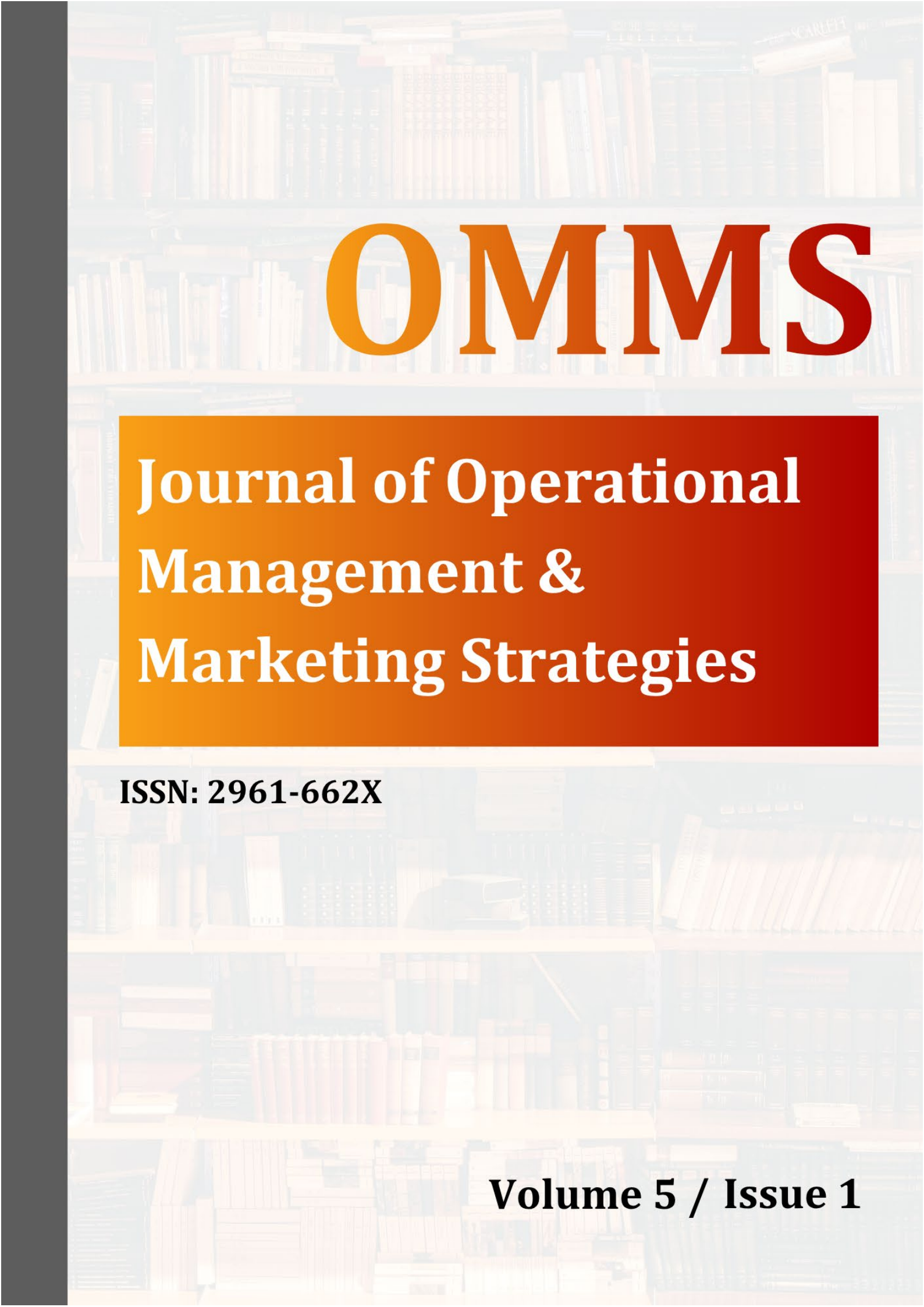




OMMS

Journal of Operational Management & Marketing Strategies

ISSN: 2961-662X

Volume 5 / Issue 1

SUMMARY

University Incubators in Algeria : Catalysts for Entrepreneurial Innovation and Challenges of Ecosystem Transformation

10.051103/OMMS.260605101 - Djelti Mohammed, Kourbali Baghdad.....1

The Key Role of Managerial Capabilities in AI Adoption: The Case of Companies Operating in Tunisia

10.051103/OMMS.260605102 - Refka Mediouni, Moetez Khemiri.....12

Operational Efficiency in the Pharmaceutical Supply Chain: Evaluation of Key Inventory Management Indicators

10.051103/OMMS.260605103 - Rhizlane Benrrezzouq, Hajar Mansour.....22

The Effect of Digital Marketing Tools on the Marketing Performance of Tunisian Companies: The Mediating Role of Digital Marketing Capabilities

10.051103/OMMS.260605104 - Imen Zouaoui.....34

The Pharmakon of out of stock leading to brand loyalty

10.051103/OMMS.260605105 - Ahmed Redha Djahnit, Djamila Bouyoucef.....45

Opportunity Identification among Tunisian Micro-Entrepreneurs: Differential Effects of Human and Social Capital

10.051103/OMMS.260605106 - Najla Wannès, Anis Jarboui.....55

Skills, human capital and well-being: interdependent levers for organizational innovation

10.051103/OMMS.260605107 - Chaimae Qnais, Malika Akioud.....66