



Algerian Democratic and Popular Republic
 Ministry of Higher Education and Scientific Research
 Mohamed Khidar University- Biskra-

Technology and Innovation Support Center- University of Biskra-TISC

In Collaboration with:

Obuda University –Hungary-

With coordination of:

Bureau de Liaison Entrprise-Université- University of Biskra- BLEU

L'Institut National Algerien de Propriété Industrielle- INAPI-

Maison d'Entreprenariat- University of Biskra-ME

Organize:

The International Multidisciplinary Conference on:

Green Innovation: A Key Success Factor For Start-Ups and SMEs.

-From Applied Sciences To Business Environment-

9-10 March 2020

« **COGISS-2020** »



Honorary Conference chair: <i>Professor. Ahmed Boutarfaia- Director of Biskra University</i>	
Conference chair: Dr. Reguia Cherroun	
Scientific committee chairs: <i>Dr. Samah Souleh / Dr. Mónika Garai-Fodor</i>	Organizing committee chair: <i>Ghodbane Houssam-Eddine</i>
Conference Cordinator: <i>Dr: Amar Rouag</i>	





Theme of “**COGISS2020**”:

Innovation is considered as one of the most strategies to reach competitive advantage of enterprises. It attracts a great and increasing attention of the economic authorities by formulating strategies of innovation in line of global economic trends.

In parallel with the increasing interest for Start-up's and small and medium enterprises, due to their importance in economies as an effective contributor to economic development, and an effective alternative to traditional income sources, particularly in oil-dependent countries; Innovation is seen as the growth driver of this type of enterprises, and the key of their success, especially under the competitiveness which characterizes both national and international economic environment.

For ensuring the success of Start-ups and SMEs and enhancing their market share, under the big challenges in the business environment such as: climate changes, storage of sources, social pressure for protecting environment etc. They (start-ups and SMEs) have not only to adopt innovation strategy, but to choose the field of beneficial innovation, and to think to adopt Eco-Innovation, or what's called “Green Innovation” which means: “*any form of innovation resulting in or aiming at significant and demonstrable progress towards the goal of sustainable development, through reducing impacts on the environment, enhancing resilience to environmental pressures, or achieving a more efficient and responsible use of natural resources*”.

This type of innovation depends a lot on **Green Tech**, or **Clean Tech** which means: “*the development and application of products, equipment and systems used to conserve the natural environment and resources, which minimizes and reduces the negative impact of human activities*”. This Green Tech can be provided from many sources mainly universities and research centers, through their researches which can be transformed to business either Spin offs or Start-ups.

The adoption of such sort of innovation may contribute strongly in reducing costs, as well as the ability to use the environmental features of the new products, as a competitive advantage, further more; the social effects mainly reducing environmental health risks and reducing unemployment by providing jobs.

“**COGISS2020**” Problematic:

The conference aims to answer the following question:

To what extent can **Green Innovation and **Green Tech** contribute in Start-ups and SMEs success?**

“**COGISS2020**” Objectives:

The conference is a meeting place for academic researchers from various disciplines, professionals and researchers in the field of: SMEs, Green innovation, Intellectual Property, Collaboration enterprise-university, Green Tech, who would benefit from the conference, including:



Researchers from universities and research centers, and PHD students (all disciplines are concerned);



OBUDA EGYETEM
OBUDA UNIVERSITY

3



- Responsible from directorate of SMEs;
- Innovators and inventors;
- Start-ups and SMEs managers, and Accompanying bodies of SMEs.

For that; the conference seeks to reach the following objectives:

- 1- Defining Green Innovation and Green Tech, and the necessity of their implementation in Start-ups and SMEs;
- 2- Identifying the importance of Green Innovation;
- 3- Analysing the reality of Green Innovation in Algeria, and the government efforts to implement it;
- 4- Identifying the active partners and the contribution of Scientific Research Centers and universities in activating Green Innovation and Green Tech for the development of Start-ups and SMEs;
- 5- Highlighting the necessity of integrating Technical fields with Management.

