

Biographical Information
Khaled Zamoum, Associate Professor



Basic Data

Citizenship: Canadian & Algerian

Date of Birth: 20 of July, 1967

Specialization: Mass Communication & Public Relations

Languages: Arabic, French & English

Computer skills and uses: Windows, Word, Excel, Media Publisher, Microsoft Publisher, Internet research techniques, Power Point and Blackboard.

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Education

1. **PhD.** University of Sorbonne Paris II. Honorable, France, 1998.
Major: Information Sciences (Media & PR).
2. **M.A.**, University of Sorbonne Paris II, France, 1995.
Major: Information Sciences (Media & PR).
3. **M.A.**, University of Denis Diderot Paris 7, France, 1995.
Major: Sociology (Connaissance des Tiers Mondes).
4. **B.A.**, Information and Communication Sciences Institute, University of Algiers, 1990. **Major:** Information (Media) & Communication.

Teaching Experience

- **September 2008 to date:** Associate Professor, Department of Public Relations, College of Communication, University of Sharjah, UAE.
- **September 2002 – August 2008:** Associate Professor, Faculty of information, Mass Communication and Humanities, Department of Mass Communication and Public Relations, Ajman University, UAE.
- **1993 – 1996:** Lecturer, the European Center of Communication and Intercultural Information, Paris, France.

▪ **Courses Taught**

Social Marketing Campaigns, Introduction to PR & Mass Communication, PR Programs, advertising, Organizational Communication, Crises Management, Media Sociology, Mass Media in UAE & Gulf, Communication Research Methods, Technology of Mass Communication, Communication Theories, Public Opinion, Training & Graduation Project in PR & Mass Communication.

Professional Experience

- **April 2006 – Present:** Researcher & Consultant in Communication, Arab States Broadcasting Union. Tunis. At: [http://www.asbu.net/cgi-bin/wwwi32.exe/\[in=C%3a/sources/appli/asbexp](http://www.asbu.net/cgi-bin/wwwi32.exe/[in=C%3a/sources/appli/asbexp).
- **1996 – 1997:** Researcher in Public Opinion, Institut d'Etude de Marchés et d'opinion (BVA Communication & Marketing), Paris, France.

Publications: Book Chapter

1. Zamoum, K. & T. Serra Gorpe. (2018). *Crisis management: A historical and conceptual approach for a better understanding of today's crises*. In **Crisis Management Theory & Practice**. Edited by Kattarina Holla, Michal Titko and Jozef Ristvej. London: IntechOpen Limited, pp. 203-217. ISBN 978-1-78923-234-9. At: <https://www.intechopen.com/books/crisis-management-theory-and-practice/crisis-management-a-historical-and-conceptual-approach-for-a-better-understanding-of-today-s-crises>
2. Zamoum, K. & T. Serra Gorpe. (2018). *Corporate Social Responsibility in the Emirati Vision Strategy for Year 2021*. In Sabine Einwiller et al. (Eds). Publisher Izdajatelj: Faculty of Social Sciences, University of Vienna & Conference Proceedings: CSR Communication Conference, pp. 100-112. ISBN 978-961-838-9. At: <http://www.csr-com.org>
3. Zamoum, K. (2016). Communication crisis management from the perspective of the situation crisis communication theory: The British Petroleum as a Case Study. In **Media & Crisis Communication**. Jordan: Al-Falah Books, pp. 189-224. (in Arabic).
4. Zamoum, K. (2014). Embedded cultural dimensions in entertainment and reality TV programs on Arab satellite channels. In Kiran, P. (Ed.), **Transforming international communication: Media, culture and society in the Middle East**. Published by: B. R. Publishing Corporation: Delhi, pp. 107-127. ISBN 9789350501436. (in English).
5. Zamoum, K. (2008). Reality TV in the United Arab Emirates. In Al Ayari, M. & Nahoud, Al Kaderi A. (Ed.), **Reality TV**. Published Arab States Broadcasting Union: Tunis. (in Arabic). At: http://www.asbu.net/asbutext/pdf/etude/etude_2008_11.pdf

Refereed Journal Publications

1. Zamoum, K. (2014). Transparence et stratégie de communication publique : Etude de cas la Ligue des États Arabes. *Global Media Journal*, Canadian Edition, Department of Communication, University of Ottawa, Vol. 7/ 1, 21-34, theme: Risk and Crisis Communication. ISSN: 1918-591X. (in French). At: http://www.gmj.uottawa.ca/1401/v7i1_zamoum.pdf
2. Zamoum, K. (2013). Teaching crisis management in Arab universities: A critical assessment, *Public Relations Review*, Vol. 39/ Issue 1/ 2013, 47-54. (in English).

