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The impact of adopting the international specifications standard ISO 26000 in achieving the purple economy: Case study of Algeria Telecom

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Abstract---Purpose: The study aims to explore the impact of adopting social responsibility standards, according to ISO 26000, on achieving the goals of the purple economy in Algérie Telecom. **Methodology:** The study employed a mixed approach, combining the descriptive and the analytical ones. Data was collected through various academic literature review and questionnaires distributed to the sample which consists of 35 employees of Algérie Telecom. The collected data was, then, analyzed using SPSS program to draw meaningful conclusions. **Results:** The study found a statistically significant relationship between social responsibility, as peer ISO 26000, and achieving the goals of the purple economy. This suggests that companies that prioritize social responsibility are more likely to benefit from the advantages of the purple economy. There were no statistically significant differences in responses based on gender, age or educational level. **Practical Implications:** The findings suggest that the company, in order to can prosper, should focus on social responsibility dimensions, raise employee

awareness about the importance of social responsibility and the purple economy, conduct training courses, and integrate ISO 26000 Social Responsibility into daily practices.

Keywords---Social responsibility, ISO 26000, Purple economy, Algérie Telecom, Communications Corporation Algeria.

I- Introduction:

Social responsibility is considered according to the standard 26000 ISO a relatively new concept applied in Algerian institutions despite its great importance, because the application of social responsibility is considered by institutions as a burden on them and does not benefit the institution, and therefore its application remains voluntary. Studies have proven that commitment to social responsibility achieves great gains for institutions, such as enhancing their image in society and improving their competitive position, etc.

The concept of social responsibility has been linked to many modern terms such as sustainable development and the purple economy, which seeks to integrate the cultural dimension of societies into the economy by valuing the returns of goods and services resulting from the culture of society.

And through What's wrong? We raise the following problem.

How does the organization achieve the purple economy by adopting the international specifications standard ISO 26000?

The following questions arise from this problem:

- Is there effect Significant Statistics for adopting specifications 26000 ISO In achieving the purple economy in the Algerian Telecommunications Corporation?
- Is there effect Significant Statistics for adopting specifications 26000 ISO In achieving the purple economy, it is attributed to personal variables. (sex, age, educational level, years of experience) In Algeria Telecom?

Study hypotheses:

- **Hypothesis 01:** There is no effect statistically significant At a moral level) $\alpha = 0.05$ (To adopt specifications 26000 ISO In achieving the purple economy.
- **Hypothesis 02:** there are statistically significant differences at the significance level?) $\alpha = 0.05$ (Between the response of the study sample individuals about Adopt specifications 26000 ISO In achieving the purple economy Attributable to variables Character (sex, age, educational level, years of experience)

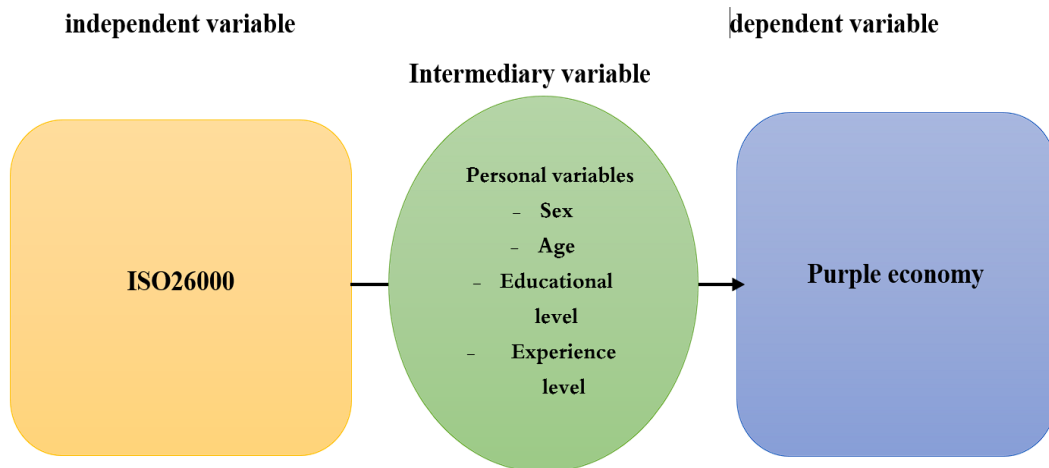


Figure 01: Default model for the study
Source: Prepared by researchers

Study objectives:

