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داد بوزنير

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2014/2013 :

إِهْدَاء

اللهم نور بالعلم قلبي واجعلني من المفلحين ومن الميسرة أمورهم ومن الذين
يستجاب دعاؤهم اللهم انفعني بما علمتني وعلمني ما ينفعني وارزقني علما ينفعني
"أمين"

اهدي عملي هذا كذكري والذكرى ناقوس النسيان
إلى نبضا قلبي ونورا عيني ومسهلا دربي إلى أغلي وأحب ما في الوجود
إلى من قلبها نبع حناني ودفؤها سر أمانى وجودها سر ابتهاجي، إلى من أنارت
ظلمتي وقطعت وحدتي أمري الغالية

إلى من رحلت وتركت فراغا كبيرا "جدي" رحمها الله وأسكنها فسيح جنانه آمل أن
يكون أجر هذا العمل في ميزان حسناتها

إلى الذي راني قلبه قبل أن تراني عيناه إلى الذي علمني أن الحياة ليست فقط أمال
وأن الشرف ليس فقط للرجال وأن الحلم يحكى بالفعل وأن القناعة سيدة الخصال
أبي الغالي
إلى كل إخوتي وأخواتي
إلى كل الأهل والأقارب
إلى صديقات دربي

إلى كل من ساعدني في إنجاز هذا العمل المتواضع
إلى كل من سمعتهم ذاكرتي ولم تسعمهم ذكرتني

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فهرس المحتويات

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قائمة جداول والأشكال

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وهو يعتمد على معايير
الجودة العالمية (ISO 9000) ومتطلبات
المؤسسة (الجامعة) ومتطلبات
السوق ((PORTER))

ويتم تطبيقه في جميع المراحل
العملية من إنتاج إلى التسليم
للحاجات العلمية والبحثية

(2008/2003) ،
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.2010-2009

وهو يعتمد على معايير
الجودة العالمية (ISO 9000) ومتطلبات
المؤسسة (الجامعة) ومتطلبات
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وهو يعتمد على معايير
الجودة العالمية (ISO 9000) ومتطلبات
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² عرقابي عادل، هيكل السوق و الميزة التنافسية، رسالة ماجستير في العلوم الاقتصادية، جامعة محمد خيضر، بسكرة، 2010، ص 15.

Herchman et Herfindah :Ø

n = nombre d'entreprises dans l'industrie

$$\text{H} = \frac{1}{n(n-1)} \sum_{i=1}^n s_i^2$$

$$s_i = \frac{\text{Valeur de la production de l'entreprise } i}{\text{Valeur totale de la production}}$$

$$s_i^2 = \frac{\text{Valeur de la production de l'entreprise } i^2}{\text{Valeur totale de la production}^2}$$

$$\text{H} = \frac{1}{n(n-1)} \sum_{i=1}^n \left(\frac{s_i^2}{\text{Valeur totale de la production}} \right)$$

$$\text{H} = 30\% = 0,30 = 0,16 + 0,09 + 0,04 + 0,01$$

Entropie :

$$\ln = (1/S1) : \tilde{O}$$

$$S = -k \sum_{i=1}^n p_i \ln(p_i)$$

$$(n) \quad [\ln(\frac{1}{s_i})] = \frac{1}{E} \quad E$$

$$e^{-e} = \prod_{i=1}^n s_i$$

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$$(H)$$

¹ روجر كلارك، تعریب فرید بشیر طاهر، اقتصاديات الصناعة، دار المربخ للنشر، الرياض، 1994، ص 36، 37.

² المرجع نفسه، ص 40.

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¹ عرقابي عادل، مرجع سابق، ص 18، 19.

² 12:13، H، 2013-12-12 datede concitation <http://www.marefa.org/index.php>

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¹ المرجع نفسه، ص 234.

² علي عبد الوهاب نجا، النظرية الاقتصادية الجزئية، الدار الجامعية، الاسكندرية، 2008، ص 347.

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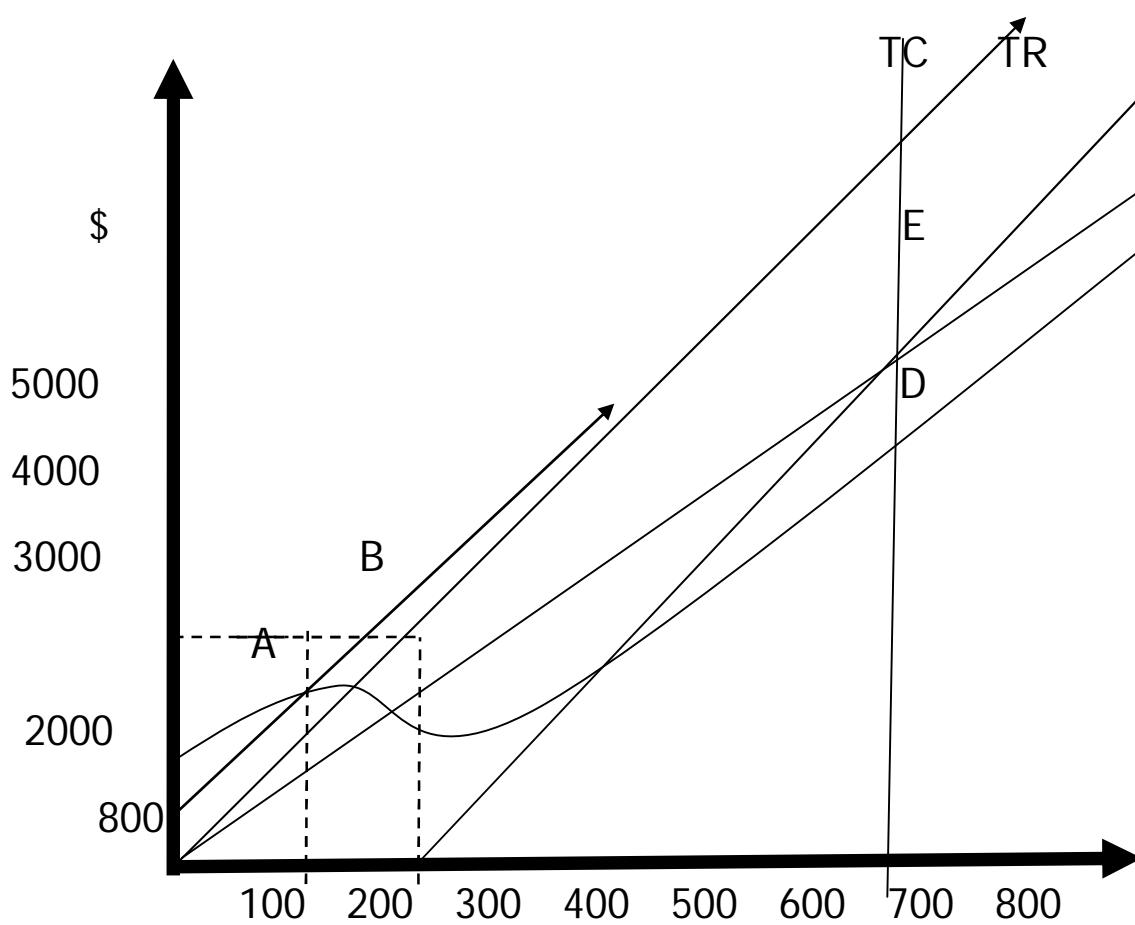
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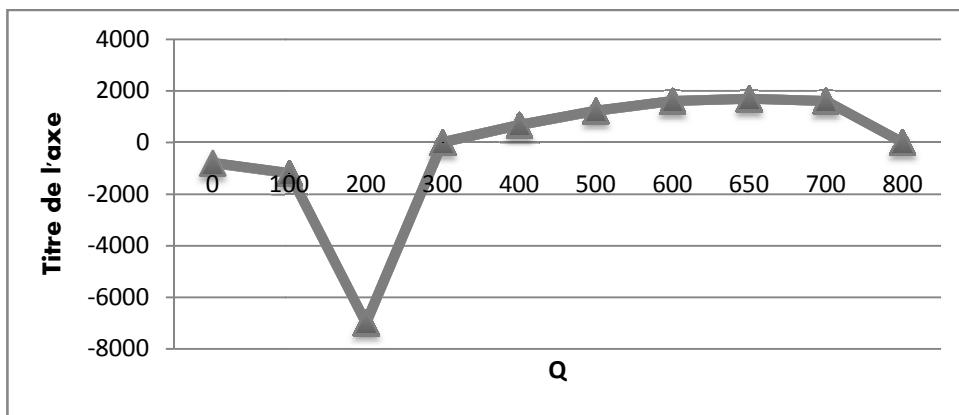
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¹ سكينة بن حمود، مدخل لعلم الاقتصاد، دار المحمدية العامة، الجزائر، 2008، ص 72.

¹ فليح حسن خلف، الاقتصاد الجزئي، ط1، عالم الكتب للنشر والتوزيع، الأردن، 2007، ص364.
² فليح حسن خلف، مرجع سابق، ص336.