Topics of interest for submission include, but are not limited to:

Management and Law Areas

Conceptual framework of Green Innovation in enterprises

- Green Innovation: definition, types, conditions, and its requirements;
- Economic and Social effects of Green Innovation adoption in enterprises;
- Obstacles and challenges of applying Green Innovation...

Importance of Green Innovation in developing Start-Ups and SMEs

- Green Innovation and Green Tech reality in Start-ups and SMEs;
- Examples of communication solutions, practices that promote the dissemination of Green Innovations, and Green projects;
- Green Innovative marketing communication from the aspect of CGM - national and international challenges and solutions in the practice of SME;

National and international Institutional and legislative efforts to enhance and encourage the adoption of Green Innovation in Start-ups and SMEs

- National and International bodies based on the promotion of Innovation and Green Innovation;
- Governmental policies to promote Green Innovation in Start-ups and SMEs;
- University innovation ecosystem - opportunities and challenges;
- Green Innovation reality in Algeria (Partners' contribution for applying Green Innovation, Green Innovation Patents...etc.);
- Algerian efforts to promote the relationship University- Enterprise under the National System of Innovation...



OBUDAI EGYETEM
OBUDA UNIVERSITY

4

Science and Technology Areas

Application of Green Tech and Green Innovation in Science:

- Contribution of Universities and Research Centers in Green Innovation and Green Tech Projects:
 - Production and storage of energy that respects the environment: (Information Technology, Green Transportation, Electric Motors, Green Chemistry, Lighting, Greywater, and more...
 - Recycling and Waste management: (bio medical waste ...etc);
 - Sustainable Water Management;
 - Renewable Energy and Energetic Efficiency (wind energy, solar energy, geothermal energy, biomass, hydropower, biofuels, etc.); ;
- Necessity of " Green Tech and Clean Tech" adoption due to Ecological and Climate changes;
- Zero Energy Buildings;
- Green University model;
- Examples of Spin offs implementing Green Tech Projects (Practical experiences for applying Green Innovation through partnership with Universities and Research Centers).

There will be during the conference , interventions of representatives from: National Algerian Institute of Intellectual Property, SMEs Directorate, Start-ups owners. Furthermore; there will be workshops to present Green Innovation and Green Tech projects from different disciplines.

“COGISS2020” Guidelines for submitting papers:

- ✓ Papers' Language : Arabic, English, French.
 - 🌐 **Non technical papers:**
- ✓ Please download the template to prepare your paper in it. (**Arabic papers -Template 1- , English and French papers- template- 2-)**
- ✓ Paper' authors should not exceed two authors;
- ✓ Each participant agrees to serve as a discussant of a paper of his/her own area of interest, if needed.
 - 🌐 **Technical papers:**
 - ✓ Please download the template to prepare your paper in it (**Template 3**).



5

“COGISS2020” Conference fees:

- ❖ International Participants: 100 Euro.
- ❖ Algerian Participants: 7000 DZD.
- ❖ Students (PHD/ Master): (50 Euro for International students, 4000 DZD for Algerian Students).

The registration fees cover following:

- Entry to all Conference sessions;
- Entry to the Poster area;
- Conference bag with the program and abstract book+ CD;
- 4 x coffee break during the conference;
- 2 x lunch during the conference;

Accepted Methods of Payment:

Please, note that the conference fee:

- Is to be paid by each participant. If more papers are presented, you should add supplementary fees for each one (40 Euro, or 300 DZD);
- It should be paid only in CASH at the registration desk in EURO or DZD.