- The study aims to answer the questions raised about How much impact? Social Responsibility According to the standard26000 ISO In achieving the purple economy And the influential relationship between them.
- Highlighting concepts related to social responsibility Purple Economy.
- Highlighting the importance of social responsibility According to the standard26000 ISO Purple Economy For institutions in light of the major economic transformations that the world is witnessing.
- The study also aims to try to integrate the cultural dimension of individuals into the economy and to obtain economic returns to achieve sustainable development and economic growth.

Importance of the study:

The importance of the study lies in the fact that it addresses a modern topic with few references, especially those dealing with the current topic with the same variables of social responsibility . Purple Economy. As This study attempts to enrich the studied topic in order to draw the attention of institutions to the necessity of integrating these two variables into their organizational practice.

Research methodology and tools used:

Given the nature of the subject of the study and in order to be able to test the hypotheses and answer the problem raised, we relied in our study on a combination of the descriptive and analytical approaches, relying on the following tools and sources:

- Theoretical aspect: Desk research was used to obtain the topics covered in Arab and foreign references and sources to provide our studies with reliable information, as well as relying on peer-reviewed articles, scientific journals, and doctoral and master's theses. Electronic websites were also used to bring in the largest number of studies.

- As for the practical aspect: the questionnaire tool was used. It was distributed to the institution's workers, the study sample, and the results were analyzed using the statistical analysis program. SPSS version 25.

Study community and sample: The study community consists of all communication institutions in Algeria. Including Ooredoo, Djazzy and Algeria Telecom. This sector is considered one of the most active sectors in Algeria. The study sample was represented by the regional directorate of Algeria Telecom.

Previous studies

- **study2012 Jacinthe Gagnon, MATitled The Purple Economy: Economy, Sustainable Development and Cultural Diversity:** This study addressed the problem of Do maybe For culture that Be lever Economic from Its business alive growth Many from Countries? The aim of this study is to try to define the broad outlines of the concept of the purple economy. The study concluded that the purple economy responds to the need of institutions in terms of innovation and distinction from their competitors on the one hand, and to the desire of countries to work for the benefit of cultural diversity by reconciling culture and sustainable economic development on the other hand.
- **Sakhr Ahmed's study 2020 entitled reality application Responsibility Social For companies Algerian Petroleum in Shadow International specification standard26000 ISO Case study of an institution SONATRACH .ENAFOR. ENTP This study addressed**

what he reality application Responsibility Social in Companies Petroleum in Algeria in Shadow International standard26000 ISO This study was applied to a sample of petroleum institutions in Algeria, and in order to obtain information, the questionnaire tool was relied upon. The study concluded that the dimensions of social responsibility in these institutions are not fully applied, except for the legal and economic dimensions, while the charitable and ethical dimensions are not.

- **Abdullah Al-Tayyibi and Laila Ayyad's 2020 study entitled The Purple Economy and Cultural Diversity:**This study addressed the following problem: What is the nature of the relationship between the purple economy and cultural diversity? This study relied on the descriptive analytical approach, as the study aimed to define the purple economy and the nature of the relationship that links it to cultural diversity. The study concluded that cultural diversity represents a repository of knowledge and creative ideas on which the purple economy is based.
- **Comparison of the current study with previous studies:**The current study is considered an applied study, unlike previous studies that relied on theoretical studies only, especially those related to the purple economy. Our current study is also very modern and has accurate results, thanks to its treatment of two variables in the study and knowledge of the effect of the independent variable on the dependent variable, unlike previous studies, which gives a great addition to the subject.

