations. The report aims to foster dialogue and encourage action among pertinent stakeholders to maintain political dedication to bridging the

digital divide. Additionally, it highlights successful experiences globally while also identifying areas that require intensified efforts.

Joshua Antonizzi, Hanlie Smuts (2020), **The Characteristics of Digital Entrepreneurship and Digital Transformation: A Systematic Literature Review**, This research paper seeks to explore the realms of digital entrepreneurship and digital transformation, along with their defining traits and connections. Data collected and examined through a systematic analytical approach identifies and elaborates on the features of digital entrepreneurship and digital transformation. These features are articulated using the Dynamic Capabilities Theory as a framework.

In contrast to previous studies that dealt with aspects of the two variables of the study, some of them mentioned economic intelligence tools for strategic effectiveness in the organization, while the World Bank's 2023 report was more comprehensive with regard to data on digital transformation, and the third research went on to review aspects of digital transformation and the characteristics of digital entrepreneurship. This study differs from The previous study addresses the role of digital transformation in driving and increasing economic intelligence.

### **1- The concept of economic intelligence:**

Economic intelligence is a management concept that is strategically linked to information management, expressing a combination of information collection functions, data protection, and impact on the outer ocean.

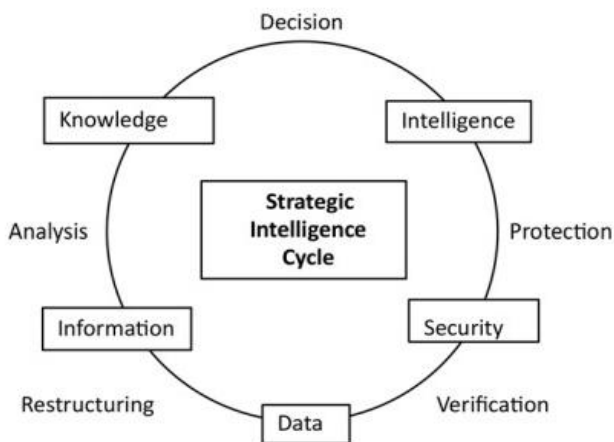
#### **1-1-Definition of economic intelligence:**

Harold Wilensky, in his book *Organizational Intelligence*, defines economic intelligence as "the activity of producing knowledge that serves the economic and strategic objectives of the organization, so that it is grouped and produced within a legal framework and from well-known sources. Such actions are carried out in legitimate ways with all the necessary safeguards to preserve the institution and the necessary information is needed at all levels of decision-making in the Organization to

prepare and implement the strategy necessary to achieve the goals and improve its competitive status "

The idea of economic intelligence arose as the market economy emerged, with Braudel Fernand showing that competition between cities in northern Italy and cities in Finland was the beginning of trade attacks and economic espionage. Besson et Possin considers economic intelligence as: "An efficient tool for detecting threats and appropriate opportunities in all environments and in acute competition, which is a combination of remedial and distributed research actions and coordinates that provide useful information for exploitation and that is an effective economic factor to ensure the protection of an enterprise's capital. (Besson & Possin, 2001, p. 27), and from a point of view Philippe Baumard considers economic intelligence not only an art of surveillance or observation but also an offensive and defensive practice of information, aimed at linking several fields in order to use information for strategic tactical objectives of the Organization, and is a means of linking the actions and knowledge of the institution. (Baumard, 2000, p. 08), as defined by Alain Juillet, France's Chief Economic Intelligence Officer in 2005 as: "To maintain the competitiveness of the economic sector, protect the security of the enterprise, and promote the policy of impact." (Quarmby, 2003, p. 03) that intelligence enjoyed by a certain level of managers to formulate the Organization's long-term strategic policies and plans ".

These definitions show that economic intelligence is a research activity or methodology as a prerequisite in modern business management. This approach is based on the principle of monitoring the environment, gathering, processing and analysing information, which is then used in such a way as to support sound decision-making processes. These processes contribute to achieving the desired goals while ensuring optimal performance in a highly competitive environment.

**Fig 1.** Economic intelligence cycle

**Source:** Eduard Oliver Arena, "Strategic intelligence and economic security, Spanish institute for strategic studies Feb.2014, P.23

**1-2- Elements of economic intelligence:** with its content and scope of application The process of economic intelligence is based on the following elements (Taillard, 2012, p. 74):

- **Competitiveness Policy:** It is based mainly on R&D processes and allows competition to keep track of opportunities and acquire these corresponding external markets by jointly identifying strategic bets and gathering public and private expertise and information.

