

The Impact of Digitization on the Performance of Teaching Staff at the Faculty of Economics, Business and Management Sciences at Jijel University

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Abstract: This study aims to know the impact of digitization on the performance of teaching staff at the Faculty of Economics, Business and Management Sciences at the University of Jijel, where we relied on the descriptive analytical approach and the questionnaire as a main tool for the study, we distributed it to the community Professors of the Faculty conducted the study. The study concluded that there is an impact of the dimensions of digitization on the performance of faculty members due to the dimension of spreading the culture of digitization and digital transformation. The study recommends that the authorities responsible for the digitization strategy at the university give great importance to the human resources as it is the basic for development and innovation and is responsible for applying the principles of digitization, in addition to improving and developing the infrastructure, clarifying the legal dimensions and educating the relevant parties at the university in this aspect.

Keywords: Digitization; The University; University Professor; The Performance of Teaching Staff.

1.Introduction

In light of the rapid developments in the field of information and communication technologies, or the so-called Fourth Industrial Revolution, it is imperative for all countries to understand and cope with the profound changes they have brought about in all aspects of political, economic, social and cultural life. Algeria is not immune from the repercussions of these changes, when it adopted a new approach to digitization in an attempt to enter the club of developed countries, and change many of the old mindsets and practices that prevented the achievement of the goals imposed by successive governments on Algeria.

One of the most sensitive and important sectors for the development of any nation is the higher education sector, as it is the responsible for the production and development of knowledge and the graduation of elites entrusted with the advancement of the state in all sectors. The Algerian state has a great importance to this sector and tried to improve it in recent times, where it has witnessed a great movement toward digitization, especially during and after the COVID-19 pandemic in order to increase the efficiency of all components of the Algerian University, professors, students and employees in various university structures.

The university professor is considered one of the most important pillars in the university as the basis for the transfer of knowledge to students and supervising the framing of creativity and innovation at the university, and in order to raise the efficiency of this basic

component there were many discussions and workshops on improving the performance of professors, especially with regard to the use of information and communication technology, software and digital platforms, in order to update their knowledge, facilitate the teaching process and communicate with various actors inside and outside the university, especially students.

1.1 Study Problematic

In light of the above, Jijel University seeks to keep up with digitization, especially the Faculty of Economics, Business and Management Sciences, which is witnessing great vitality in this field, in order to improve the performance of the teaching staff and prepare them for development and creativity to improve the outputs of the college. we have to identify the impact of the efforts exerted in the field of digitization on the performance of university professors in the college, where we summarize the problem of study in the main question:

What impact has digitization dimensions on the performance of the teaching staff in the Faculty of Economics, Business and Management Sciences at Jijel University?

To answer the President's question, we ask the following sub-questions:

- Is there a statistically significant impact of the dissemination of the culture of digitization and digital transformation on the performance of the teaching staff in the Faculty of Economics, Business and Management Sciences at Jijel University?
- Is there a statistically significant impact of the dimension of the technical requirements of digitization on the performance of the teaching staff in the Faculty of Economics, Business and Management Sciences at Jijel University?
- Is there a statistically significant impact of the dimension of the human element on the performance of the teaching staff in the Faculty of Economics, Business and Management Sciences at Jijel University?
- Is there a statistically significant impact of the legal dimension on the performance of the teaching staff in the Faculty of Economics, Business and Management Sciences at Jijel University?

1.2 Study hypothesis

To answer the main questions, the following hypothesis was formulated:

There is a statistically significant effect of the dimensions of digitization on the performance of the teaching staff in the Faculty of Economics, Business and Management Sciences at Jijel University at the significance level $\alpha \leq 0.05$.

Under this hypothesis are the following sub-hypotheses:

- There is a statistically significant impact of the dissemination culture of digitization and digital transformation on the performance of the teaching staff in the Faculty of Economics, Business and Management Sciences at Jijel University at the significance level $\alpha \leq 0.05$.
- There is a statistically significant impact of the technical requirements on the performance of the teaching staff in the Faculty of Economic, Commercial and Management Sciences at Jijel University at the significance level $\alpha \leq 0.05$.
- There is a statistically significant impact of the human element on the performance of the the teaching staff in the Faculty of Economics, Commercial Sciences and Management Sciences at Jijel University at the significance level $\alpha \leq 0.05$.
- There is a statistically significant impact of the legal dimension of digitization on the performance of the teaching staff in the Faculty of Economics, Commercial and Management Sciences at Jijel University at the significance level $\alpha \leq 0.05$.