II Theoretical literature on social responsibility in light of specifications 26000 ISO

II-1 The concept of social responsibility:

- **I knew it ISO** Within its specifications 26000 ISO/SR2007: Act in accordance with principles Responsibility Social and Practice it, like respect Owners Interests And their interests And the principle Compliance Legal, And the principle respect Agreements International and agreements Binary, And the principle Accountability And the principle respect Entitlements Morale Basic Finally principle respect Diversity
- **And he knew her Hohnen)2007**(It is the organization's responsibility for its decisions and activities in society and the environment through transparent and ethical behavior that is consistent with sustainable development and the well-being of society, taking into account the expectations of stakeholders, in accordance with applicable law and in accordance with the commitment to international rules of conduct.
- **I have The European Commission defined social responsibility.** It is the responsibility of the organization to the effects of its activity on society, and to perform this function the organization must respect the laws, regulations and treaties it has concluded with various parties, and include the organization's concerns for social, environmental and ethical issues and respect for human and consumer rights in its activities. Operational Or in setting its strategy.
- **From the above, social responsibility can be defined as:** It is everything that the institution provides to the society in which it carries out its activity and in application of its four dimensions in a voluntary manner.

II-2: The main axes of the specifications 26000 ISO For social responsibility:

1- Governance Institutional

Corporate governance is the most influential factor in enabling the organization to bear responsibility for the impact of its decisions and activities and to integrate social responsibility into its relationships. This relationship stems from the fact that an organization that aims to become socially responsible must have an institutional governance system that enables the business organization to provide general supervision and establish the seven principles of social responsibility.

2- human rights

It relates to the basic rights to which all human beings are entitled, including political and civil rights such as the right to life, liberty and equality, and this refers to economic, social and cultural rights such as the right to work, food, health, education and social security.

3- Labor practices:

Know the working practices Procedurally That it is Policies And the procedures followed by The institution In several fields on Her head is forward Fair salaries For workers ,And progress Appropriate incentives and rewards for them, in addition to provide Opportunities Training And opportunities Upgrade Fairness and appropriateness of services Care Medical Introduction For workers.

4- The environment:

It includes pollution prevention, sustainable use of community resources, green agriculture to protect against climate change, and protection and restoration of the natural environment.

5- Fair Operating Practices:

It concerns the way in which an organization uses its relationships with other organizations to promote positive outcomes. These include relationships between organizations and government agencies, as well as between organizations and their partners, suppliers, contractors, customers, competitors, and associations to which they belong. Fair operating practices issues covered ISO 26000 is anti-corruption; responsibility for political participation; fair competition; promotion of social responsibility in the value chain; and respect for property rights.

6- Consumer issues:

The Corporation has a responsibility to promote fair, sustainable and equitable economic and social development with respect to consumer health, safety and access. In this Context, The subheadings are: Fair Marketing and Information .realism Neutrality and contractual practices fair, And protect health and safety Consumer ,and consumption sustainable ,And service Consumer, Support and resolve complaints and conflicts ,Consumer data protection And his secret, Access to basic services, education and awareness.

7- Communiât envolement:

The organization should focus on creating sustainable social structures while increasing levels of education and well-being. The sub-themes in this context are: community engagement, education and culture, job creation and skills development, technology development and access, wealth and income, health and social investment..

III: The theoretical literature of the purple economy.**III-1: The concept of the purple economy:**

- **He knows Economy Violet** Because "Related In a way big With values And the culture of society, Which Adjusts response man And it guarantees His interaction Positive And so Be Culture One Axes Help in development Economy.
- **purple economy** he A new alliance between culture and economy, the economy betsVioletOn the dynamic interaction between these two activities, insofar as any economy integrates cultural components into its processes, production and way of organization,And it dependsOn the cultural environment, and leaves its mark on it.A.
- **Through the above, the purple economy can be defined.** It is the integration of the cultural dimension into the economy and the valuation of the return of goods and services resulting from the culture of individuals.

III-2The emergence of the purple economy

This term first appeared publicly in France on May 19, 2011, at the initiative of the association,Diversum, in a statement published on Le Monde.fr, the day before the World Day for Cultural Diversity for Dialogue and Development. The first International Purple Economy Forum organized by Diversum, was later held

in Paris, from 11 to 13 October 2011, under the patronage of UNESCO, the European Parliament and the European Commission.