- At: <http://www.deepdyve.com/lp/elsevier/teaching-crisis-management-in-arab-universities-a-critical-assessment-EnHzy4TL2o>
3. Zamoum, K. (2013). Communication et organisation virtuelle: Etude empirique. In *Transformation des organisations évolution des problématiques et mutations fonctionnelles*, Collection EUTIC numéro 7, University of Libre de Bruxelles – Belgium, Publication du Centre de Sociologie des Organisations, 45-57. (in French).
 4. Zamoum, K. (2012). Facebook arabia: Espace public alternatif, *Communication*, Department of Communication, University of Laval (Canada), Vol. 30/1, 3-13. (in French). At: <http://communication.revues.org/index3012.html>
 5. Zamoum, K. (2012). Stratégie de communication d'Al Jazeera sur les réseaux sociaux, *Le Réseaux Européen et interdisciplinaire sur les Enjeux et Usages des Technologies de l'Information et de la Communication*, Editions du Centre de Recherche sur les Médiations & Actes du colloque de l'Université de Metz, Coordonnateurs Pierre Morelli, Didier Baltazart, University of Lorraine, France, DEStech Publications, 229-238. (in French). At: <http://en.calameo.com/read/000302261fb79056c10d7>
 6. Zamoum, K. (2012). Crisis management in the curricula of colleges and departments of mass media and communication: Comparative study, College of Graduate Studies & Research, University of Sharjah, Publications No. 116, 333-384. (in Arabic).
 7. Zamoum, K. (2012). Environmental media, *Revue of University of Emir Abdelkader*, Vol. 28, 235-269. (in Arabic). At: <http://www.univ-emir.dz/madjalauniv.htm>
 8. Zamoum, K. (2011). Minorité ethnique issue de l'immigration et communication communautaire: Les spécificités du modèle intégrationniste Français, *Global Media Journal*, Canadian Edition, Department of Communication, University of Ottawa, Vol. 4/ 1, 93-108. (in French). At: http://www.gmj.uottawa.ca/1101/v4i1_zammoum_f.html
 9. Zamoum, K. Identité, médias et mondialisation: Approches et notions. *Revue Tunisienne de Communication*, Institut de Presse et des Sciences de l'Information, Vol. 53/54, 133- 144 (in French).
At: <http://www.ipsi.rnu.tn/useruploads/rtc%2053-54/index.html>
 10. Zamoum, K. (2010). Information society in the United Arab Emirates: Issues of knowledge and applicative problematic, *Journal of Social Affairs*. Sociological Association, Vol. 27/ 108, 75-110. (in Arabic).
At: social@emirates.net.ae
 11. Zamoum, K. (2010). Mediology and social marketing campaigns in the Arab World: A methodological approach, *Arabian Journal of Media and Communication*, No.6, 277-310. (in Arabic). At: <http://www.samc.org.sa/ar/magazine.aspx>
 12. Zamoum, K. (2010). Culture and Communication in cyber society in the Arab World. University of Philadelphia, Jordan, Publications No. 13, 45-57. (in Arabic).

13. Zamoum, K. (2009). Social change & social marketing campaigns: A practical and critical study, *Journal of Middle East Media*, a refereed annual journal published by the Arab-U.S. Association for Communication Educators, Vol. 5/1. (in Arabic). At: http://www2.gsu.edu/~wwwaus/JMEM_home.html.
14. Zamoum, K. (2009). The radio in the multimedia's era, *Arab Radios*, Quarterly Specialized Review, Arab States Broadcasting Union, Issue 2, 27. (in Arabic).
At: http://www.asbu.net/asbutext/pdf/2009_02_027.pdf
15. Zamoum, K. (2008). Assessment of Dubai's eGovernment website, *Journal of Middle East Media*, a refereed journal published by the Arab-U.S. Association for Communication Educators, Vol. 4/1, 41- 69. (in Arabic).
16. Zamoum, K. (2008). Regards croisés sur les fictions arabes, *Arab Radios*, Quarterly Specialized Review, Arab States Broadcasting Union, 79 – 84. (in French). At: http://www.asbu.net/asbutext/pdf/2008_01_079.pdf
17. Zamoum, K.& Ashref, A. (2007). The Effectiveness of government public relations using web pages. *AUST Research Journal*, Vol. 12/1, 281 – 339. (in Arabic).
18. Zamoum, K. & Ashref, A. (2007). Uses of methods of social marketing in the promotion of environmental information issues, a case study of the French channel Ushuaia, *Athawabit*, A Quarterly Journal of Culture, Development and Politics, Vol. 47, 76 – 108. (in Arabic).
19. Zamoum, K. (2006). International public opinion and Palestinian cause: Analytical study of news values embedded in the news broadcast of the French TV channel TFJ. *AUST Research Journal*, Vol. 10/ 3, 175 - 203. (in Arabic).
20. Zamoum, K. (2004). La chaîne Algerian TV: Support communautaire ou choix médiatique pour les Algériens émigrés en France, *Revue Algérienne de Communication*, Departement of Information and Communication Sciences, University of Algiers. Vol. 18, 29-44. (in French).