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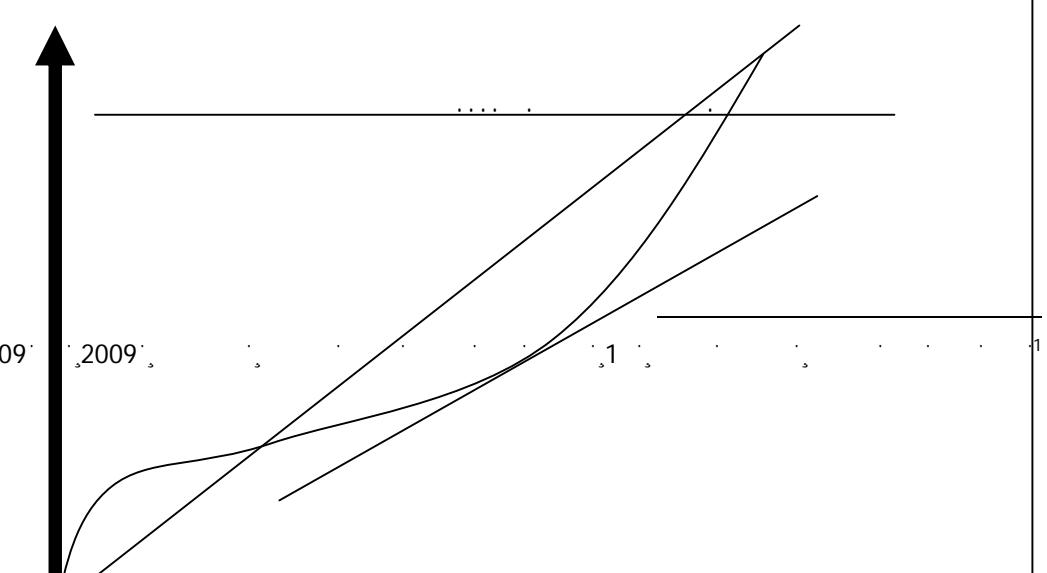
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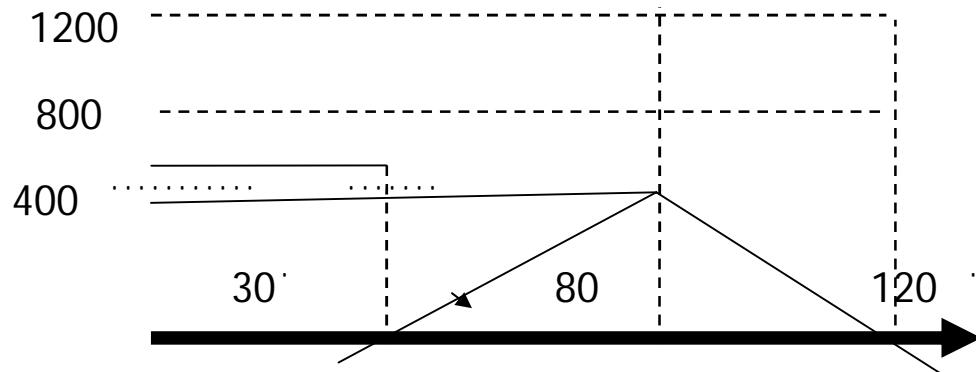
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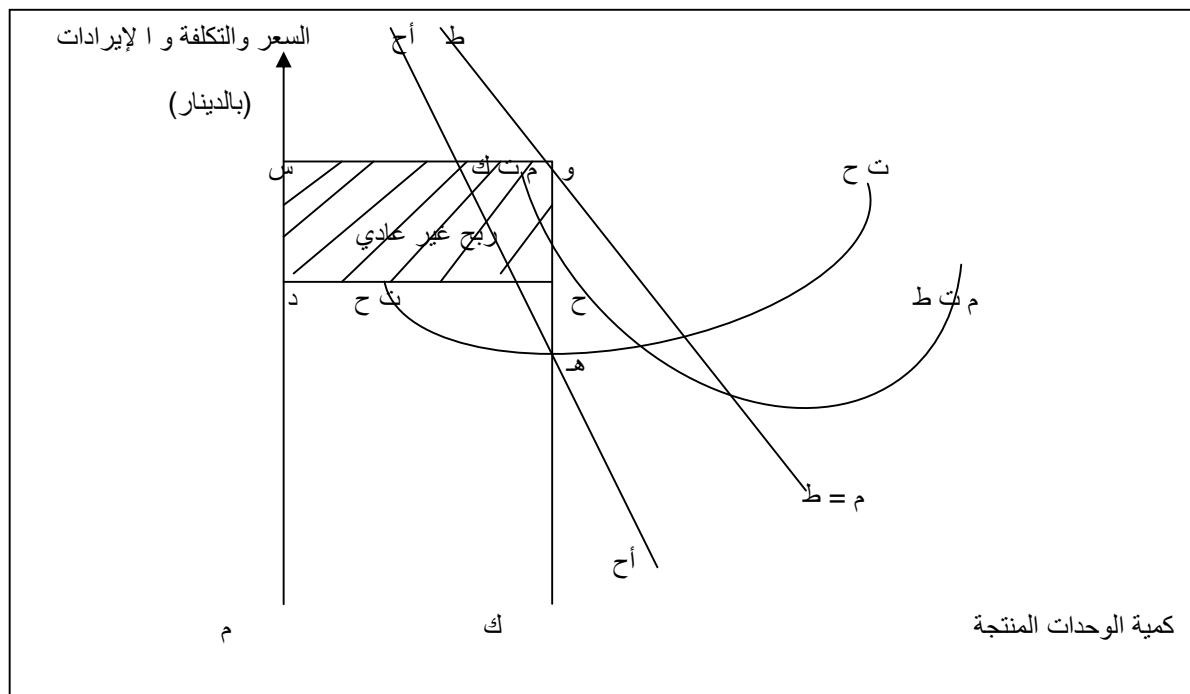
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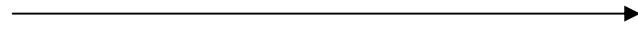
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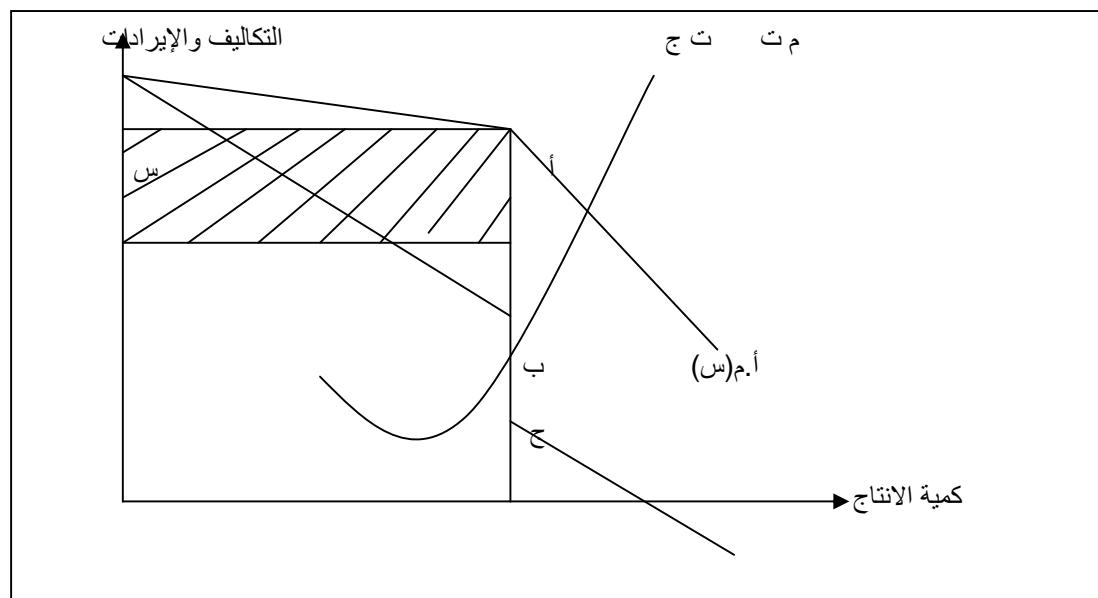
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¹ محمد صفت قابل، الاقتصاد الجزئي، جامعة المنوفية، 2009، ص 436.

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$\pi = R(x) - C(x)$:

¹كساب علي،نظرية الاقتصاديات-التحليل الجزئي-،ط3،ديوان المطبوعات الجامعية،الجزائر،2009،ص ص،262،263.

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$$\frac{D\pi}{Dx} = R'(x) - C'(\quad) = 0 \quad \text{U} \quad \quad \quad$$