1.3 Study Aims

This study aims to highlight the importance of the application of digitization in the higher education sector and its impact on the performance of university professors in the Faculty of

Economics, Business and Management Sciences at Jijel University.

1.4 Study Methodology

In this study, we relied on the analytical descriptive approach, with the questionnaire as the main tool for collecting data from the study community of the teaching staff in the Faculty of Economics, Business and Management Sciences at Jijel University.

2.Literature review

2.1 The concept of digitization

2.1.1 Definition of digitization

Terry Kani views digitization as the process of converting sources of information in various forms such as books, periodicals, audio recordings and images to a computer-readable form via the binary system (bits). The bits are considered the basic information unit of a computer-based information system, and the transformation of information into a set of binary numbers can be called "digitization" from the point of view of "Terry Kani", and this process depends on a set of specialized techniques and devices. (Bouzaeb, 2022, p. 68).

Digitization is the process of converting information sources from their traditional form to digital form, and this procedure is done with the aim of providing as many appropriate information sources to the beneficiaries. They contribute to the longer-term preservation of sources of information as well as their delivery to as many beneficiaries as possible in the world. (Rabia, 2021, p. 1034)

Digitization refers to the way a computer performs its operations, or the phenomenon of converting analog data into digital data. (Houamed, 2024, p. 96)

Digitization also refers to the process of encoding and converting images, sounds and text into computer language, and encoded data can be transmitted in optical electronic form, via optical fibers, or through hertz waves, and these encoded data can be saved on hard disks or CDs. (Ben Ayed, 2021, p. 64)

From the above definitions the following can be concluded:

- Digitization is the process of converting traditional data in all its forms into digital binary data.
- Digitalization is based on the use of computer technology and a range of software and tools in the process of digital transformation.
- Digitization aims to save and store data and information significantly for a long time, as well as facilitate its use and speed of retrieval.
- Provide data and information at any time and anywhere in the world to potential beneficiaries.
- Digitization facilitates sharing and sharing through the use of various networks, both internal and external, for many beneficiaries at the same time.

2.1.2 Requirements for digitization

For the success of digitization process, many requirements must be met, which can be summarized as follows:

A- Organizational and administrative requirements: We mean supporting senior management and government for this direction, by adopting and developing digitization strategies as a priority and providing the necessary financial requirements for its success, in addition to the adjustments that must be made to the organizational structures of the administration and increase their flexibility and increase their effectiveness.

B-Legal requirements: The appropriate legal environment for digital transformation must be provided through the enactment of specific laws which are clear, flexible and evolve with the

developments in the electronic environment.

C-Technical requirements: The requirements for the information infrastructure of modern equipment and equipment, and the requirements related to software, operation and protection, in addition to requirements for communication networks and the Internet and raise their efficiency.

D-Human requirements: Digitization requires the availability of a competent human element with a high technological orientation at all administrative levels, when those in charge of the process of digital transformation attract the human element with special specifications, training, education and the development of programs to motivate them and spread the culture of digital transformation..

2.2. The concept of academic performance in institutions of higher education

2.2.1 Definition of higher Education

Higher education defined in Algerian legislation as any type of training or training for research provided at the post-secondary level by higher education institutions, and could provided technical training at a high level by institutions accredited by the State. (Official Journal, 1999, p. 5)

It's also defined as all types of education that follow a secondary stage or its equivalent and is provided by specialized institutions. which is the stage of practical specialization in all types and levels, care for those competence and genius, development of their talents and meeting the various needs of society in its present and future. (Atta, 2011, p. 21)

2.2.2 Definition of University Professor

The university professor is considered the primary focal point for the success and development of the Nations and the university. Many definitions given to the university professor, including:

It is defined as that person who is a teaching profession at the university, who has a master's degree or a doctorate, and who has qualities and characteristics that make him a teacher in the educational process that leads the student to seek learning. (Kemiha, Djenhiya, 2023, p. 360)