PUBLICATION & AWARDS :

Publication:

Top 15 papers will be published on:

- ❖ **For Technical papers:**
- ✓ Courier de Savoir. P-ISSN 1112-3338/ EISSN: 2676-2110 (<http://revues.univ-biskra.dz/index.php/cds>);

(Other international journals will be added. That will be announced later on the conference website)

❖ For Non technical papers :

- ✓ International Journal of Entrepreneurial Knowledge (IJEK) , EBSCO: <http://ijek.org/index.php/>
- ✓ Oeconomia Copernican EBSCO, WoS: <http://oeconomia.pl/index.php/>.
- ✓ Recherchers Economiques Manageriales. ISSN: 1112-7902, EISSN: 2602-6635. (<http://fsecsg.univ-biskra.dz/index.php/4-2013-04-28-20-11-48/2013-04-28-20-12-23/13-2013-04-28-20-10-49>); “ **Class C**”
- ✓ IJTIHALD Journal On Legal and Economic Studies. ISSN 2335-1039, E-ISSN 2437-0754. (<https://alijtihed.cu-tamanrasset.dz/>) “ **Class C**”
- ✓ ECONOMICS & SOCIOLOGY, ISSN 2306-3459 Online, ISSN 2071-789X Print , SCOPUS, WoS: <https://economics-sociology.eu/>

Awards:

- ✓ Best Paper Award (Open to all papers presented at the conference);
- ✓ Best Green Project Award (Open to all projects presented at the workshops).



OBUDAI EGYETEM
OBUDA UNIVERSITY

✓ Please Submit your Papers at:

<https://easychair.org/conferences/?conf=cogiss2020>

Important Dates:

Draft paper submission: December 20th, 2019

Revised Paper submission: January 31th, 2020

Acceptance notification: February 15th, 2020

Main Conference: March 9th&10th, 2020

Conference workshops: March, 10th, 2020

Conference Location: University of Biskra

For any information please contact:

Mobile: 00213669416324

Email: cati@univ-biskra.dz

“COGISS2020” Web Page:

<http://sites.univ-biskra.dz/cogiss2020>

Scientific Committee Members:

Pr. Nouredine Zemmouri	Biskra University – Algeria-
Pr. Adel Benchabane	Biskra University – Algeria-
Pr. Mahmoud Faouzi Chaoubi	Ouargla University – Algeria-
Pr. Levente Kovacs	Obuda University- Hungary-
Pr. Ali Rahal	Batna University – Algeria-
Pr. Mohamed Taib Douis	Ouargla University – Algeria-
Pr. Mouloud Bouzouad	Laghouat University – Algeria-
Pr. Moufida Yahiaoui	Biskra University – Algeria-
Pr. Abdelhalim Benmechri	Biskra University – Algeria
Pr. Hacina Cherroun	Biskra University – Algeria
Pr. Djamila Halliche	Faculty of Chemistry, USTHB. Algiers – Algeria-
Pr. Imen Benziane	Batna University – Algeria-
Pr. Abdessami Rouina	Biskra University – Algeria
Pr. Nouredine Moummi	Biskra University – Algeria
Pr. Abdelhafid Brima	Biskra University – Algeria
Pr. Abdelhafid Moummi	Biskra University – Algeria
Pr. Nadir Chaouki	Tamanrasset University –Algeria
Dr. Abdelkader djeflat	University of Lille – France
Dr. Kersánszki Tamás	Obuda University- Hungary-