$$R'(x) - C'(x) \dots \dots \dots (1)$$

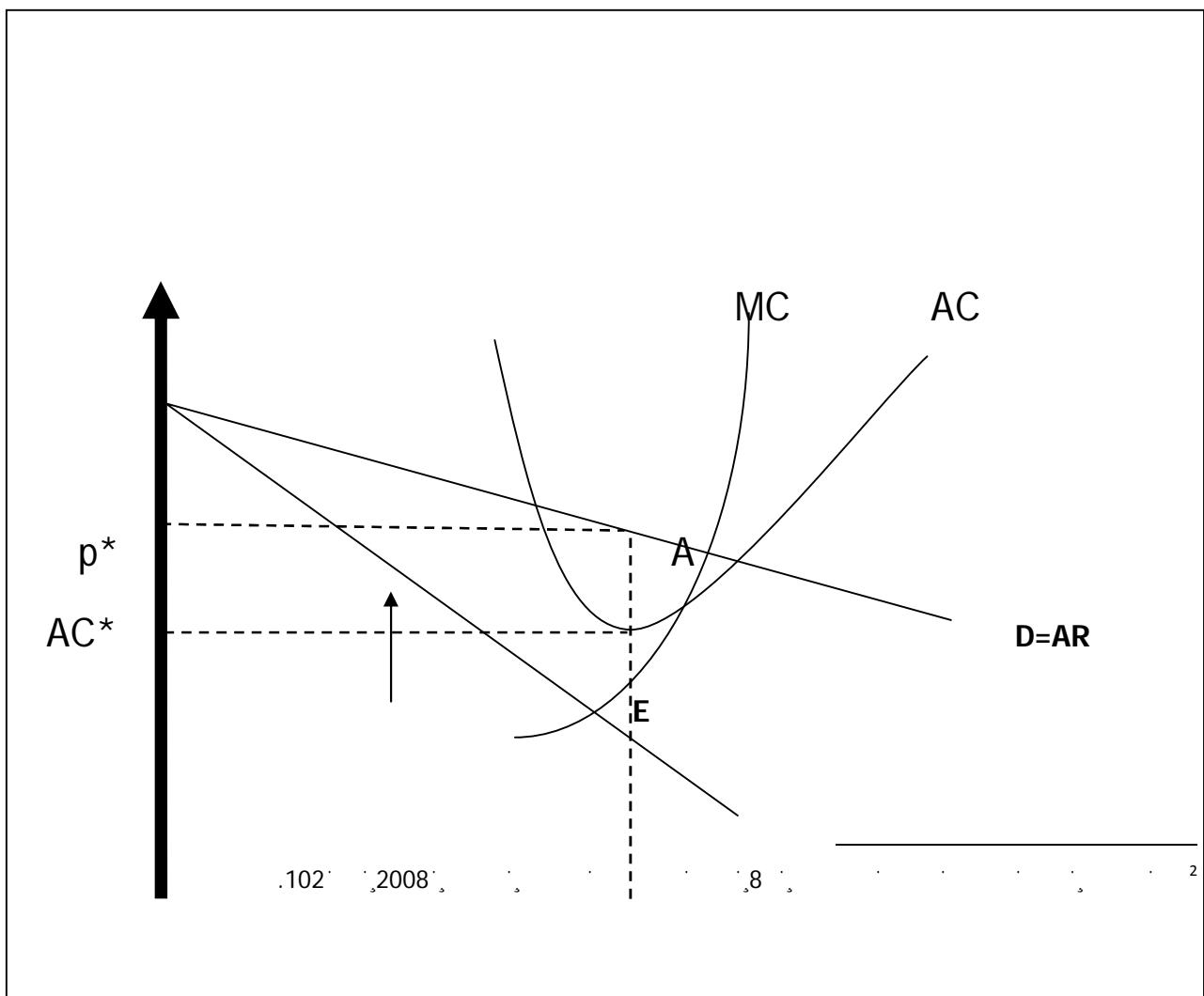
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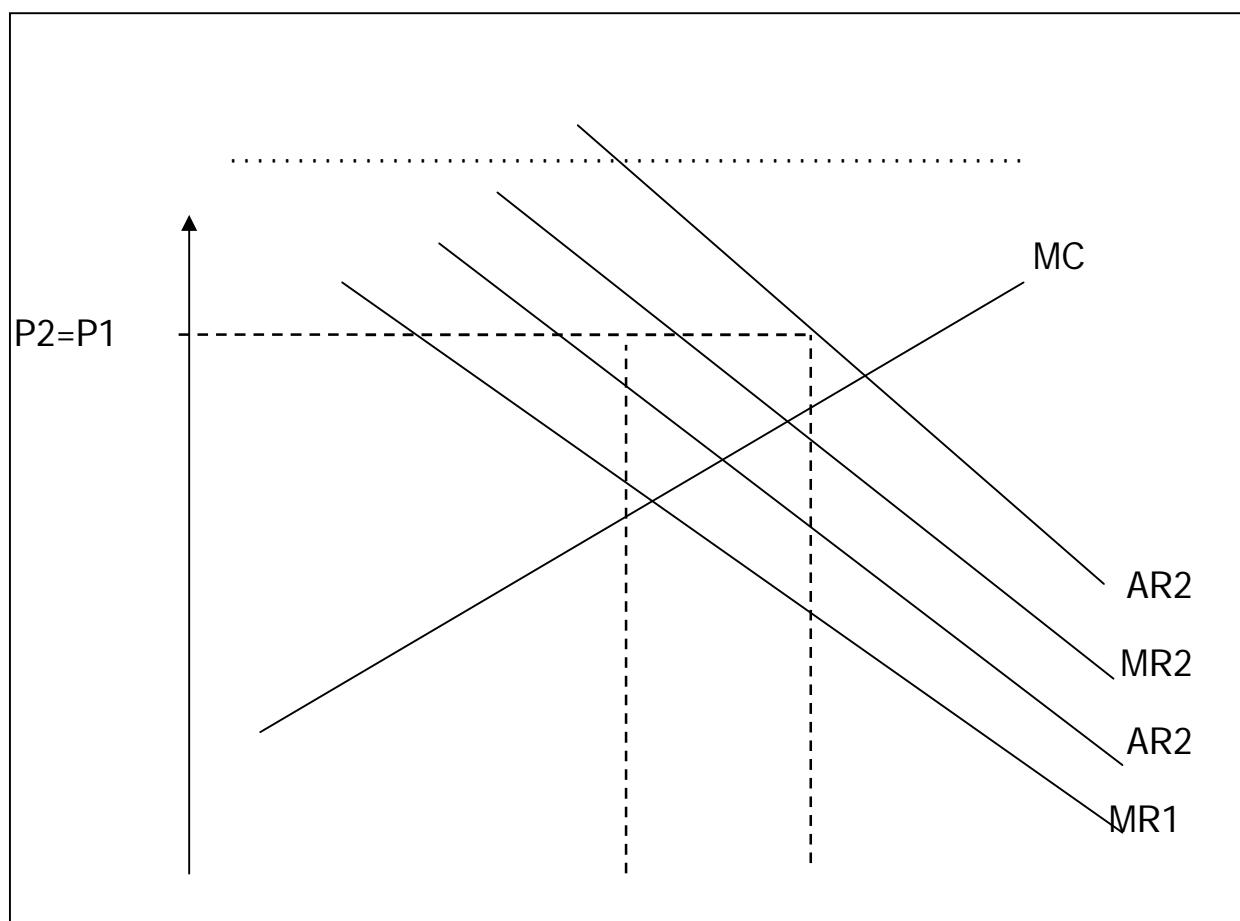
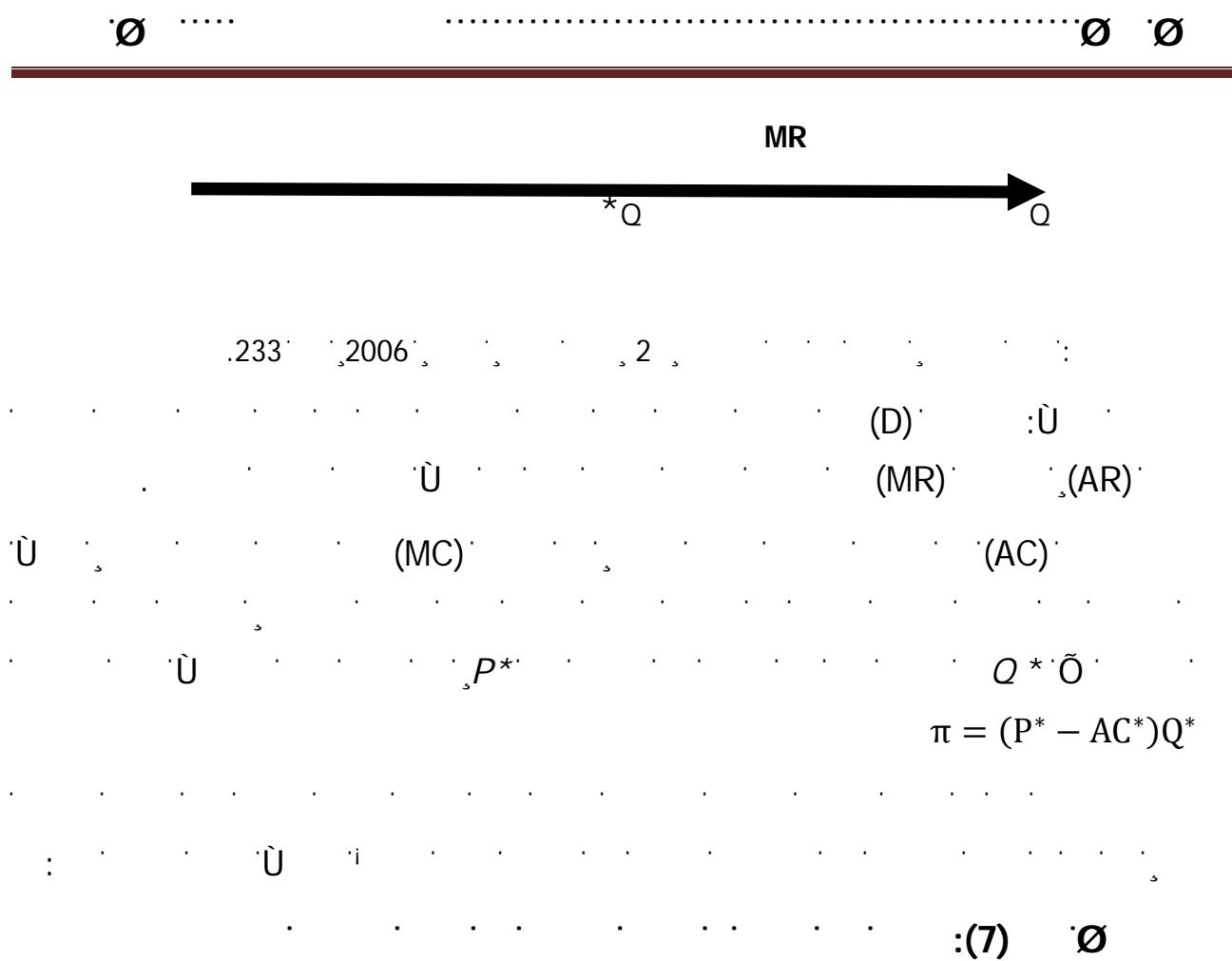
$$= d^2\pi/d^2x = R''(x) - C''(x) < 0 \quad \text{---} \quad \text{---}$$