III-3Dimensions of the purple economy:

- 1- **Dimension Economic:** It means this Dimension Continuously And glorification Well-being Economic In society For the longest a period Possible from during solution problems Backwardness Economy via Time on road the following.
 - a guarantee Supply enough from Water And raise efficiency Use Water in Development Agricultural And industrial Urban and rural.,
 - to lift yield Agricultural And production from Okay investigation Security Food Regional And the pursuit to Export.,
 - the job on investigation Care Health And preventive And improve health And security in Places the job.,
 - more Efficiency Economic and growth And opportunities the job in Sector Official.,
 - building economy market effective He depends on sector Services And technology Information.,
 - more Outputs Agriculture To provide Food Suitable as And type For individuals.,
 - distribution The normal For riches, Which may achieves cut Rates poverty And unemployment.,
 - Usage optimum For resources Available And harness it To raise from level Living Citizen.
- 2- **Social dimension:** lies order Sustainable socially in investigation Justice in distribution And combating poverty And provide Services Social Like health And education to I need it, In addition to a guarantee Democracy through sharing Peoples in take decision In a way transparency And sustainability Institutions And diversity Cultural.
- 3- **Environmental dimension** This dimension explains the strategy that must be available and respected in the field of manufacturing with the aim of optimally managing natural capital instead of wasting and depleting it in an irrational manner so as not to affect the environmental balance, by producing goods and services that serve the environment and transfer society to the era of clean industries.
- 4- **Cultural dimension:** Most social and cultural changes in society are due to external and internal factors. The rapid development of human civilization is due to the ability of societies to exchange and absorb cultures. Governments of countries sponsoring all different fields work to produce goods and services with a local cultural imprint, while creating service facilities for local and foreign citizens, increasing cultural exchange and providing the necessary funding to maintain the complete and comprehensive culture of different fields. We also find that the cultural dimension plays a role in the process of economic development by reviving professions related to material and non-material culture, which in turn work to provide jobs that achieve significant financial returns that work to diversify the country's total income. Some thinkers call for integrating the social and cultural dimensions together, since the process of cultural investment has a profitable return in order to serve the individual and market his intellectual giving and creativity.

The cultural dimension of the purple economy borrows from the environmental field the concept of Cultural footprint (To apply it to the cultural field, the term cultural impact refers to the culture of a company, society, organization, or administration in general. The idea behind the ecological footprint is to measure the pressure that individuals exert on nature. The cultural footprint is referred to in terms of hectares as the biologically productive area necessary to meet the needs of the population.

-IV.Method and tools

Through what happened Q Presenting it in the theoretical aspect of the study, we will try in the field study to know the impact of social responsibility according to the ISO 26000 standard in activating the dimensions of the purple economy in the Algerian Telecommunications Corporation. The questionnaire form was distributed to the corporation's workers, and we will initially present the study community and sample, methods of measuring it, and the tools used in the study in order to reach the results, analyze them, and discuss them.

IV.1 Study community

The study community is represented by communication institutions in Algeria, whether those related to the private sector, such as Contact Or public institutions, as this sector is considered very vital to the economy National.

IV.2 Study sample

The selected institution was Algeria Telecom for the State Ouargla as a sample for study, and A sample of 50 employees from this institution was selected for the study. The questionnaire forms were distributed to all sample individuals and were retrieved. 35 poll And exclude 15 To become the number of questionnaires valid for statistical analysis 35 Survey any percentage 70% of the number of questionnaires Distributed.

IV.3: Methods and procedures used in the research

from Yes, evaluation ISO 26000 has influenced me in achieving the purple economy. For the institution under study, a questionnaire was prepared that included: 51 Question, and this is for the purpose of obtaining the primary data necessary to complete the practical aspect, as it was designed based on questionnaires of previous studies reviewed by more than three specialists, and it was adapted to suit And our study To answer the study questions and test the validity of the hypotheses, descriptive statistics methods were used, where the data were coded and entered into the computer using the statistical program for the social sciences SPSS version 25 by directly downloading the questionnaire lists data into the SPSS program.