It is also known as the basis of the university education system in research, education, service to the community and participation in the comprehensive development, which is the backbone of the progress of the university, the key to every reform and the basis of every development, and on its efficiency and production depends the success of the university. (Bouab, 2015, p. 72)

2.2.3 higher education Functions

The functions of higher education are summarized in the following basic points: (Boutterfès, 2023, p. 242)

- To train human cadres with scientific and technical skills and prepare them to work in other sectors within their societies, to provide them with the latest modern technical and technological skills that are known to the world recently, and to occupy various jobs within the labor market in order to contribute effectively to economic, social and cultural development.

- Scientific research is one of the most important goals that the higher education sector seeks to achieve, this by allocating a full budget to it and encouraging the faculty to carry out scientific research that benefits society, and focus on field scientific research with economic returns.

- Cultural and intellectual revitalization through the role of the university in providing knowledge, disseminating science and culture within the community and preserving its identity, by encouraging moral values.

2.2.4 University academic performance

University academic performance has received a special high focus from the framework of accreditation and quality assurance standards in higher education. The evaluation includes all the factors of the university system of inputs, processes and outputs, while the improvement of performance on the main tasks of the university teaching, scientific research and community service. (Rachwan and Qasim, 2022, p. 11)

The academic performance of the faculty member contains a set of processes that are integrated in its crop in order to enhance the productivity of the final outputs of the work of the faculty member, the task of evaluating faculty members, which the quality systems aim to accomplish is the volume of help teachers in planting specialized knowledge of the university and clarify its objectives, through the qualification of competent and effective manpower in order to follow up the conflicts of the era, and can focus on the following measures in the process of evaluating academic performance: (Al-Sawat, Al-Harbi, 2022, p. 664)

A-Teaching: Stephen Curie believes that the teaching process is an activity supported by the formation of a person's environment, in a way that allows him to learn to practice business or participate in a specific behavior under certain conditions, or in response to specific circumstances, the teaching process requires the existence of appropriate conditions and the creation of conditions in order to provide the cognitive, intellectual and behavioral supply to the student.

B-Research performance: Scientific research seeks toward the process of the proliferation of knowledge and its flow to resolve conflicts put forward with regard to technology and the process of development in all its dimensions and comprehensiveness, the process of research performance intended to set the activities practiced with the aim of discovering new and useful knowledge, distribution and storage. It clarified that there are many indicators that can measure the research performance of the teaching staff, including scientific publications in quantity and quality, scientific appreciation and recognition by his institution, inventions and membership in professional societies, participation in scientific conferences, and supervision of scientific journals.

C-Community service: includes all the efforts provided by the teaching staff in his community to charitable organizations, advice and expertise to the official bodies, and the efficiency of the teaching staff requires integration and attendance of many requirements:

- Personal adequacy: Outward appearance, psychological balance, acceptance of ideas, good role models.

- Professional competence: The ability to plan, analyze, prepare well for the lesson, excite students, generate positive trends in the management of dialog and discussion.

- Academic adequacy: Access to research resources, participation in scientific conferences, community service.

- Cultural adequacy: Participation in rhyming seminars, and interest in local and international events.

- Management adequacy: Good communication, flexibility, good organizational leadership, and technology.

3. Field study

3.1 Methodology and procedures of the study

3.1.1 Community of Study

Our study community consists of all the 189 professors of the Faculty of Economics,

Business and Management Sciences at Jijel University.

3.1.2 instruments of study

The tool used to collect the preliminary data from the study community was an electronic questionnaire, which was divided into three axes .The first personal information, The second was allocated to the independent variable “digitization” and the third was allocated to the variable of "performance of teaching staff " .

The variables of the study, except personal data, were measured on the five-pentagram Likert scale. We distributed the questionnaire to all 189 professors in faculty, and 76 questionnaires were retrieved all valid for unloading.

3.1.3. Addressing honesty and consistency

A- The internal consistency of the paragraphs of the questionnaire: The internal consistency of the paragraphs of the questionnaire was calculated on the study sample of 76 individuals by calculating the correlation coefficients between each paragraph and the overall degree of its axis as follows.