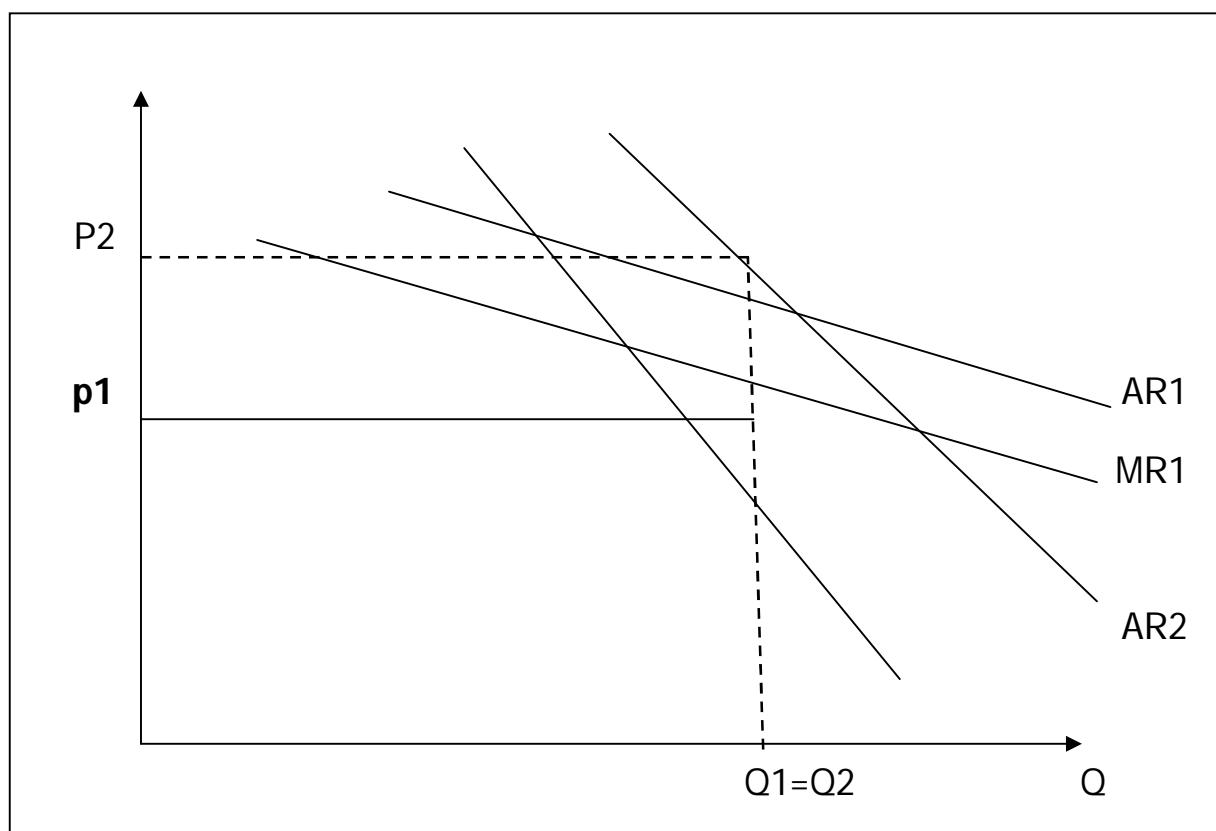
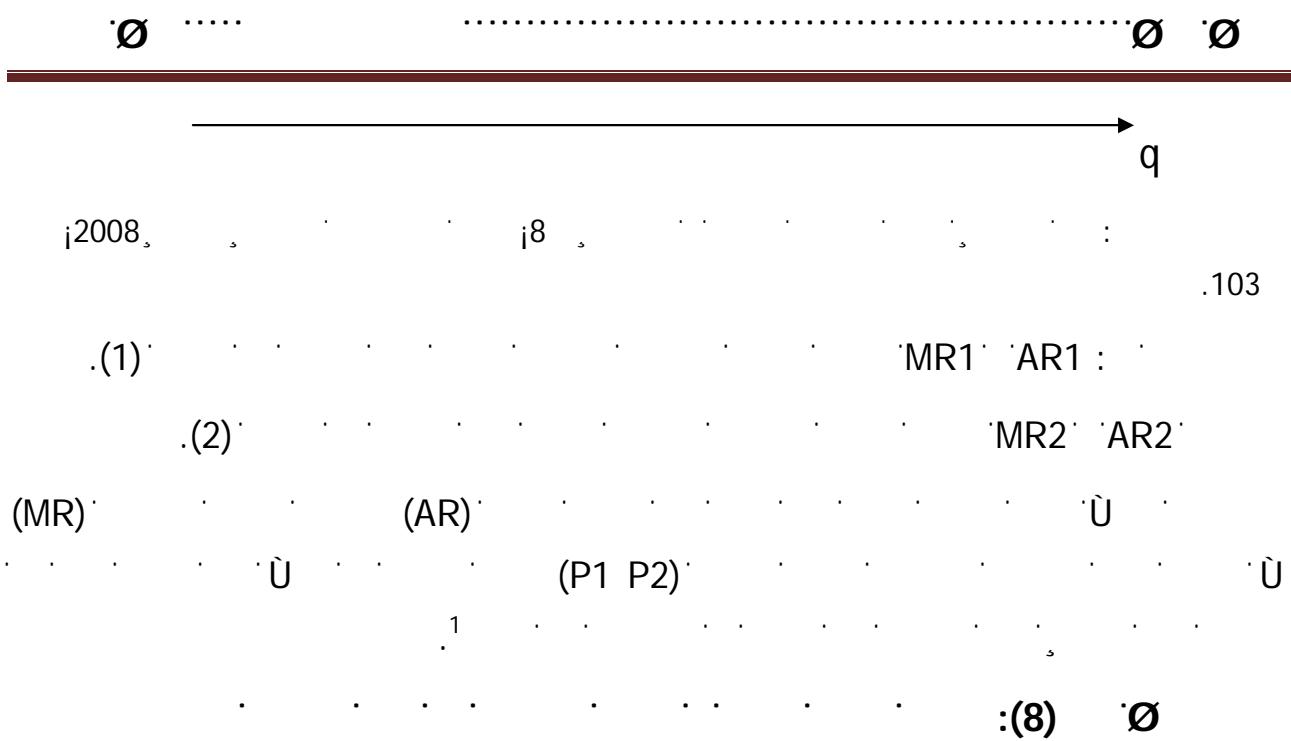
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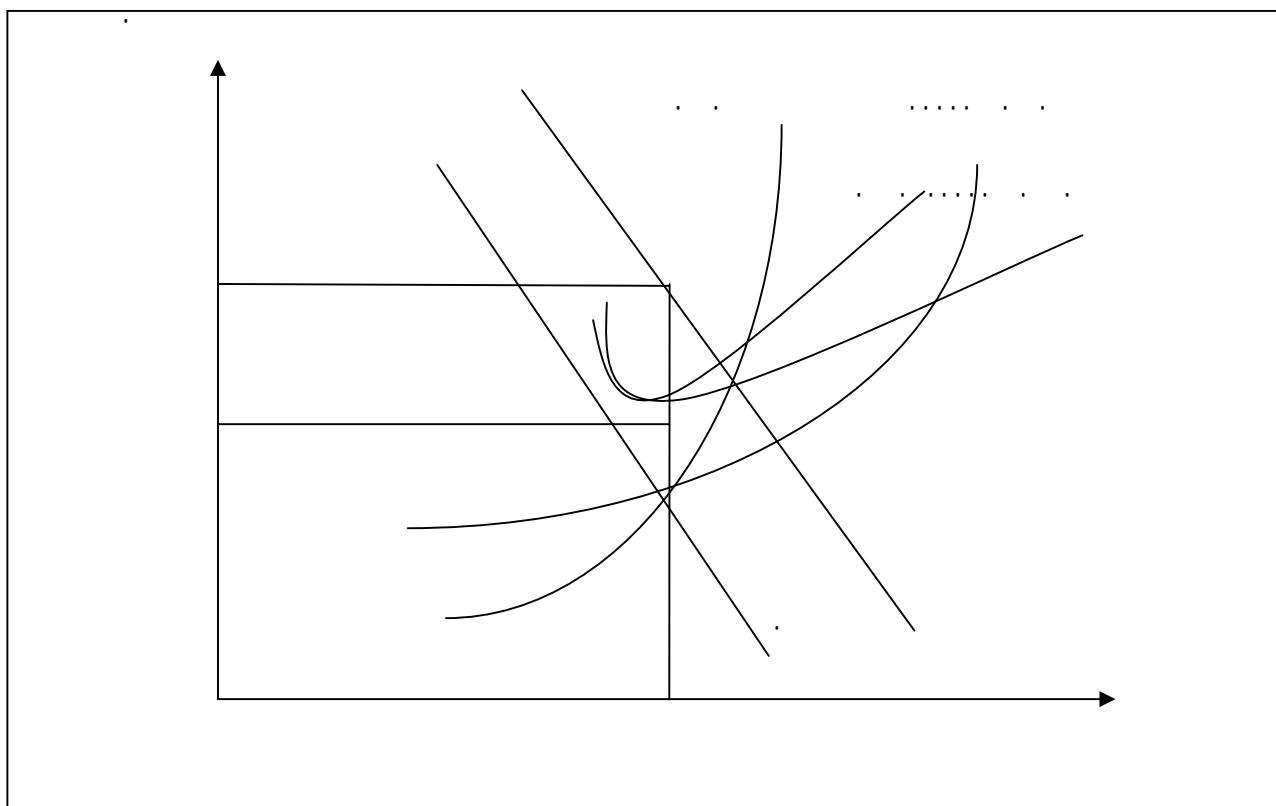
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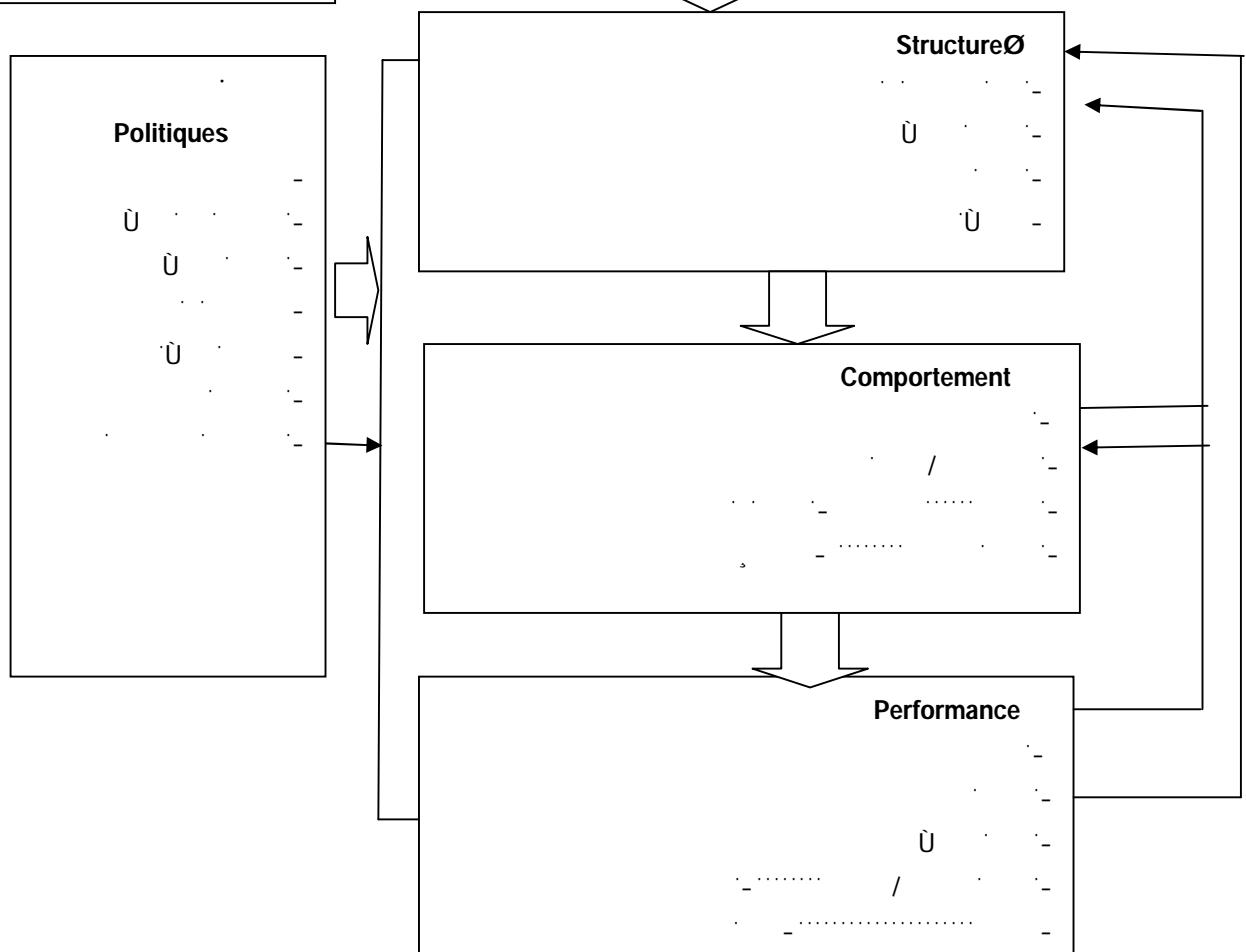
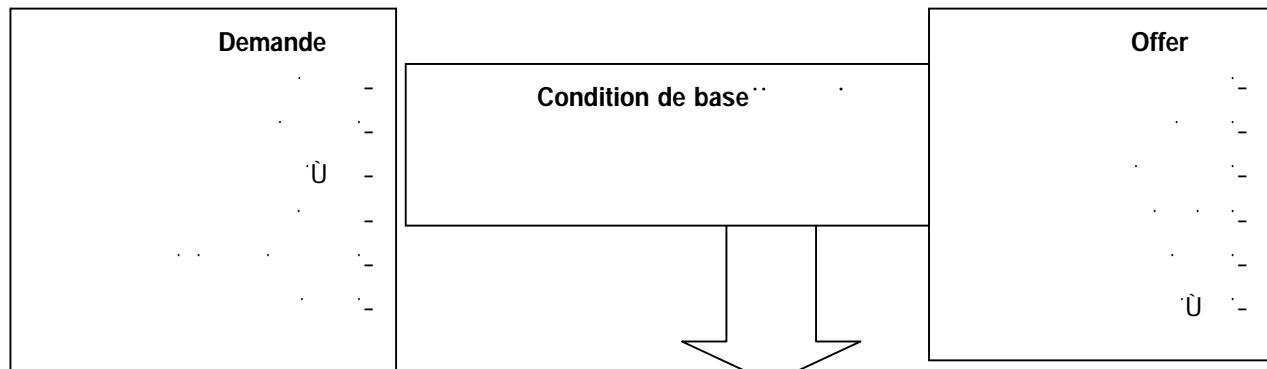
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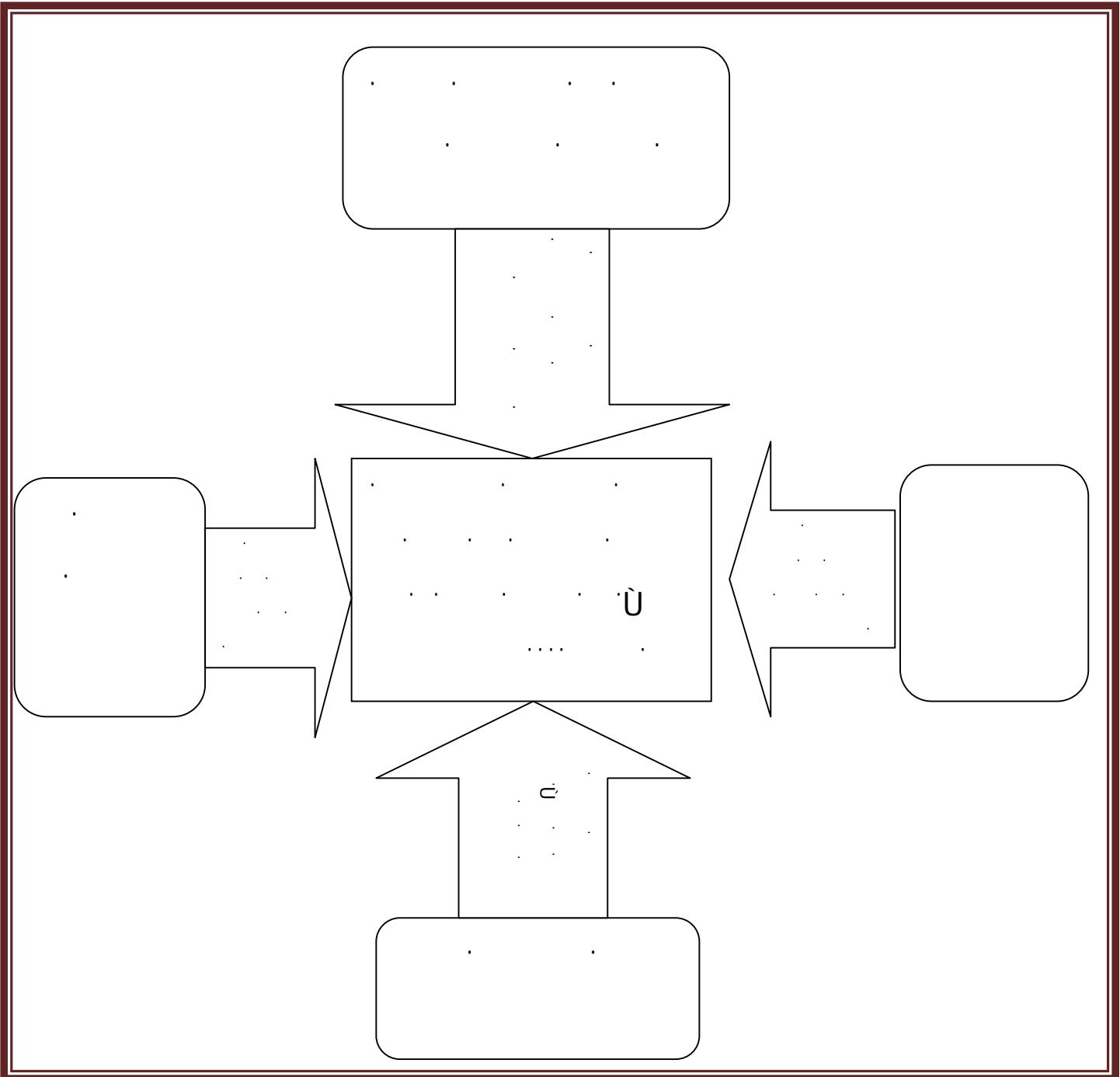
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Source :thomson ,john, strategic management, awareness and change, third edition, international thompson business 2000,p66.

