

# Journal of Economic and Social Thought

8(2)  
June'21

## Articles

The place marketing strategy in Moroccan regions: Conditions of applicability

Hicham *ECHATTABI*, & Ahmed *KHATTAB*..... 42

How to environmental, demographic, and geographical measure the environmental factors influence the spread of Covid-19

Mario *COCCIA*..... 55



# Journal of Economic and Social Thought

[www.kspjournals.org](http://www.kspjournals.org)

---

Bilal Kargı Editor

## Editorial Board

- Atila Abdulkadiroğlu, Duke University, USA  
Aykut Kibritçioğlu, Ankara University, Turkey  
Aysun Fıçıcı, S. New Hampshire University, USA  
Bachar Fakhry, University of Bedfordshire, UK  
Christian Rudolf Richter, German University in Cairo, Egypt  
Damir Piplica, University Department of Professional Studies Split, Croatia  
Dawood Mamoon, World Economic Survey Expert Group, Pakistan  
Erginbay Uğurlu, Istanbul Aydın University, Turkey  
Hiroaki Hayakawa, Universiti Brunei Darussalam, Brunei Sarussalam, Brunei Darussalam  
Hiroyuki Taguchi, Saitama University, Japan  
Hikmet Beken, Gümüşhane University, Turkey  
Hrabrin Ianouchev Bachev, Institute of Agricultural Economics, Sofia, Bulgaria  
Jennifer Pédussel Wu, Berlin School of Economics and Law, Germany  
Jesser Paladines, Universidad Técnica de Machala, Ecuador  
Mario Coccia, Arizona State University, USA  
Mehmet R. Türkay, Marmara University, Turkey  
Mustafa Delican, İstanbul University, Turkey  
Müfit Akyüz, Marmara University, Turkey  
Nuri Baltacı, Gümüşhane University, Turkey  
Ömer Gökçe, Seton Hall University, USA  
Öner Günçavdı, İstanbul Technical University, Turkey  
Rasim Yılmaz, Namık Kemal University, Turkey  
Safet Kurtovic, University of Travnik, Bosnia and Herzegovina  
Sel Diboğlu, University of Missouri, USA  
Serkan Çiçek, Muğla University, Turkey  
Steve H. Hanke, The Johns Hopkins University, USA  
Sıtkı Sönmezer, Beykent University, Turkey  
Thomas E. Lambert, Northern Kentucky University, USA  
Timur Kuran, Duke University, USA  
Veysel Bozkurt, İstanbul University, Turkey  
Werner Bonefeld, York University, UK  
Youssef Oukhallou, Mohammed V University, Morocco

---

Journal of Economic and Social Thought (JEST) ISSN Office is registered by Turkey.

ISSN: 2149-0422

JEST is published as four issues per year, March, June, September and December and all publication policies and processes are conducted according to the international standards. JEST accepts and publishes the research articles in the fields of economics, political economy, fiscal economics, applied economics, business economics, labor economics and econometrics. JEST, without depending on any institution or organization, is a non-profit journal that has an International Editorial Board specialist on their fields. JEST is an open Access journal beyond its printed version. Hereby, JEST is an international, peer reviewed and scientific journal. It strictly depends on the scientific principles, rules and ethical framework that are required to this qualification. Besides all the original articles, JEST accepts and publishes Publicity Articles, Letter to The Editor, Conference Reports and Book Critics.

JEST strictly adheres to the "zero tolerance" policy regarding with plagiarism. Posted JEST the copyright belongs to the article. Without written permission, be reproduced for any purpose. Adherence to scientific principles can be cited. Posted in articles are opinions of the author and do not necessarily represent the corporate identity of JEPE.

[www.kspjournals.org](http://www.kspjournals.org) or [www.ksplibrary.org](http://www.ksplibrary.org)

## Contact:

Editor: [jest@ksplibrary.org](mailto:jest@ksplibrary.org); Information: [contact@ksplibrary.org](mailto:contact@ksplibrary.org); Secretary: [secretarial@ksplibrary.org](mailto:secretarial@ksplibrary.org)

---

**Indexing:** EconBib, RePec, ProQuest, etc. for more, please see the [website](http://www.kspjournals.org).

### **Publishing Policy: Aim and Scope**

The sole purpose of JEST is to be a prestigious journal which contributes to scientific knowledge. In order to keep this purpose, JEST, adopts and follows the publication policies of world's prestigious scientific journals. All original and qualified works which may contribute to the scientific knowledge are evaluated through a rigorous editorial and peer review process. Hereby, JEST is an international, peer reviewed and scientific journal. It strictly depends on the scientific principles, rules and ethical framework that are required to this qualification.