- **Economic security policy:** qualifies the relationship between intelligence on the one hand and economic and industrial competition on the other hand with a close exchange. The continuation of diplomatic military strategies in economic and commercial means. Economic security is defined in the concept of "fundamental interests of the nation", the order of the basic elements of the nation's economic and scientific capacities.

- **Impact policy:** Especially at the level of bodies known to prepare systems and standards that manage economic life. This is thanks to the so-called lobbying work "Lobbying", which is the influence on political and economic decision and the enactment and adoption of laws. The effectiveness of the laws

ratified would only be by taking active professionals without prejudice to others' views, particularly political governance.

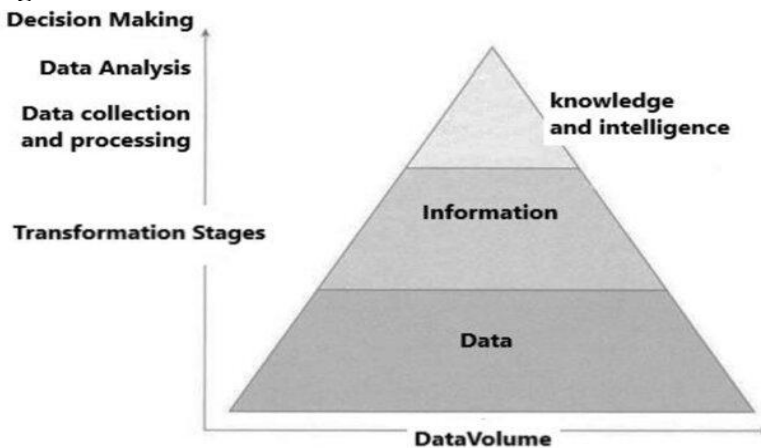
**1-3- Characteristics of economic intelligence:** Among the main characteristics of economic intelligence are (Razzaz, 2017, p. 162):

- Strategic and tactical use of valuable information to give a competitive advantage in different decision-making
- Availability of a department to coordinate the efforts of economic agents
- Strong relationships between institutions, universities and various central and local administrations
- Access to lobbying and influence groups
- Integration of scientific, technical, economic, legal and geopolitical knowledge

**1-4- Stages of economic intelligence:** The multiple stages of economic intelligence are based on the identification of the need for information, acquisition, processing, broadcasting and use of information ( Zemmouchi-Ghomari, 2023, pp. 5-6):

- **Identifying the need for information:** It only requires some skills to determine what information we want to get from. Economic intelligence professionals require good knowledge of the organization's organization and needs

- **Information collection:** After determining the need for information, forms are selected to search for this information from various official sources such as books, media and communication, data banks and CD-ROMs and informal sources. Figure (02)

**Fig 2.** Sources of information

**Source:** Abbas, A. H., & Mardan, Z. A. (2022). The role of critical success factors in economic intelligence systems for improving the effectiveness of inter-organizational costmanagement (IOCM). *International Journal of Health Sciences*, 6(S4), 9767–9790 [Accessed Apr 14 2025].

Open sources of information are official statistical publications, newspapers, radio programmes and commercial publications. Closed sources of information represent reports and cables from embassies and consulates..., Black (confidential) information obtained without the consent of foreign governments comes from satellites, information obtained from secrets stolen by a foreign national and processed in the framework of economic intelligence activities does not pose any particular legal problem because it is an open information.

- **The evolution of information:** The exercise of economic intelligence imposes on each organization the intensification of measures of caution to ensure the protection of its information heritage by knowing and using all available legal sources for this purpose and harnessing all human, informational and organizational means.

- **Processing information:** It is the basis of economic intelligence, based on the value of information for the user and means processing all the data obtained for homogeneous analysis. Translating information is an essential step for processing.

- **Dissemination of information for decision-making:** At this stage, the information is valued for broadcasting within the organization so as to contribute to the creation of added values from which it is not useful to analyze and convert it into an appropriate form that allows its use.