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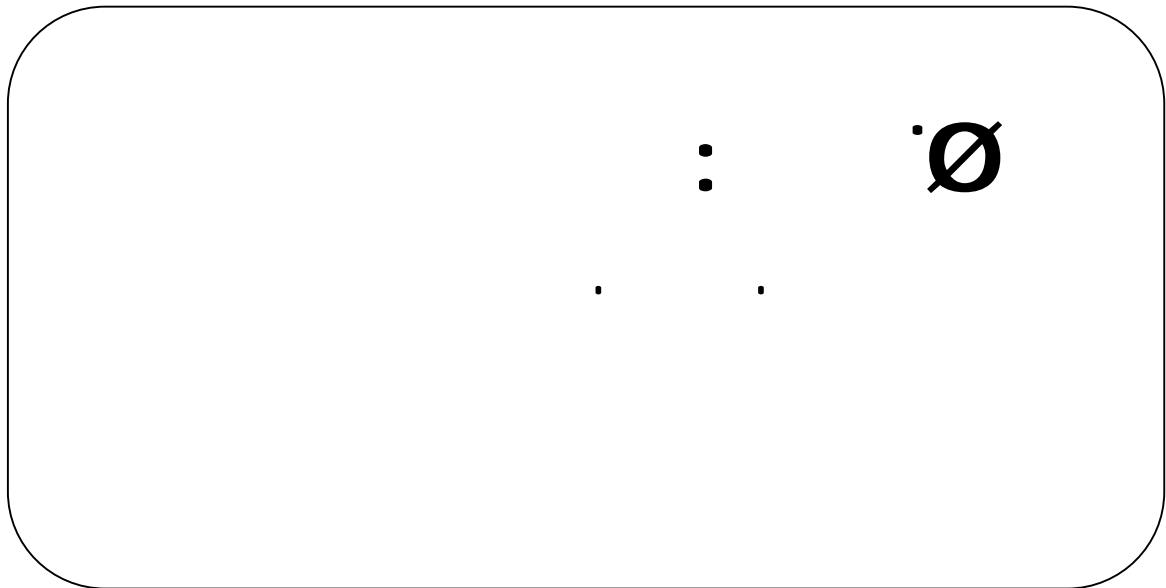
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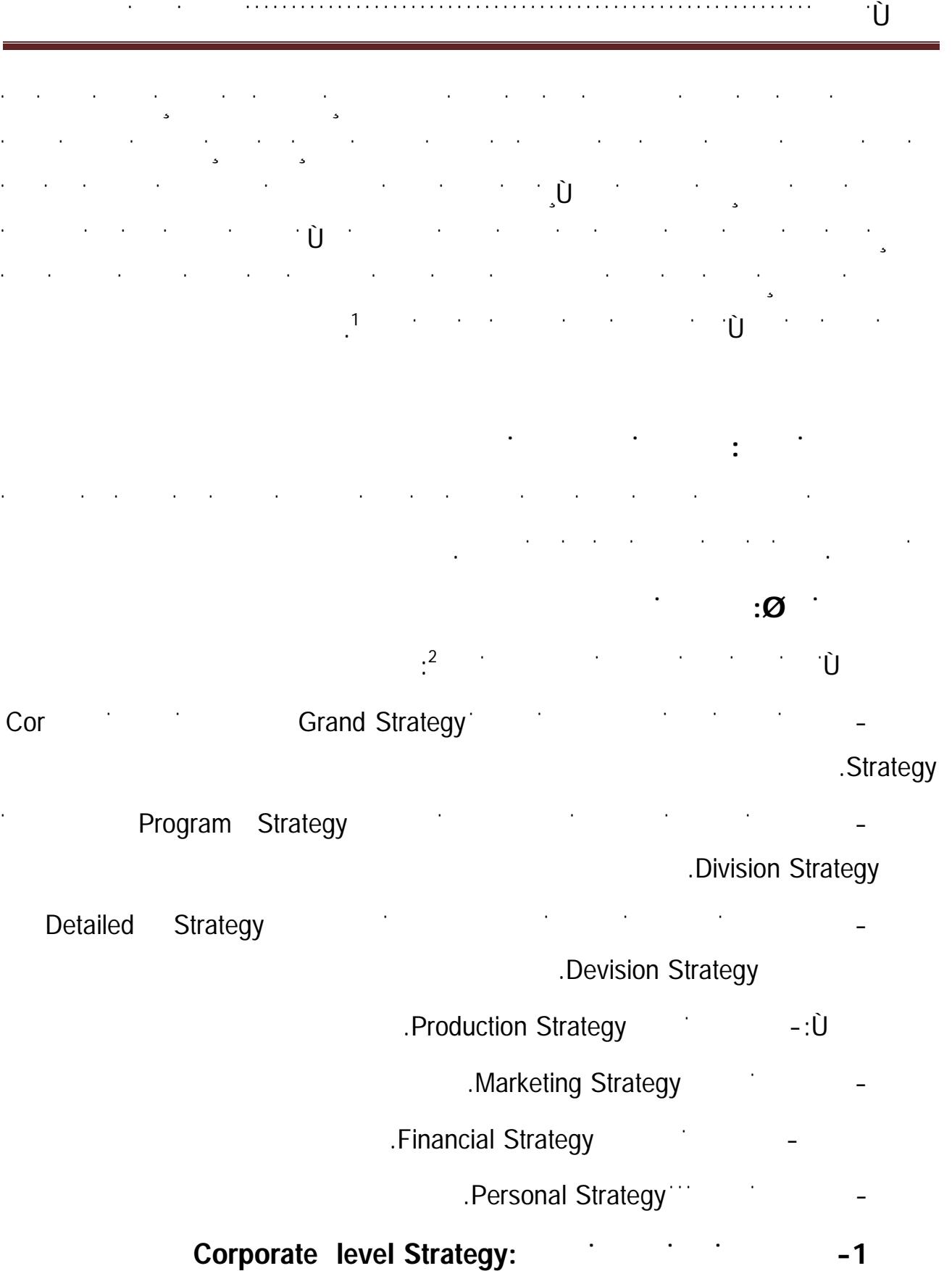
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² على فلاح الغبي، إدارة التسويق منظور تطبيقي إستراتيجي، دار البيازوري العلمية للنشر والتوزيع، عمان، 2009، ص 10.