7

Dr. Janos Varga	Obuda University - Hungary-
Dr. Mónika Garai-Fodor	Obuda University - Hungary-
Dr. Kornelia Lazanyi	Obuda University - Hungary-
Dr. Jolan Velencei	Obuda University - Hungary-
Dr. Reguia Cherroun	Biskra University – Algeria-
Dr. Hanane Djoudi	Biskra University – Algeria-
Dr. Samah Souleh	Biskra University – Algeria-
Dr. Yousef Belloufi	Ouargla University – Algeria-
Dr. Fares Aissaoui	Ghardaia University – Algeria-
Dr. Brahim Zitani	Ghardaia University – Algeria-
Dr. Hamza Medoukali	Ghardaia University – Algeria-
Dr. Farouk Tahrour	Ghardaia University – Algeria-
Dr. Hichem Aissaoui	Biskra University – Algeria-
Dr. Abderrahmane Gouarah	Ouargla University – Algeria-
Dr. Djamel Benmnine	Ouargla University – Algeria-
Dr. Hocine Maammour	Ouargla University – Algeria-
Dr. Noureddine Cherrad	Ouargla University – Algeria-
Dr. Moundir Lassassi	CREAD – Algeria-
Dr. khaled Menna	CREAD – Algeria-
Dr. Mourad Chikhi	Ministry of the Environment and Renewable Energies. – Algeria-
Dr. Nedaa alrabai	Jordan University of Science and technology- Jordan-
Dr. Saed Shobaki	Industrial Property Protection Directorate. Jordan
Dr. da Conceição Certo Simões, Noémia Maria	Superior Institute of Engineering of Lisbon- Portugal
Dr. Kassahun Y. Kebede	Addis Ababa Institute of Technology- Addis Ababa
Dr. Hilary Drew	Bristol Business School- UK
Dr. Abiodun Adegbile	Coventry University – UK
Dr. Moktar Lamari	ENAP-Québec-Canada
Dr. Fadhela Kedari	Polytechnic National School - Algiers- – Algeria-
Dr. Samia Beladjraf	Biskra University – Algeria-
Dr. Amar Rouag	Ouaregla University – Algeria-
Dr. Mebarek Kerkeb	Tamanrasset University- Algeria-
Dr. Naimi Djemai	Biskra University – Algeria-
Dr. Kamel Aoues	Biskra University – Algeria-
Dr. Amel Rahmen	Biskra University – Algeria-
Dr. Ilyes Ghoggal	Biskra University – Algeria-
Dr. Soulef Rahal	Biskra University – Algeria-
Dr. Khaldoun Bachari	CRAPC – Algeria-
Dr. Ahmed Nourani	(C.R.S.T.R.A) Algeria.
Dr. Lynda Raggam	Setif 1 University – Algeria-
Dr. Bilal Yahiaoui	Setif 1 University – Algeria-
Dr. Nadia kharkhache	Setif 1 University – Algeria-
Dr. Elghali Benbrahim	Biskra University – Algeria-
Dr. Mohamed Adnan Ben Dief	Biskra University – Algeria-
Dr. Chouki Yaiche- temam	Biskra University – Algeria-



Dr. Nora Boultif	Biskra University – Algeria-
Dr.Lars Jonsson	Upssala University-Sweden-
Dr.Mohamed Amine Benmehaia	Biskra University – Algeria-
Dr. Laid Kahloul	Biskra University – Algeria-
Dr. Okba Belmi	Biskra University – Algeria-
Dr. Abdelmoumen- Hakim Ben Machiche	Biskra University – Algeria-
Dr. Ahlem Merabet	Blida University – Algeria-
Dr. Hamel Tarek	Annaba University – Algeria-
Dr .Amel Hamza Meddad	Annaba University – Algeria-
Dr. Souad Nefar	Tebessa University – Algeria-

Organizing Committee Members :

Doctors			
Dr. Kamillia Izzrech	Dr. Rekia Mansouri	Dr.Mohamed- Chaowki Nebbar	Dr. Nawel Brahimi
Dr. Ilyes Ghoggal	Dr. Yosef Belloufi	Dr. Faris Aissoui	Dr. Farid Ben Abid
Dr. Ahlem Dridi	Dr. Youcef Medouki	Dr. Lyes Gachout	
PhD Students			
Mohamed-Fouad Maouche	Hosseme Djahara	Mohammed-Amin Melhegueg	Mohamed-Abdelbassit Kheireddine
Horia Selikh	Mebarka Rabhi	Nadia Adila	Yassmine Mastora
Samiha Zerari			
Staff			
Nadjib Hababi	Abderraouf Soltane	Mohamed Nacer Touiri	Sadouk Sedrati

WELCOME TO



GREEN INNOVATION

“COGISS-2020”

09-10 March 2020

Start-Up_s / SME_s