**Fig 3.** Stages of economic intelligence



**Source:** <https://countuponsecurity.com/2015/08/15/the-5-steps-of-the-intelligence-cycle/>

The EI process is characterized by its continuous, interactive, and iterative nature, facilitating rapid and effective modifications. As strategies and organizational structures evolve, it is essential to evaluate and adjust the EI process accordingly. (Briciu , Vrîncianu , & Mihai, p. 30)

#### **1-5- Requirements of economic intelligence:**

Economic intelligence requires a new and systematic pattern of thinking and behaviour based on fundamental pillars within the organization. The requirements of economic intelligence can be monitored as follows (El-Braidy, 2006, p. 13):

- Absorbing new and renewable technologies as a governing element of management thinking and decision-making, together

with the intelligent use of information technology, requires the restructuring and redesign of organizational structures and management methods in accordance with these developments, with a focus on enhancing operational efficiency.

- Promoting awareness and willingness to invest in adapting to scientific and technological developments is essential for regulatory progress, recognizing competition as an inevitable reality and seeking a competitive advantage and subsequent differentiation.
- Recognize that the market and its mechanisms are essential to the Organization's success or failure, and accept its provisions as the ultimate measure of performance evaluation is vital.
- Treating and effectively managing information as a strategic resource enables the Organization to gain a competitive advantage over its competitors.
- It is necessary to monitor changes, anticipate their potential impacts, identify environmental opportunities and be prepared to benefit from them while addressing any obstacles and plan to mitigate their consequences.

#### **1-6- Economic intelligence tools:**

Tools and Techniques for Economic Intelligence A variety of methods and instruments are available for the collection and analysis of economic intelligence. These encompass (DESCHAMPS, 2012):

- Methods of analysis from the management sciences
- Analysis of competing websites
- Methods of structured analysis
- The so-called "in opposition" methods of analysis
- Analysis by online geographic information systems
- The prospective analysis
- Mining, social networks and data visualization

Additional instruments encompass the technological attractiveness-technological position matrix, such as foresight, extrapolation techniques based on historical trends, S-curves, and Delphi methods. ( Briciu , Vrîncianu , & Mihai, p. 31)

#### **1-7-Models of economic intelligence:**

States are competing for competitive advantage in the global economy. Therefore, they are exploiting technological development to raise the level of innovation and creative work in a way that allows access to EI. Models have emerged that are regarded as reversing each country's direction according to the parameters of its economy and specific strategy.

**1-7-1- EI Japanese model:** Japan's EI is based in the Ministry of International Trade and Industry whose primary role is to assist, guide and inform Japanese institutions. The Ministry is also associated with Japanese universities and large commercial companies that finance research and think tanks and visiting researchers, professional organizations, and administrative bodies of a research and scientific nature. This system has been prepared for institutions according to the rule that good management of resources that allow for value creation adopts an integrated policy of sending Japanese students and trainees abroad, receiving foreign trainees and requiring them to prepare reports on their tasks (Violeta, 2013, p. 56).

**1-7-2- EI American model:** The American economic and strategic intelligence landscape has undergone a major transformation in the 1990s, following numerous international shifts, including the scale of economic development achieved by Japan and Europe as major competitors of the United States. For example, Boeing, the United States, faced intense competition from Airbus, and Americans worked to create a marketplace that became a pioneer. This market includes many types of information dealers such as brokers, universities, research and thinking bodies, libraries, private security bodies, etc. (Levytskyi, 2001, p. 58)

**1-7-3- EI French model:** Unlike the previous two regimes, the French system is characterized by a strong role for the Government in the field of economic intelligence as well as major public institutions. France's public initiatives overcome everything that is special. In addition, the French model of economic intelligence remains two main obstacles:

- Constitutional obstacle: The existence of bilateral governance in the executive branch (President of the Republic - First Minister), particularly at the stage of political coexistence.
- Cultural obstacle: The phenomena of party affiliation, cultural and intellectual references of various employees' wives and the phenomenon of concealment and preservation of information. The culture of diplomas awarded by various higher schools and universities in France perpetuates a kind of heterogeneity in administrative cultures and thus the weakness of the common culture and the desire for modernization and development (Levytskyi, 2001, p. 53).

**1-7-4- Economic intelligence in Algeria:** Algeria's economic enterprise cannot enhance its competitiveness or maintain its presence in the market while remaining isolated from the surrounding environment. So the adoption of economic intelligence has become a powerful tool for enterprises of all sizes and sectors, necessary to maintain their position in the market.