Table.1. The internal honesty of the paragraphs of the dimensions of digitization

Digitization	Correlation	SIG
Digital Culture and Digital transformation	0.947	0.00
Technical requirements	0.917	0.00
Human element	0.932	0.00
Legal dimension	0.824	0.00

Source: prepared by researchers based on SPSS results

The above table shows that the correlation coefficients shown are a function at the significance level (0.05), which is positive, indicating an internal consistency between all dimensions of digitization and its total degree, indicating a positive and strong correlation between each phrase and the average of the total dimensions, and therefore the statements of this dimension are true to what was developed to measure it.

B- Internal honesty of the paragraphs of performance of teaching staff: In the following table shows the correlation coefficients between each dimension of the performance of teaching staff.

Table.2. Internal honesty of the paragraphs of the dimensions of the performance of teaching staff

Performance of teaching staff	Correlation	SIG
Pedagogical Performance	0.963	0.00
Second contact	0.918	0.00
Third, scientific research	0.892	0.00
The fourth is self-development	0.948	0.00

Source: Prepared by researchers based on SPSS results

The above table shows that the correlation coefficients shown are a function at the

significance level (0.05), which indicates that there is an internal consistency between all dimensions of the performance of teaching staff and their overall grade, indicating a positive and strong correlation. The phrases of this dimension are therefore true to what they were designed to measure.

C- Constructive honesty of the study tool: Constructive honesty measures the extent to which the tool wants to achieve the goals it wants to reach and shows how both digitization and performance of teaching staff are related to the overall score of the survey paragraphs.

Table .3. The structural honesty of the study axes

The Study axes	Correlation	Sig
Digitization	0.878	0.00
Performance of teaching staff	0.889	0.00

Source: Prepared by researchers based on SPSS results

The above table shows the extent to which all the axes are related to the overall score of the questionnaire paragraphs, which shows that the content of each axis has a strong relationship with the study objective at the significance level 0.05.

D- Stability of the study tool: The following table shows Cronbach's Alpha stability coefficient:

Table.4. Cronbach's Alpha coefficient

Dimensional discussions		Number of phrases	Cronbach's Alpha factor
Dimension of second axis : Digitization	Digital Culture and Digital transformation	10 phrases	0.915
	Technical requirements	7 phrases	0.938
	The human element	8 phrases	0.944
	The legal dimension	6 phrases	0.923
Dimension of third axis: Performance of teaching staff	Pedagogic performance	8 phrases	0.893
	Communication	7 phrases	0.898
	Scientific research	8 phrases	0.895
	Self-development	6 phrases	0.936
The second axis : Digitization		31 phrases	0.947
The third axis: Performance of teaching staff		29 phrases	0.928

Source: Prepared by researchers based on SPSS results

The table shows that the stability coefficient of the axis of dimensions of digitization was (0.947) and this indicates that the axis has a high degree of stability. As for the axis the performance of the teaching staff reached the stability factor (0.928) which is also high and suitable for research purposes. Thus, the requirement that the questionnaire be fixed as a verification study tool.

3.2 Analysis data

3.2.1 Presentation and analysis of the paragraphs of the questionnaire

For analyzing the data, the weighted average calculation and the weighted standard deviation were calculated:

A-Presentation and analysis of the paragraphs of the digitization: In the following table shows the results of the analysis of the digitization dimension paragraphs are:

Table .5. Results of the analysis of digitization dimension paragraphs

Dimensions	The average account	Standard deviation	Level of consent
Digital Culture and Digital transformation	3.036	0.844	Average
Digital requirement	2.503	0.813	Low
Human element	2.680	0.819	Average
The Legal dimension	2.798	0.785	Average
Digitization	2.778	0.748	Average

Source: Prepared by researchers based on SPSS results

B-Presentation and further analysis of the performance of teaching staff: The results of the analysis of the paragraphs of the axis of performance of teaching staff and its constituent dimensions as shown in the following table:

Table .6. The results of the analysis of paragraphs dimensions of the performance of teaching staff