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¹ عبد الرحمن توفيق، الإدارة العليا-الإدارة الإستراتيجية، المبادئ و المبادئ ،ط 1، مركز الخبرات المهنية للإدارة، 2004، ص 28.

² علاوي نصيرة، اليقظة الإستراتيجية كعامل للتغير في المؤسسة، رسالة ماجستير في العلوم الاقتصادية، جامعة تلمسان، 2011، ص 37.

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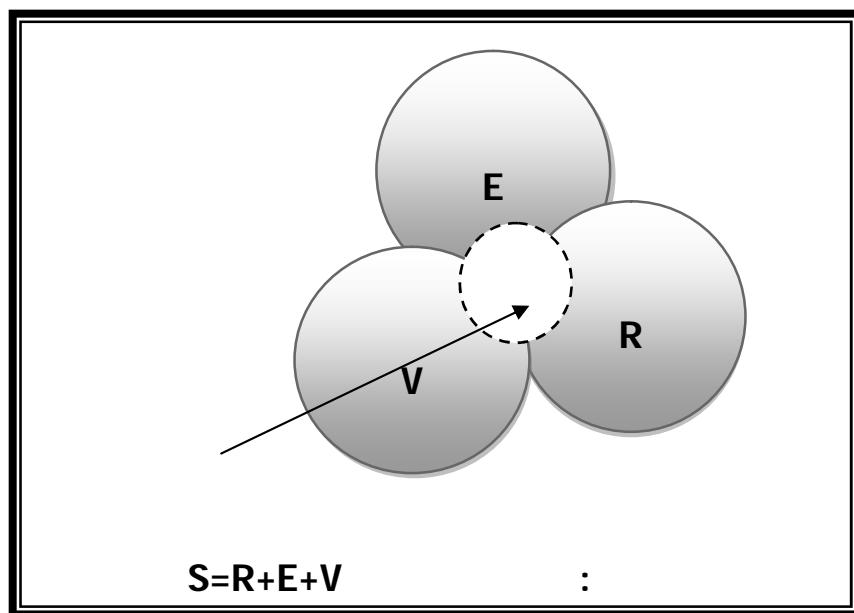
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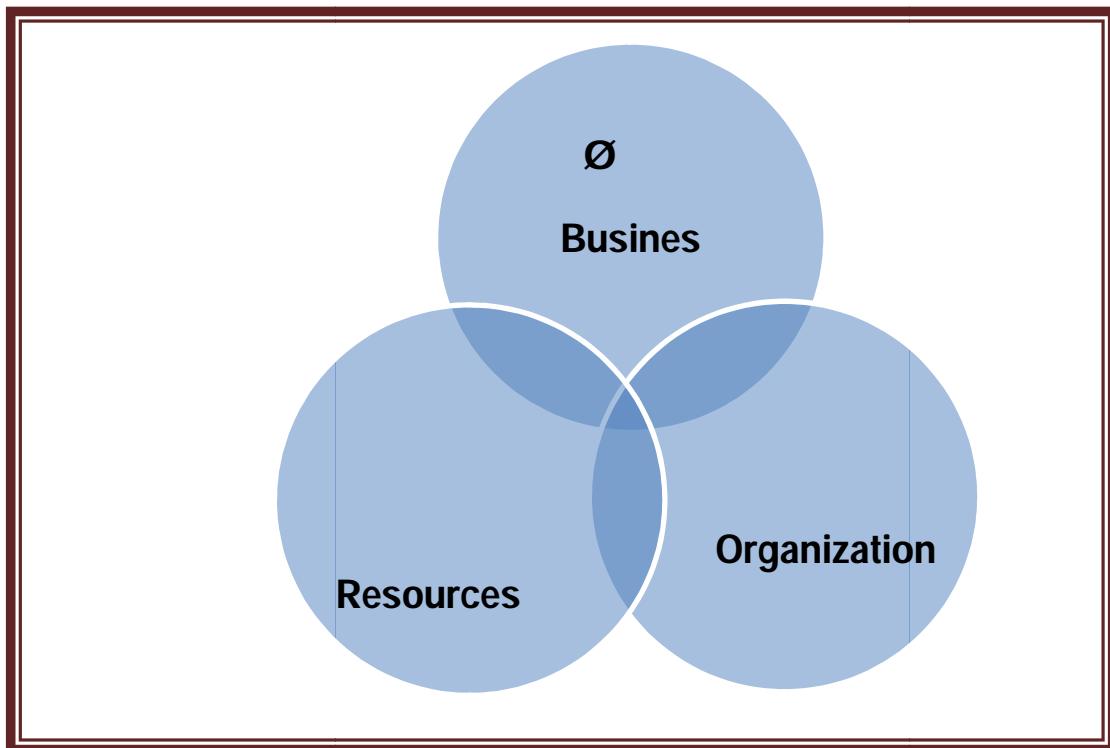
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^٣ علاء فرحان طالب و حسين حريجة غالى، استراتيجيات الابتكارات والابتكارات التنافسية، دار اليازوري العلمية للنشر والتوزيع، عمان، 2011، ص 17.

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الـ **SWOT** **Analysis** **is** **a** **useful** **methodology** **for** **evaluating** **an** **organization's** **internal** **strengths** **and** **weaknesses** **as** **well** **as** **external** **opportunities** **and** **threats**.

ـ **Strengths** **(S)** **are** **internal** **advantages** **that** **give** **an** **organization** **a** **competitive** **edge** **over** **its** **competitors**.

ـ **Weaknesses** **(W)** **are** **internal** **disadvantages** **that** **put** **an** **organization** **at** **a** **disadvantage** **compared** **to** **its** **competitors**.

ـ **Opportunities** **(O)** **are** **external** **advantages** **that** **can** **be** **exploited** **by** **an** **organization** **to** **achieve** **its** **objectives**.

ـ **Threats** **(T)** **are** **external** **disadvantages** **that** **can** **hinder** **an** **organization's** **ability** **to** **achieve** **its** **objectives**.

Objectives **-1**

Opportunities and Threats : **Ø -2**

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^١ذكر يا مطلوك الدوري، الإدارة الإستراتيجية مفاهيم و عمليات و حالات دراسية، دار البيازوري العلمية للنشر والتوزيع، عمان، 2005، ص. 213.