The integration of economic information within economic institutions is essential in view of its important role in guiding strategic decisions, and this necessity is underscored by the significant challenges currently facing both national and global economies, arising from geopolitical and geo-economic developments. (Ministry of Industry and Pharmaceutical Production, 2023), The Directorate of Economic Intelligence was recently established by Executive Decree No. 516-21 of 25 December 2021, which includes the organization of the central administration of the Ministry of Industry and assigns tasks as follows (JORAD No.96, 2021):

- ✚ Development of economic intelligence upgrading networks,
- ✚ Develop and regulate vigilance systems and assist in decision-making at the level of central administration;
- ✚ Contribute, in liaison with the institutions and structures concerned, to the conception and development of vigilance systems and analysis appropriate to the needs of institutions under trusteeship and public economic institutions.

The Directorate of Economic Intelligence includes two sub-directorates (Ministry of Industry):

▪ **Strategic Vigilance Sub-Directorate:**

- Identifying and structuring national and international information that allows for the regulation of economic and industrial vigilance;

- Identification and development of the vigilance tools needed to fulfil the tasks of economic intelligence;

- Provide internal users with the information necessary to make relevant decisions to follow the evolution of market trends in relation to the sector's activities.

▪ **The Sub-Directorate for the Promotion and Activation of Vigilance Networks:** In particular, it is mandated to:

- Ensuring that sector actors are sensitized to areas of vigilance;

- Ensure the dissemination of vigilance mechanisms and the promotion of every initiative aimed at the promotion of strategic vigilance;

- Initiating a system of strategic vigilance and economic intelligence in industrial activities for economic actors;

- Preparation of periodic reports to follow up on the work of vigilance networks.

## **2- Digital transformation:**

Digital transformation is the result of the technology revolution, the fourth industrial revolution, "Industry 4.0", which began in the last decade of the last century and has brought about radical developments in several fields of human social and economic life. Institutions, companies and even governments have moved towards DT because of its speed and accuracy in implementation as well as low costs.

### **2-2-Definition of digital transformation:**

The UK Department of Commerce and Industry has defined DT as "the acquisition, processing, storage, delivery and transmission of data in the form of graphic, photographic, written or digital information by means of a combination of electronic machinery and telecommunications". ([www.gov.UK](http://www.gov.UK))

“The extended use of advanced IT, such as analytics, mobile computing, social media, or smart embedded devices, and the improved use of traditional technologies, such as enterprise resource planning (ERP), to enable major business improvements”. (Simon, 2017, p. 02)

### **2-3-Benefits of digital transformation:**

The automation of various manual processes and the seamless integration of data across the organization contribute to the refinement of workflows and the improvement of productivity. Progress in business and digital technologies can result in lower transaction costs and higher sales figures. (Căpușeanu, et al., 2021, p. 06), benefits of DT are:

- DT Improves and regulates operational efficiency;
- DT Improves quality and simplifies procedures for obtaining premium services for beneficiaries;
- creates opportunities to deliver innovative and creative services away from traditional methods of service delivery;
- DT helps enterprises and companies expand and spread more widely and reach a larger segment of customers and the public.
- Increasing the time for thinking about development;
- Changing business models, changing mindsets, increasing workflow efficiency and reducing errors;
- Accelerate the daily way of working and apply new services quickly and flexibly;
- Increase productivity, improve products and increase beneficiaries' satisfaction;
- Improve the feasibility of investment.

The future must be viewed with a more technology-based view and made the most of it to achieve effectiveness, efficiency, profitability and mitigation of losses during crises.

### **2-4-Impediments to the digital transformation process:**

There are many obstacles to digital transformation within enterprises and companies, but despite these solutions and government initiatives, some risks and vulnerabilities related to

digital infrastructure have emerged in the Middle East and North Africa, such as (Gkrimpizi , Peristeras, & Magnisalis, 2023):

- The inability of many telecommunications operators to continue their work, which requires their staff to be on duty due to the closure procedures;
- The disruption of global trade, particularly with countries exporting electronic equipment, which has affected the availability of devices and equipment for broadband networks and services;
- Increased incidents of theft and vandalism of communications equipment;
- Increased cyberattacks, fake news and digital fraud investing public panic and confusion surrounding the COVID-19 pandemic;
- The lack of competencies and capabilities within the organization that can lead the organization's digital transformation and change programmes;
- Lack of budgets for these programmes;
- Fear of information security risks as a result of the use of technology.