Distance	The Mean	Standard deviation	Approval level
Pedagogical performance	3.178	0.921	Average
Communication	3.165	0.957	Average
Scientific research	3.171	0.904	Average
Self-development	3.245	1.082	Average
Pedagogical performance	3.191	0.898	Average

Source: Prepared by researchers based on SPSS results

3.3 The validity of the study model

To study the validity of the study model we use the variance analysis test ANOVA, the results were:

Table .7. Variance Analysis (ANOVA)

The variable	Performance of teaching staff		
The Independent Variable	Digitization		
Model	Regression	Residual	Total
Sum of Squares	21.531	38.959	60.491
Degree of freedom	04	71	75
Mean Square	5.383	0.549	
F	9.810		
Sig	0.000		

Source: Prepared by researchers based on SPSS results

From the table we note that significance level was 0.000 less than the supposed 0.05, for

the main hypothesis there is a statistically significant for the dimensions of digitization on the performance of teaching staff, that indicate a statistical indication that there is a causal relationship between the two variables, and the model is valid for studying the relationship between the two variables.

3.4 Testing Hypotheses

3.4.1 Test of the main hypotheses

We will test the hypothesis based on the analysis of the multiple regression, and we show the results in the following table:

Table .8. Results of regression test analysis of the main hypotheses

Correlation coefficient R: 0.597		R Square R²: 0.356		Adjusted R Square R²: 0.320	
F: 9.810		SIG : 0.000		($\alpha \leq 0.05$)	
The model	UnStandardized Coefficients		Standardized Coefficients	T	SIG
	Regression coefficient A	Standard error	Beta		
Fixed	1.149	0.342	/	3.357	0.001
Digital Culture and Digital transformation	0.540	0.212	0.508	2.552	0.013
Digital requirement	0.169-	0.208	0.153-	0.812-	0.420
Human element	0.060	0.221	0.055	0.271	0.787
The Legal dimension	0.237	0.161	0.207	1.461	0.461

Source: Prepared by researchers based on SPSS results

We note from table number that **F is calculated** equal to **9.180** and the significance level is 0.000 less than 0.05, which indicates that the regression line is appropriate for the relationship between the two variables. We also note that the correlation coefficient $R \neq 0$, which indicates a correlation between the two variables (digitization) and (performance of teaching staff), where the correlation coefficient $R = 0.597$, which indicates a direct correlation between digitization and performance of teaching staff. The calculated T was **0.540** for the digital culture and digital transformation dimension, a function at the level of confidence 95%, and the significance level was **0.013** indicating the positive statistical effect between the independent variable (digitization) on the dependent variable (performance of teaching staff).

Through the same table we see that after the dissemination of the culture of digitization and digital transformation is the only dimension statistically significant, where the significance level was estimated at 0.013, while the rest of the dimensions of technical requirements, the

human element and the legal dimension are not statistically significant at the significance level $\alpha > 0.05$, **where they were respectively 0.420, 0.787, 0.148.**

We note from the table that the Adjusted R Square (**R²**) of the modified determination factor of the multiple regression model has reached (**R²=0.320**), indicating that the independent variable (digitization) contributes to the interpretation of changes in the dependent variable (performance of teaching staff) by **32%**, which is a weak explanatory capacity. the remaining **68% changes** are explained by other factors and variables outside the multiple regression line model.

From the above we can accept the main hypothesis, which states that there is a statistically significant effect of the dimensions of digitization on the performance of teaching staff in the Faculty of Economics, Business and Management Sciences at the University of Jijel at the significance level $\alpha \leq 0.05$.

The equation of the multiple regression of the variable digitization becomes as follows:

$$Y = A_1X_1 + A_2X_2 + \dots + A_NX_N + B$$

$$Y = 0.508x_1 + 1.149$$

The X1 is the first dimension of the digitization, dissemination the culture of digitization and digital transformation.

3.4.2 Testing sub-hypotheses

From the table of the multiple regression test we note that after the publication of the culture of digitization and digital transformation, a statistical signification at significance level $\alpha \leq 0.05$, where the significance level was estimated at 0.013. therefore, we accept the first sub-hypothesis, which states that there is a statistically significant impact for the dissemination of the culture of digitization and digital transformation on the performance of teaching staff in the Faculty of Economics, Business and Management Sciences at the University of Jijel at the significance level $\alpha \leq 0.05$.