JEST is published as four issues per year, March, June, September and December and all publication policies and processes are conducted according to the international standards. JEST accepts and publishes the research articles in the fields of economics, political economy, fiscal economics, applied economics, business economics, labor economics and econometrics. JEST, without depending on any institution or organization, is a non-profit journal that has an International Editorial Board specialist on their fields. All "Publication Process" and "Writing Guidelines" are explained in the related title and it is expected from authors to Show a complete match to the rules. JEST is an open Access journal beyond its printed version.

Papers which are inappropriate to its scientific purpose, scope and fields are kindly rejected.

Any issue of JEST welcomes all the subjects mentioned above. However, due to the exceptional decision of Editor or suggestions of Field Editors, JEST publishes special issues based on a specific subject. The decision of publishing a special issue is given 6 months in advance and is announced to the science society to call for papers. JEST does not accept any work which was previously published or submitted for publication elsewhere. JEST does accept any kind of work which is original and appropriate to the scientific ethic in its area of interest and holds all the requirements under the "Author Guidelines". JEST can use all techniques in order to prevent any attempt to plagiarism. JEST rejects aforementioned work when any attempt to plagiarism is found and stops immediately and indefinitely connection with the author. Besides all the original articles, JEST accepts and publishes Publicity Articles, Letter to the Editor, Conference Reports and Book Critics.

### **Refereeing Policy**

According to the article subject and suitability to the AEA-JEL codes, two referees from the referee pool are specified. Referee assigned to an article is chosen from the referees who has the same academic or higher academic titles of the author. The identity of referee and author are never explained within any of the processes. Referees can give the decision as "accept", "reject" or "revision". When two referees disagree, the decision for applying to a third referee is depended to the Editor. After receiving the article, a Referee has maximum six weeks of time in order to prepare the evaluation reports. Unless some exceptional cases this time schedule cannot be exceeded. All kind of delays based on the exceptional cases, Referees can take 2 weeks of additional time. If the evaluation report is not prepared after the end of this additional period, the article is withdrawn from the referee and will be sent to other referees. All referees evaluate an article according to its ethic rules, scientific quality, contribution to the literature, methodology, and writing style and language. At the same time every referee has right to control the article for plagiarism.

Editor, without an exceptional case, bases on the referee evaluation reports and decisions for the publication of the article.

The disputes between referee and the author, without giving out their identities, are conducted through Editor and/or Field Editor. Editor and/or Field Editor can participate to the scientific content of the disputes. Scientists that are asked for being a referee for an article, based on the reasonable excuses that are given to the Editor, can be withdrawn from refereeing process within one week after the article have been received. When editor and/or field editor think that a referee does not accord to JEST processes and/or they are convinced that the referee violates the discipline, they can regrettably break all the connection with the referee.

**For More Information:** [www.kspjournals.org](http://www.kspjournals.org) or [www.ksplibrary.org](http://www.ksplibrary.org)

#### **Contact:**

Information [contact@ksplibrary.org](mailto:contact@ksplibrary.org)

Editor [jest@ksplibrary.org](mailto:jest@ksplibrary.org)

Secretary [secretarial@ksplibrary.org](mailto:secretarial@ksplibrary.org)

### ***KSP Organizations***

**JEST is abstracted and indexed in:**

EconBib, RePec, ProQuest, etc.

for more, please see the [website](http://www.kspjournals.org).



Journal of  
**Economic and Social Thought**

www.kspjournals.org

---

Volume 8

June 2021

Issue 2

---

**Table of Contents**

**Articles**

- The place marketing strategy in Moroccan regions: Conditions of applicability  
Hicham *ECHATTABI*, & Ahmed *KHATTAB*..... 42
- How to environmental, demographic, and geographical measure the environmental factors influence the spread of Covid-19  
Mario *COCCIA*..... 55



**Copyrights**

Copyright for this article is retained by the author(s), with first publication rights granted to the journal. This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by-nc/4.0>).