### **2-5- Digital transformation characteristics:**

Digital transformation has its distinctive characteristics and makes it necessary for companies and Governments to adopt it to keep pace with globalization (Antonizzi & Smuts, 2020, p. 148):

- Reshaping the way people live, work, think, interact and communicate, based on available techniques, with continuous planning and endeavours to reformulate practical experiences;
- Improving efficiency and reducing expenditure, and applying new services quickly and flexibly;
- Achieve radical change in the services provided to individuals in the areas of health, education, safety and security, and improve their experiences and productivity;
- Changing business models and changing mindsets;
- Utilize modern technologies to be more cognitive, flexible in working, predictable and planning for the future;

- Enable faster innovation to achieve the desired results and move towards success;
- Provide a strategy to create higher competitive value, sophisticated task forces, and sustain a culture of creativity.

As the digital revolution spreads globally, growth, productivity gains and human development are determined through levels of integration into the digital economy.

### **2-6- The concept of a digital economy:**

“...the convergence of computing and communication technologies in the Internet and the resulting flow of information and technology that is stimulating all of electronic commerce and vast organisational changes” (Lane, 1999, p. 317)

“...the recent and still largely unrealized transformation of all sectors of the economy by the computer-enabled digitization of information” ( Brynjolfsson & Hitt, 2000, p. 33)

“The digital economy is based on several components, including technological infrastructure, hardware, software and networks, as well as digital mechanisms through which business and economic are conducted, including e-commerce, and electronic transactions made entirely on the Internet”. ( Al Freijat, 2023, p. 04).

It is a sophisticated economy based on the wide use of information and the Internet in various aspects of economic activity, strongly based on creativity, knowledge and technological development. while the digital economy concept is confined to e-commerce.

According to an IDS study conducted in collaboration with Microsoft, 1560 business decision makers in 15 Asia-Pacific countries will value the digital economy in this region at USD 16.1 trillion by 2021, representing 60% of GDP compared to 6% in 2016. (World Bank, 2020)

**Table 1.** Difference between Digital and Traditional Economy (linear)

<b>Basis of comparison</b>	<b>Traditional Economy</b>	<b>Digital economy</b>
<b>Exchange of Goods and Services</b>	Transactions involve physical goods (e.g., clothes, groceries) or services rendered in person (e.g., haircut, car repair). Cash or checks are the common payment methods.	Deals with digital products (e.g., ebooks, software) or services delivered online (e.g., web design, online courses). Payments are made electronically through debit/credit cards, online wallets, or cryptocurrencies.
<b>Business Operations</b>	Relies on physical stores, offices, and face-to-face interactions with customers and employees. Inventory management and product distribution involve physical logistics networks.	Leverages online platforms and remote workforces. E-commerce platforms handle transactions, while digital tools facilitate communication and collaboration.
<b>Marketing and Advertising</b>	Uses offline channels like print media (newspapers, magazines), broadcast media (TV, radio), and outdoor advertising (billboards).	Employs online channels like social media marketing, search engine optimization (SEO), and online advertising platforms.
<b>Geographic Reach</b>	Businesses are limited by their physical location. They can only reach customers within a specific geographic area.	Businesses can have a global reach, selling their products and services to anyone with an internet connection.
<b>Barriers to Entry</b>	Setting up a traditional business can be expensive due to physical infrastructure needs.	The digital economy offers lower barriers to entry, allowing individuals to start online businesses with minimal investment.

<b>Scalability</b>	Traditional businesses face challenges in scaling their operations quickly.	Digital businesses can scale more easily by leveraging technology and online platforms.
<b>Information Asymmetry</b>	In the traditional economy, information about products and services may be limited.	The digital economy offers greater access to information through online reviews, comparisons, and social media.

**Source:** <https://dailylearn.vercel.app/course/digital-economy-course/digital-vs-traditional-economy-digital-transformation-rise>, Accessed Apr 24 2025.