It is also from the regression table that the dimensions of the technical requirements, the human element and the legal dimension are not statistically significant at the significance level $\alpha \leq 0.05$, **where the significance level was estimated respectively 0.420, 0.787 and 0.148**, and therefore we reject the second, third and fourth sub-hypotheses, which are respectively:

- There is a statistically significant impact of the dimension of the technical requirements of digitization on performance of teaching staff in the Faculty of Economics, Commercial and Management Sciences at the University of Jijel at the significance level $\alpha \leq 0.05$.
- There is a statistically significant impact of the dimension of the human element on the performance of teaching staff in the Faculty of Economics, Commercial and Management Sciences at the University of Jijel at the significance level $\alpha \leq 0.05$.
- There is a statistically significant impact of the legal dimension of digitization on the performance of teaching staff in the Faculty of Economic, Commercial and Management Sciences at the University of Jijel at the level of significance $\alpha \leq 0.05$.

4. Conclusion

There is no doubt that the Algerian University is in an fundamental changes in the way that manages all its services, and digitization as a tool to increase its efficiency is imperative in order to improve the quality of its services, including the quality of the performance of its of teaching staff. this study came in this context in an attempt to know the impact of digital transformation and digitization at the Algerian University on the performance of of teaching staff at the Faculty of Economics, Commercial and Management Sciences at the University of Seddik ben Yahya Jijel as a sample of the study, and the most important results were:

4.1.Results

- There is an impact of the dimensions of digitization on the performance of teaching staff in

the Faculty of Economics, Business and Management Sciences at Jijel University.

- There is a statistically significant impact of the dissemination of the culture of digitization and digital transformation on the performance of teaching staff in the Faculty of Economics, Business and Management Sciences at Jijel University.
- There is no impact on the performance of teaching staff of the Faculty of Economics, Business and Management Sciences at Jijel University.
- There is no impact of the human dimension on the performance of faculty at the Faculty of Economics, Business and Management Sciences at Jijel University.
- There is no statistically significant impact of the legal dimension of digitization on the performance of teaching staff of the Faculty of Economics, Business and Management Sciences of Jijel the University.
- Teaching staff agreed at an average level with the phrases of the two axes, with the average arithmetic of the digitization axis being 2.778, while the average arithmetic of performance of teaching staff axis was 3.191.
- The level of approval of teaching staff for the dimensions of digitization is average except after technical requirements that were low, calculation averages of digital transformation dimension and dissemination of digital culture, after human element, legal dimension and technical requirements respectively: 3.036, 2.680, 2.798, 2.503.
- The level of approval of faculty members for average performance dimensions, the calculation of the calculation of pedagogical performance dimension, after communication, after legal scientific research and after self-development respectively: 3.178, 3.165, 3.171, 3.245.
- The phrase adopts the University's senior management and supports digital transformation programs after the dissemination of the culture of digitization and digital transformation most agreeable among all the phrases of the questionnaire with an average arithmetic of 3.74. This suggests that professors are in agreement at a moderate level about the efforts that change towards digitization.
- Phrases provide high and continuous Internet flow and open at all times within the University, the University provides various modern technological devices and equipment needed by the professor to perform his tasks, less consent among the professors. This indicates that the University clearly lacks many means of infrastructure, the most important of which is the speed of Internet flow.

4.2.Recommendations

- Increase efforts to spread the culture of digital transformation among university professors.
- Increase organizational flexibility and change organizational structures to meet digitization requirements.
- Training university professors and all those working within university institutions in the use of information and communication technology through the development of compulsory formative programmes.
- Encouraging teachers with a high orientation towards TIC by motivating those who apply them and integrate them into the teaching methods and communication.
- Providing the necessary infrastructure within colleges, especially modern computers, software and applications, as well as providing high flow of Internet and all within the university.
- Providing information and effective digital communication methods for all workers within the university and opening spaces to increase interaction between professors, students and the other components of the university.
- Educate professors on the legal aspects of digitization by opening workshops, seminars and regular meetings at all universities, and urge all professors to attend their events.

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