Stability The tool The internal consistency coefficient of the study tool was extracted, based on: Pearson correlation coefficient and reliability coefficients of questionnaire axes based on Cronbach's alpha coefficient And The following results were reached:

Table No. (01) MeasurementInternal consistency validity of the questionnaire statements as a whole

The number	Variables	Number of paragraphs	Factor Pearson	Significance level
01	standard26000 ISO	31	0.965	0.000
02	purple economy	20	0.967	0.000

Source : Source: Prepared by researchers based on programme outputs SPSS version 25

From Table No. 01, it is clear that the values of the Pearson correlation coefficient are strong, ranging between 0.965 and 0.967, and they are statistically significant at a significance level of 0.05. Therefore, the questionnaire statements are characterized by a high degree of internal consistency, which makes them highly reliable for completing the proposed study.

Table No. (02) TransactionsReliability of the questionnaire axes and the questionnaire as a whole

The axis	Study dimensions	Number of paragraphs	Factor Cronbach's Alpha
The first axis International specification standard 26000 ISO	Corporate Governance	05	0.740
	human rights	05	0.781
	Labor practices	05	0.890
	the environment	04	0.691
	Fair Operating Practices	04	0.818
	Consumer issues	04	0.775
	Community involvement	04	0.685
	Total axis one	31	0.938
The second axis is the purple economy.	Economic dimension	05	0.824
	Social dimension	05	0.777
	Environmental dimension	05	0.913
	Cultural dimension	05	0.899
	Second axis total	20	0.918
The questionnaire as a whole		51	0.961

Source: Prepared by researchers based on programme outputs SPSS version 25

From table No.02It is clear to us that the stability and reliability coefficients of the questionnaire axes As a whole I reached)0.961(It is a high degree of stability, as The stability of the questionnaire dimensions and its axes varied betweenN0.685 and 0.938,So they are all bigger than) 0.6(is the minimum acceptable alpha coefficient, which means that there is a high degree of stability in the questionnaire results, and thus it can be said that the coefficient no The stability of the scale is good for the study, and it does not change if the questionnaire is redistributed to the sample members several times.

V - Results and Discussion:

In this section, we will present and discuss the results of the study, in addition to testing the study hypotheses.

V.1- features Study sample:

It appears from the study sample that most of its members are males.77.1%The percentage of females It reached 22.9%,The educational level of the study sample individuals was Represents the level Most of the university students are24Individual, any percentage68.6% while the technical level was Sami 06 And postgraduate studiesWith05Individuals, any percentage17.1%and 14.3% on In succession, As for the level of experience in the study sample, it shows that most of the workers have experience between 11 and 20 years, i.e. 62.9%.

V.2- One-way analysis of variance One Way ANOVA

- 1- Essential differences For workers' answers about The impact of social responsibility according to international standards26000 ISO In activating the dimensions of the purple economy Depending on gender.

Table No. (03) One-way analysis of variance to study the differences in the means of workers' answers according to gender

Variables	ANOVA					
	Males		Females		a test(F)	
	Arithmetic mean	Standard deviation	Arithmetic mean	Standard deviation	calculated value	Morale
The impact of social responsibility according to international standards ISO 26000 in activating the dimensions of the purple economy	2.58	0.506	2.48	0.499	0.265	0.610

Source: Prepared by researchers based on programme outputs SPSS version 25

It appears from Table No.03the following:

- There are no significant differences between males and females in terms of their response .around **The impact of social responsibility according to international standards ISO 26000In activating the dimensions of the purple economy** This is according to gender, as the values indicate F and its significance indicates that there are no statistically significant differences at a significance level of 0.05 between males and females. Accordingly, the gender variable of the respondents does not affect the workers' answers. Accordingly, we accept the zero chances. H0: There is no statistically significant relationship .around **The impact of social responsibility according to international standards26000 ISO In activating the dimensions of the purple economy** Attributable to gender variable at significance level

0.05 and N Reject the alternative hypothesis H_1 . This is a result of the significance level $\text{sig} = 0.610$. It is greater than the morale level $\alpha = 0.05$.