One of the first objectives of the African Union's Digital Transformation Strategy Project (2020-2030) is to build a single digital market in Africa by 2030, as well as a set of goals to digitize the social, economic and financial life of Africa's population by coordinating policies and governing the digital transformation process. (African Union, 2020, p. 02)

### **3- Role of digital transformation in promoting economic intelligence:**

The use of digitization and Internet technology in the departments has financial and human regulatory legal requirements, as well as various technologies such as cloud computing, social networking Internet of Things, mobile phone devices, location detection technologies, rapid response code (QR CODE).

On the other hand, an economic intelligence system is defined as a scientific approach that facilitates a forward-looking vision, enabling organizations to prepare for threats to their existence in a changing environment. This system enables institutions to achieve development and enhances their role in the process of sustained economic growth, particularly in the wake of the global crisis triggered by the COVID-19 pandemic in 2020, In the light of global impacts, it is necessary to redefine the United Nations 17 sustainable development goals. This urgent need is further complicated by the fact that there are only 10 years left to achieve the goals set out in the United Nations Agenda for

Sustainable Development of 2030. Thus, institutions must adopt knowledge-based systems that equip them to compete and survive in the age of information technology and global pandemics (Abdelmawgoud, 2021, p. 02).

Also, economic intelligence is centered on the process of employing technology in the use of information accurately and accurately to ensure high value and quality in the workplace, it is essential that data and information are highly reliable, accessible and obtained from multiple sources. Furthermore, specific information about the Organization is among the most important data required when collected and processed under an economic intelligence system, given its significant contribution to decision-making and policy formulation or communication strategies. (Kadri, 2024, p. 1711) DT provides the tools and environment needed to achieve accuracy and flexibility in the course of economic intelligence. Digital transformation involves a shift in traditional methods entrusted to electronic conservation systems and calls for the identification of all existing methods and methods and the selection of the environment required for such transformation.

DT enables enterprises and companies to expand and spread more widely and reach a larger segment of customers and the public. Information is an essential component of economic intelligence processes, which depend on transforming data into strategic insights and knowledge that help entrepreneurs make informed choices. Such decisions can have a positive impact on these enterprises' operating methods and enhance profitability in an increasingly competitive economic environment.

Economic intelligence is a contemporary approach to modern management science. For organizations to effectively innovate, produce and market, they require accurate, comprehensive and actionable information. Therefore, data analysis and regulation are becoming increasingly important, understanding markets, their sectors, global openness and operational conditions are essential, as is knowledge of competition and technology. Accordingly, it is imperative that organizations consciously and intelligently understand this current phase and future changes,

which require the completion of procedures and organizational systems to ensure resilience to shifts and consistency with progress. This is achieved through the use of information technology through digitization of the means and means of collecting and analysing information and its implementation, which would achieve the equation of accuracy plus time and thus save costs and ensure greater competitiveness.

In addition to the above, digitization has enabled organizations to disseminate information faster and broader among the various interconnected structures. The adoption of new working methods and regulatory strategies, particularly with regard to the broad implementation of innovation, is essential to ensuring continuity and achieving competitive advantage. The application of economic intelligence to provide managers with the strategic information needed for decision-making supports collaborative efforts, enhancing the Organization's ability to influence its environment and engage effectively with all stakeholders (TIOUR , KORIDJIDJ , & KHELIFA , 2024, p. 28).

### **CONCLUSION**

Digital transformation is a goal for countries to achieve economic and social development. DT allows the organization to trade information faster and more widely among the various structures connected to the network. Therefore, digital development is an integrated economy project that must be based on a holistic view of infrastructure, platforms, digital skills and applications in critical areas.

With the aim of applying EI it has become imperative for governments to take advantage of digitization techniques to enhance EI, we propose the following recommendations:

- Involve economic institutions in enriching the State's economic intelligence policy in order to stimulate them and make them aware of the importance of the economic intelligence system in institutions;
- Inclusion in the EI process of different determinants and effects that contribute to attracting and accelerating the presence of attention after ensuring the provision of credible information

- Invest in providing digital software, applications and systems to develop existing human competencies and capabilities to develop economic intelligence;
- Employing new competencies with expertise in transformation programs and utilizing technological means.
- Prioritize investments in digital infrastructure and the development of digital skills to drive trade and economic growth during the 1920s;
- To complete the necessary legal structure in order to establish appropriate plans for each State to complement its legislative system of policies and regulations necessary for digital transformation;

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