^٢ المرجع نفسه، ص 214

The Organization Philosophy : Ø -4

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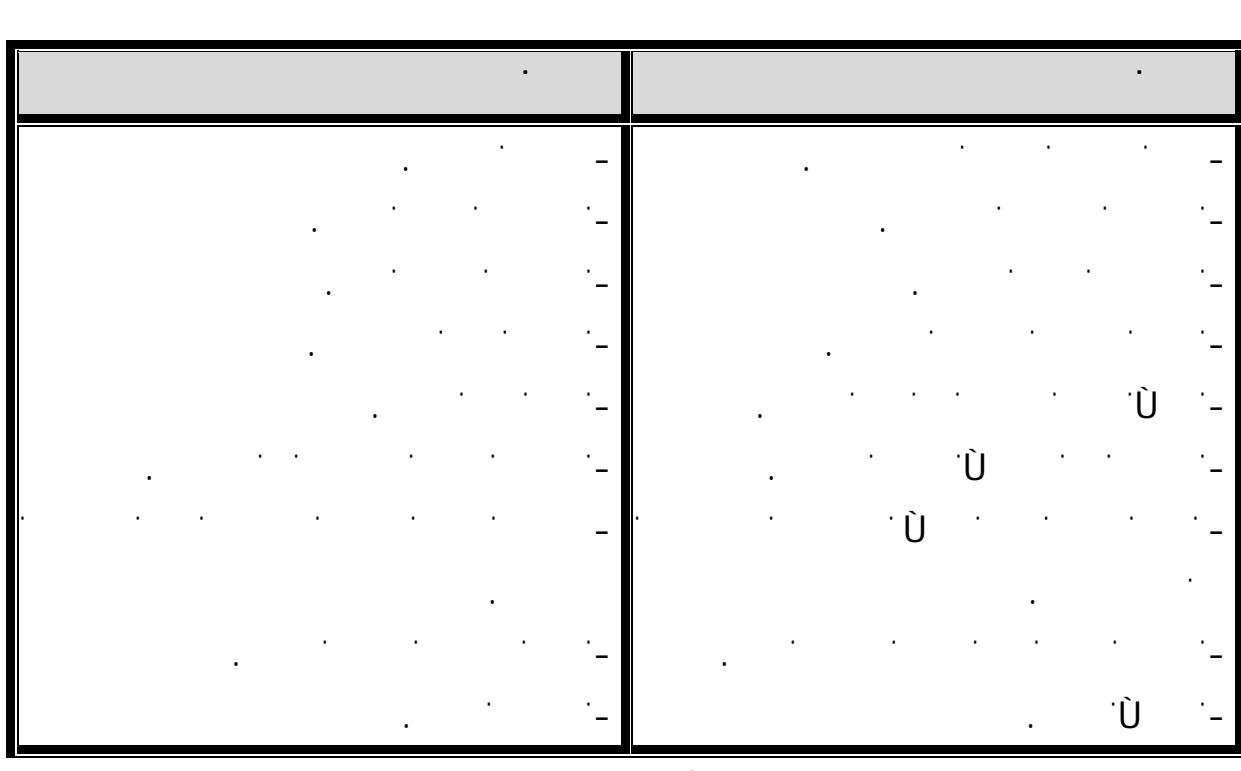
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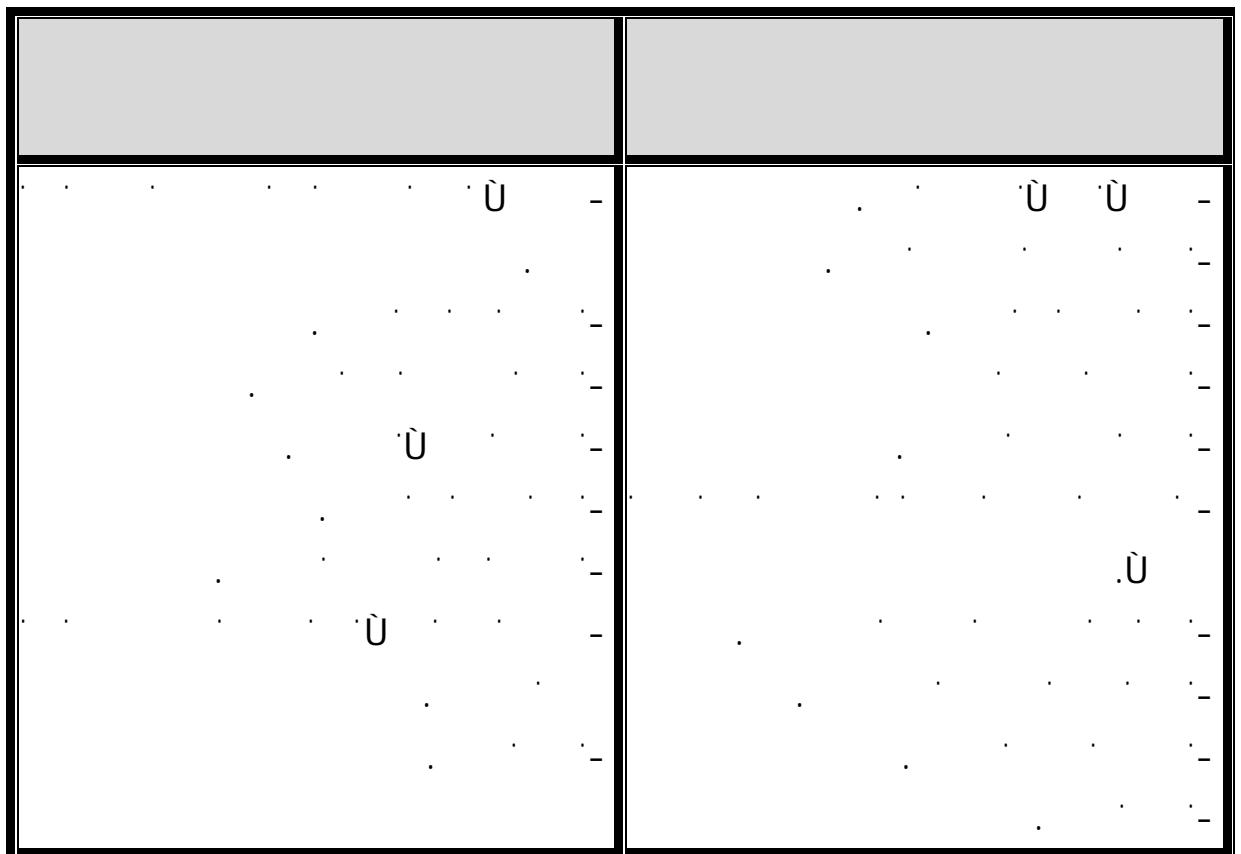
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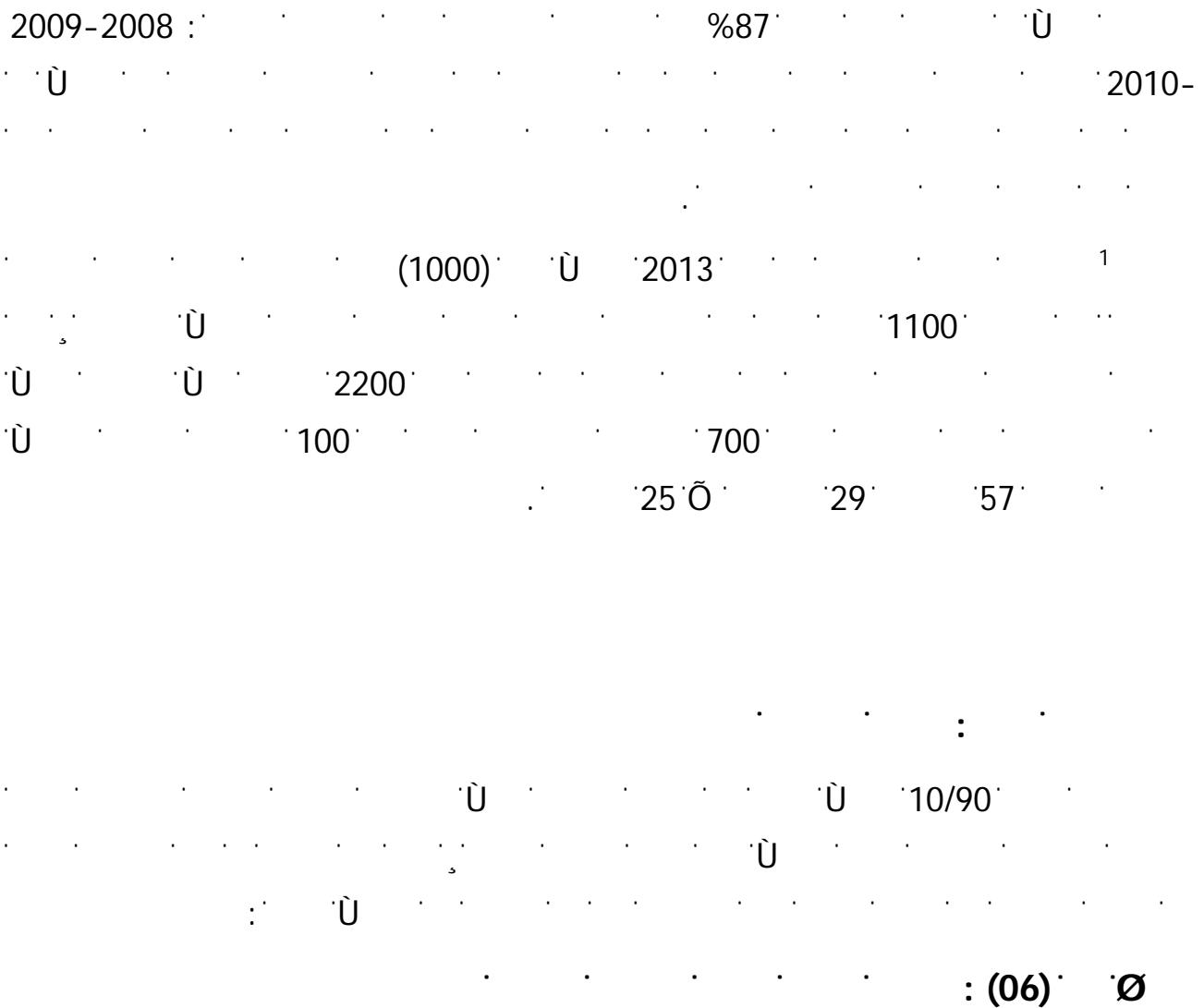
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Source :KPMG ,guide des banques et les établissement en Algérie,2012 ,p27 ,



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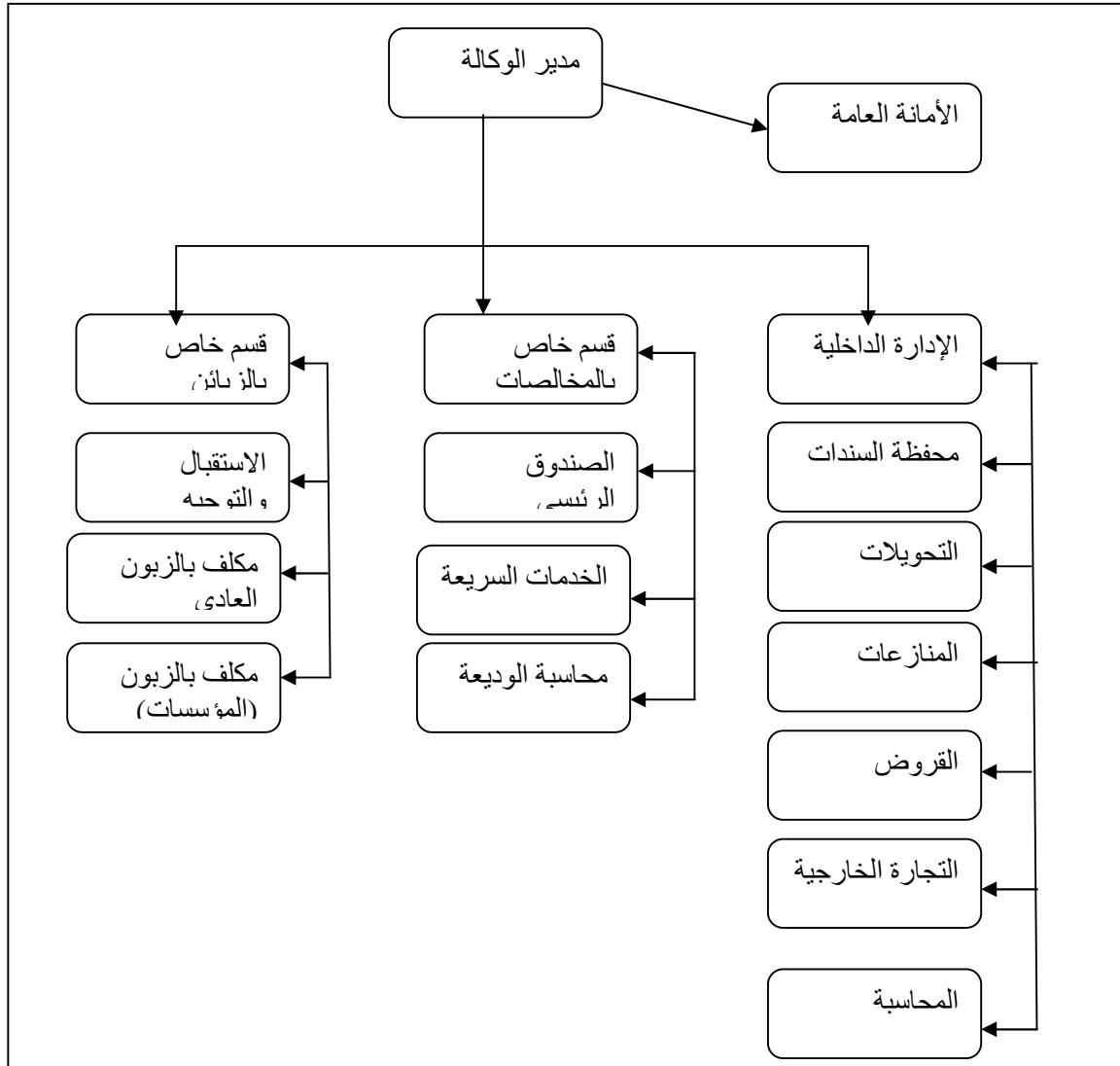
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| 15 | 9500 Ù | | Ù | |
| | | Ù | | |
| | 21 | | | |
| | | | 1 | 40 |
| | | | %60 | |
| | | | Ù | |
| | 21 | | 40 | Ù |
| | Ù | | | |
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| | 2011 | 2010 | 10.2% |
|------|-------|-----------|-----------|
| %13 | 921 | 811 | 10.2% |
| 2011 | 65 | 618 | 2010 |
| 2010 | 740 | 740 | 121 |
| 603 | %30 | 2011 | |
| 2011 | 2011 | 400 | |
| Ù | 50 | Ù | |
| Ù | Ù | Ù | |
| 22 | Ù | Ù | |
| | 10000 | | |
| %80 | | | |
| Ù | | | |
| Ù | % 15 | % 10 | |
| 8000 | 7.5 | | 2012/2011 |
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| | | 2011/2010 | 42 |