- 2- Essential differences For workers answers On the impact of social responsibility according to international standards 26000 ISO In activating the dimensions of the purple economy, depending on age.

Table No. (04) analysis Contrast Monocular To study Differences Averages Answers staff According to Age

ANOVA										
Variables	Less than 25 years		26-35 years		36-46 years		Over 46 years		a test(F)	
	Arithmetic mean	Standard deviation	Arithmetic mean	Standard deviation	Arithmetic mean	Standard deviation	Arithmetic mean	Standard deviation	calculated value	Morale
The impact of social responsibility according to international standards 26000 ISO in activating the dimensions of the purple economy	2.33	0.496	2.37	0.368	2.57	0.516	3.10	0.277	1.834	0.162

Source: Prepared by researchers based on programme outputs SPSS version 25

It appears from Table No. 04 the following:

There are no significant differences between the workers' answers attributed to the age variable with regard to their response. On the impact of social responsibility according to international standards 26000 ISO In activating the dimensions of the purple economy This depends on the age, as the values indicate. F and its significance indicates that there are no statistically significant differences at a significance level of 0.05 between the sample categories. Accordingly, the age variable of the respondents does not affect the workers' answers. And then We accept the branch Lost Zero **H₀** There is no statistically significant relationship around effect Responsibility Social according to Specifications International 26000 ISO in activation Dimensions Economy Violet Attributable to the age variable at a significance level of 0.05 and N Reject the alternative hypothesis H_1 . This is a result of the significance level $\text{sig} = 0.162$. It is greater than the moral level $\alpha = 0.05$.

- 3- Essential differences For workers answers On the impact of social responsibility according to international standards26000 ISO In activating the dimensions of the purple economy, depending on age.

Table No. (05) analysis Contrast Monocular To study Differences Averages
Answers staff According to Educational level

Variables	ANOVA							
	Senior Technician		Postgraduate studies		University		a test(F)	
	Arithmetic mean	Standard deviation	Arithmetic mean	Standard deviation	Arithmetic mean	Standard deviation	calculated value	Morale
Impact of international specifications26000 ISO In achieving the purple economy	2.65	0.504	2.674	0.459	2.522	0.519	0.281	0.757

Source: Prepared by researchers based on programme outputs SPSS version 25

It appears from Table No.05the following:

- There are no significant differences in the workers' answers attributed to the educational level variable with regard to their response towards Impact of international specifications26000 ISO In achieving the purple economy This is according to the educational level, as the values indicate F and its significance indicates that there are no statistically significant differences at a significance level of 0.05 between the sample categories, and therefore the level variable Educational For the respondents, it does not affect the workers' answers .And so We accept zero chances
- H0: There is no statistically significant relationship. To the effect of international specifications26000 ISO In achieving the purple economy Attributable to the variable of educational level** At a moral level0.05 And refused Alternative hypothesis
- H1**This is a result of the significance level.sig =0.757It is greater than the moral level. $\alpha=0.05$.

- 4- Essential differences For workers answers On the impact of international standards26000 ISO In achieving the purple economy, depending on the level of experience.

Table No. (06) Analysis Contrast Monocular To study Differences Averages
Answers staff According to Level Experience

ANOVA										
a test(F)		More than 20 years		From 11 to 20 years		From 06 to 10 years		Less than 05 years		Variables
Morale	calculated value	Standard deviation	Arithmetic mean	Standard deviation	Arithmetic mean	Standard deviation	Arithmetic mean	Standard deviation	Arithmetic mean	

0.040	3.114	0.118	3.27	0.448	2.46	0.543	2.680	0.496	2.33	Impact of international specifications26000 ISO In achieving the purple economy
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Source: Prepared by researchers based on programme outputs SPSS version 25

It appears from Table No.06 the following:

There are significant differences in the workers' responses attributed to the variable of experience level with regard to their response towards The impact of social responsibility according to international standards26000 ISO In activating the dimensions of the purple economy This depends on the level of experience, as the values indicate F and its significance indicates the existence of statistically significant differences at a significance level of 0.05 between the sample categories. Accordingly, the variable of the level of experience of the respondents affects the workers' answers. And so We accept the branch Lost Alternative **H1:There is a statistically significant relationship .around Impact of international specifications26000 ISO In achieving the purple economy Attributable to level variable Experience at a significance level of 0.05 and N** Reject the hypothesis Zero **H0**.

