We presented this thesis with two objectives in mind; first, to confirm that the benchmarking is the most qualified tool to develop the Algerian economy. The most relevant statistics in Algerian economy are the following: the petroleum, natural gas and petroleum products goods represent 97 percent of the exported goods (2009), PIB in agriculture sector 8,3 percent (2010), PIB in industry 61,5 percent (2010), PIB in services 30,2 percent (2010). Without a comparative analysis between the international economies and our economy, those numbers do not illustrate the inefficiency in the Algerian economy. Therefore, my first objective in this study is to show that the benchmarking is the alternative approach for a healthy economic growth, and a competitive analysis after that will confirm the success or the failure of the benchmarking process. The second objective is to examine the competitive approach of benchmarking and its application in the university.

 The results of my study shows that the research aspect is the most influencing factor in the external competitive advantage, and the detailed results confirm this effect by highlighting the importance of establishing a good and efficient communication and publication system for the research outcomes along with an efficient research-training program. In addition, the results confirm the significant contribution of the teaching quality effect and the courses establishment in external competitive advantage. For the theoretical part, it confirms the first hypothesis, that the benchmarking can approve the competitive aspect of an organization and we have cited many examples of that in the third chapter. Furthermore, we have confirmed the second hypothesis that the competitive advantage types mentioned by porter can be combined together to form a good competitive strategy but he also warned us from the case were we too many and inconsistent competitive advantages and he called it "Stuck in The Middle". We have confirmed the third hypothesis that the exhaustive analysis of the business environment using the competitive intelligence can ensure the benchmarking process whatever the nature of the organization was which was illustrated by the cases presented in the third chapter. We have also illustrated in the third chapter the methodology used for the choice of variables related to the competitive benchmarking in deferent cases, which confirms the effect of socio-economic and geographic variable on the study results. At last, we have introduced the most qualified case studies and experiences concluded from world-class universities in order to demonstrate the similarities and bring out the negative differences.

 Based on the past results, my recommendations were, the improvement of the research aspect including the staff participation, the non-financial motivation, the publication efficiency and the annual research, based on a benchmarking process. In addition, we have to benefit from the benchmarking process to improve the teaching quality, the teacher's real qualification (teacher hiring tests, and professional informations analysis), and the courses establishment process. Based on separate interviews with University professors, we concluded that the non-financial motivations such as the research-industry business contracts are more effective. In the other hand, they assert on the impact of (the hire of graduate students based on objective measures, the diversity of university sciences and courses, the international conferences and seminars for the experience exchange) on the university internal performance.

 In spite of the fact that all my result were obtained through a statistical analysis and my opinions were formed through a literature review, still, the results in human sciences are always probabilistic and for the most part it depend on unstable variables that can change according to opinions, economic policy, geographic location, socio-economic characteristics…

 We also find ourselves obligated to point to this research flows; for instance; we have not included the impact of study language on the university reputation, the real qualification of the staff and student and on the research and technology development. The statistical sample does not allow the generalization of results; therefore, this study is limited from statistical perspective and limited to the Algerian university.

 We recommend going further in this subject by exploring new competitive advantages that can be adapted to the Algerian case and adopted after benchmarking process. In addition to my study, I also wanted to conduct a study about "the new measures of performance evaluation" and "the influence of government politics on competitive strategy", therefore, I suggest conducting a thorough study about those subjects. In general, I suggest exploring the scientific fields that can be applied in the sort-run in Algeria in order to measure their effect.