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| 300 | 300 | 300 | 300 | 300 | 300 | 300 | 300 | 300 | 300 | 300 | 300 | 300 | Ù |
| 80 | 80 | 80 | 80 | 80 | 80 | 80 | 80 | 80 | 80 | 80 | 80 | 80 | Ù |
| 800 | 800 | 800 | 800 | 800 | 800 | 800 | 800 | 800 | 800 | 800 | 800 | 800 | Ù |
| 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 80 | 50 | 50 | 50 | 50 | Ù |
| 2495 | 2495 | 2495 | 2495 | 2495 | 2495 | 2495 | 2495 | 2495 | 2495 | 2495 | 2495 | 2495 | Ù |

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| 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | Ù |
| 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | |

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| 2011 | 2010 | |
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| 123 | 123 | Ù |
| 5161 | 5161 | Ø Ù |
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| % 2.75 | 0.5-3.25 | | 3.25 | | 6 | |
| %3.25 | 3.25 | | 3.25 | | 12 | |
| % 3.50 | 0.25 + 3.25 | | 3.25 | | 18 | |
| % 3.75 | 0.50 + 3.25 | | 3.25 | | 24 | |
| % 4 | 0.75 + 3.25 | | 3.25 | | 36 | |
| % 4.25 | 1 + 3.25 | | 3.25 | | 48 | |

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| 32.365.790 | 74.913.037 | 26.291.661 | PNDA |
| 36.148.964 | 103.263.304 | 49.356.629 | |
| 97 | 170 | 116 | |

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| 230.257.690 | 18.171.225 | 316.270 | |

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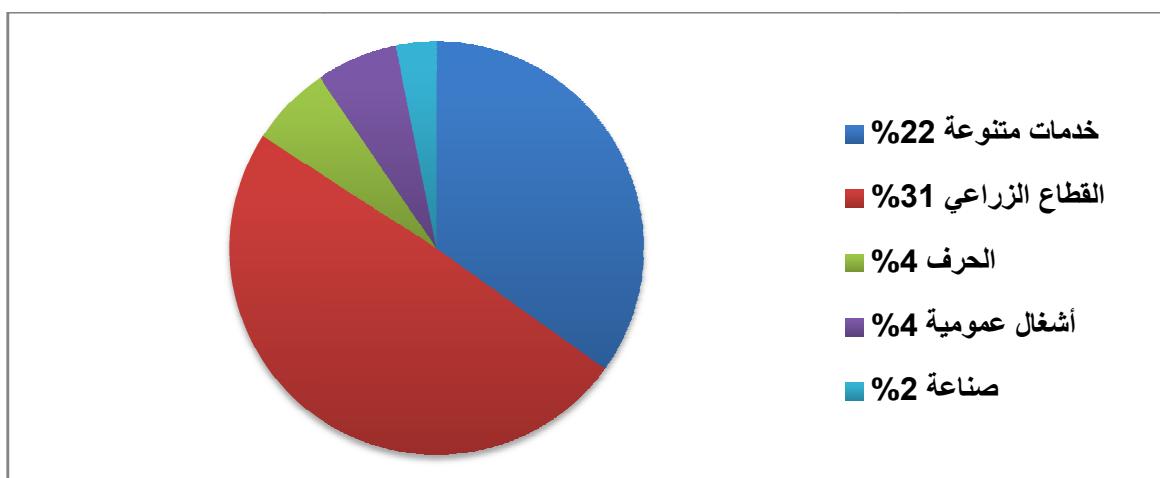
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| 5.686 | - | 83.520 | 58.697 | 147.903 |
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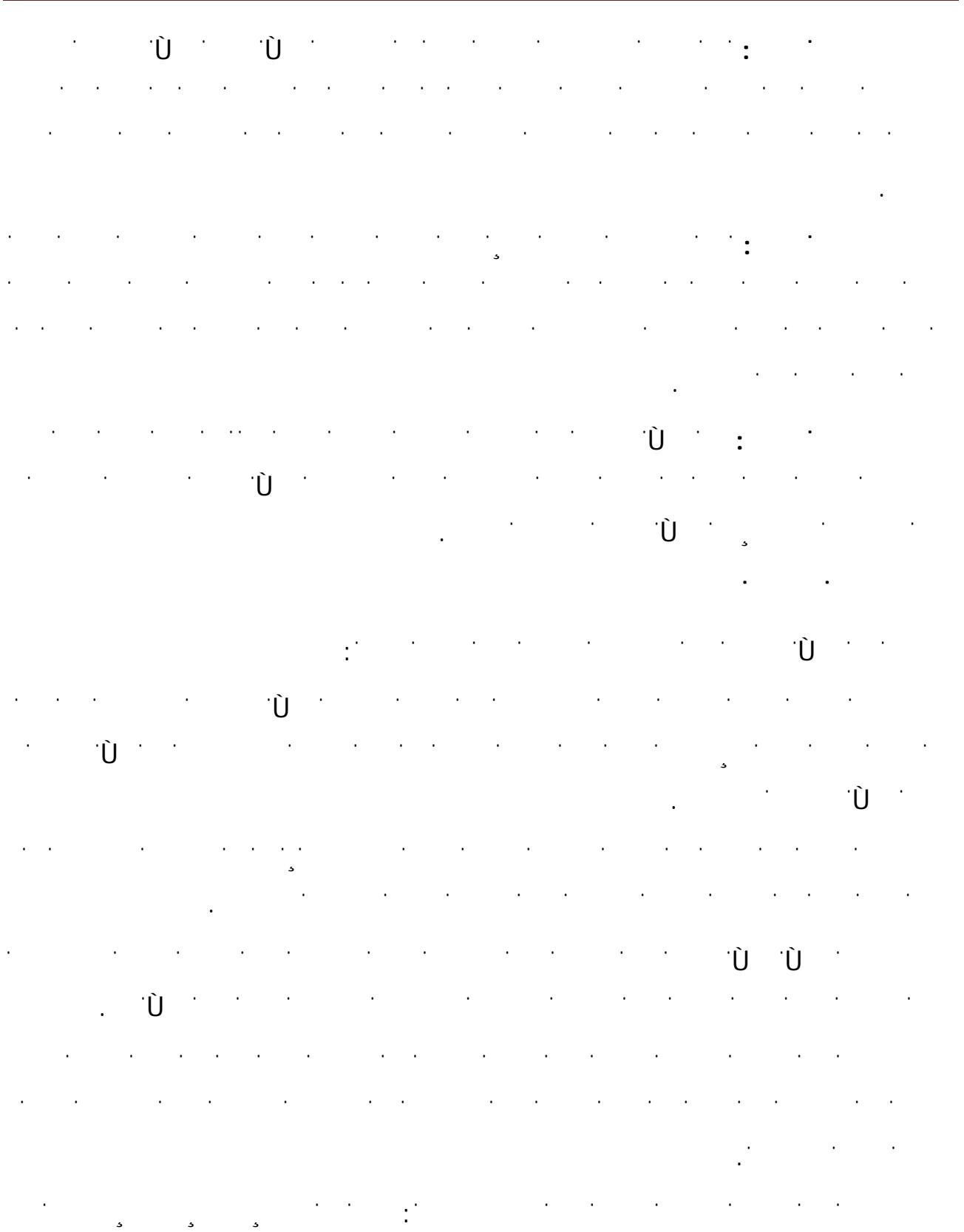
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Summary

The success of any organization depends on the extent of its ability to adapt to the environment in which it operates. as well as to exploit the opportunities and meet the challenges and know the conditions of competition prevailing in knead the market and follow the developments that occur Vioda strategy commensurate with these variables and study the impact of competition and the interaction of the forces of competition actors where and specific appeal and knead because the market structure is practiced great influence in determining the rules of competition and the strategies that can be adopted by the organization in order to exploit the opportunities available in the environment and thus achieve competitiveness. , and the goal of this topic study is to highlight the role of market structure in determining the strategy of commercial banks and specifically Bank Agriculture and Rural Development , where then choose the banking industry as a basic foundation for any economy to distinguish competition stiff among the institutions that are active in this topic industry : the degree of industrial concentration " 6 Banks generally, the growth rate accelerated . difference in the services and products , in addition to the existence of legal barriers and structural Every this topic factors led to the increase in the degree of competition . as for the Bank of Agriculture rural Development was then chosen for the study as the largest commercial bank in Algeria and in order to know the most important strategies applied by the bank and that made him occupy a leadership position in the banking industry .

Keywords: market structure , the banking industry , strategy , competition , commercial banks and their habitat analysis ,