Table No. (07) Multiple linear regression shows the relationship between iso 26000 And the purple economy

Test scales Study variables		Correlation coefficient value R	Factor Selection R^2	Value F	Indication F	Regression coefficientb	valueT	indicatio nT	Varianc e inflation factor
ISO 26000	purple economy	0.868	0.753	100.556	0.000	0.897	10.028	0.000	1,000

SourcePrepared by: ResearchersBased on the program outputsSPSS version 25

It is clear from Table No.07 the following

There is a correlation Strong coefficient of 0.868For social responsibility according to26000 ISO In activating the dimensions of the purple economy The regression results also showed that the regression is significant, as shown by the value of F adult100.556In terms of 0.000It is smaller than the approved significance level of 0.05, and the results are interpreted as Social responsibility according to26000 ISO TExplain75.30% of the variance in Purple economy and that Considering the coefficient of determination 0.753, as the value came $\beta=$)0.897(Explain the

relationship between Social responsibility according to ISO 26000 and the purple economy. Statistically significant, where a value can be deduced T and its associated function, which means that the better T Social responsibility according to ISO 26000 One gets better purple economy. With 0.897 Unit. Therefore, we accept

Alternative hypothesis, H1 We refuse Hypothesis Zero. H0

The table also shows the result of multicollinearity, where the results revealed that the variance inflation factor of 1.000 for the model was less than (0.03), which indicates that there is no multicollinearity problem between the model variables. We can also write the regression line equation as follows:

$$\text{Purple Economy} = 0.8972 \text{ ISO 26000} + 0.346$$

VI-Conclusion

From the above, it is clear to us that there is a strong relationship between ISO 26000 and the purple economy in the study sample institution. This relationship demonstrates the extent of Algeria Telecom's interest in integrating these practices into its corporate culture. Algeria Telecom's commitment to social responsibility according to ISO 26000 has a positive impact. A On the competitive position of the institution.

Despite the novelty of the term purple economy, Algeria Telecommunications Corporation strives to adhere to its four dimensions, especially the cultural dimension, which is considered the basis of the purple economy, and to harmonize this dimension in a way that serves the multiple cultures of society, especially since it is present in a sector that attracts multiple segments of society. The following is a presentation of the most important results.

1): Study results

- There is effect With indication Statistics For responsibility Social according to ISO 26000 in investigation Economy Violet when level Morale 0.05
- There is no statistically significant relationship. On the impact of social responsibility according to international standards ISO 26000 In achieving the purple economy Attributable to gender variable when level Morale 0.05
- no There is relationship same indication Statistics around effect Responsibility Social according to Specifications International ISO 26000 in investigation Economy Violet Condolences For variable Age when level Morale 0.05
- to There is no statistically significant relationship .The impact of social responsibility according to international standards ISO 26000 In achieving the purple economy Attributable to the educational level variable at a significant level 0.05
- There is a statistically significant relationship. around The impact of social responsibility according to international standards ISO 26000 In achieving the purple economy Attributable to the variable of experience level at a significance level of 0.05.

2): Recommendations: In light of the study results, we recommend the following.

- Pay more attention to the dimensions of social responsibility according to ISO 26000, especially the environment dimension and community involvement.
- Raising awareness among employees about the importance of social responsibility according to ISO 26000 and the purple economy, especially the cultural dimension.
- Conducting training courses for employees on social responsibility, ISO 26000 and the purple economy.
- Integrating ISO 26000 Social Responsibility and the Purple Economy into the daily practices of the organization.

3): Study prospects: Researchers can continue their studies in the following areas:

- The role of the purple economy in activating the dimensions of sustainable development
- The role of social responsibility according to ISO 26000 in enhancing business ethics
- The role of the cultural dimension of the purple economy in improving the competitiveness of the institution.

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