Publications: Book

1. Zamoum, K. (2009). *Research methodology for the media*, Gulf Studies Center Sharjah: UAE. (in Arabic).
2. Zamoum, K. & Boumaiza, S. (2007). *Interactive radio*. Published Arab States Broadcasting Union: Tunis. (in Arabic).
At: http://www.asbu.net/asbutext/pdf/etude/etude_2007_07.pdf
3. Zamoum, K. (2006). *The Social marketing: Theory and practice*. University Book House: Sharjah: UAE. 200 p. (in Arabic).
4. Zamoum, K. (2004). *Sociology of communication*, Continental Edition: Montreal, Canada, (in French).

5. Zamoum, K. (2003). *Media, immigration and communication strategies in France*. Presses Universitaires du Septentrion: France. (in French).
At: http://www.anrtheses.com.fr/ThesesCarte/SCat_651.htm & [zamoumkhaledhttp://www.anrtheses.com.fr](http://www.anrtheses.com.fr/zamoumkhaled)

Refereed Conference Papers

1. Zamoum, K. **Jan. 23-24, 2019: “The Role of the Internet in the Development of Cultural Knowledge among Students of the University of Sharjah”**. Cross-Cultural Communication Conference 2019, College of Communication & Media Sciences (Zayed University,) Abu Dhabi. (In Arabic).
2. Zamoum, K. & T. Serra Gorpe, **November 13- 15, 2018: “Corporate Social Responsibility in the United Arab Emirates: Principles and Communication Strategy”**. American University in the Emirates International Research Conference “Sustainable Development and Social Responsibility”. Dubai.
3. K. Zamoum & T. Serra Gorpe, **April 25-28, 2018: “The Role of Media in Construction of European Immigrant Representation”**. 16th International Symposium Communication in the Millennium. Anadolu University, the University of Texas at AUSTIN & Istanbul University. Istanbul. At: <https://www.cimsymposium.org/>
4. K. Zamoum & T. Serra Gorpe, **September 21-23, 2017, “Corporate Social Responsibility in the Emirati Vision Strategy for Year 2021”**. CSR Communication Conference 2017, University of Vienna, Austria.
5. Khaled Zamoum & T. Serra Gorpe, **June 6-9, 2017, “CSR Communication of UAE Companies who have the Dubai Chamber Corporate Responsibility Label and the Impact of CSR on the Organization’s Corporate Communication”**. Corporate Communication 2017, Corporate Communication International (CCI), Baruck College / City University of New York, USA.
6. K. Zamoum, **September 1-3, 2016, “Media Coverage of the Issues of Immigrants in France France: An Empirical Study”**. Fourth International Conference: Dislocations Cultural Conflicts, Center for Culture and Cultural Studies. Skopje, Macedonia.
7. K. Zamoum, **April 14-15, 2016, “The Protection of Child from Commercial Advertising in the UAE law of 2014”**. Mass Media Ethics Conference 2016. University of Sharjah, UAE. (In Arabic).
8. K. Zamoum, **November 22-24, 2013, “Transparence et Stratégie de Communication Publique de la Ligue des États Arabes”**. Seventh Annual Conference of the Global Communication Association: *The Communication Galaxy: Discoveries, Boundaries, and Opportunities*. Saint-Paul University, Ottawa, Canada. At: <http://www.ustpaul.ca/gca2013>
9. K. Zamoum, **May 2013, "Use of Information Technology in Social Marketing Campaigns: An Empirical Study on Ghiras’s Campaigns"**. Media and Public Relations Conference 2013. Saudi Association for Public Relations & Advertisement and Riyadh University. Saudi Arabia.

10. K. Zamoum: **Oct. 2012: "Stratégie de Communication d'Al Jazeera vis-a-vis du Printemps Arabe "**. Publics et Pratiques Médiatiques Conference, University of Metz, France. At: ocs.univ-metz.fr/index.php/EUTIC12/EUTIC.../rt/.../0
 11. K. Zamoum: **Nov. 2011, "The Virtual Communicative Organizations"**. International conference on *Communication and the Transformation of Organizations*. Université Libre de Bruxelles, Belgium. At: <http://orga.ulb.ac.be/>
 12. K. Zamoum, **Dec. 2010: "Crisis Management in the Curricula of Colleges and Departments of Mass Media and Communication: Comparative Study"**. Media and Crises Conference. University of Sharjah, UAE.
 13. K. Zamoum, **Oct. 2010, "Virtual Community: Issues of Social and Economic Development in the Arab World"**. Culture & Communication Conference. Philadelphia University. Jordan. At: <http://www.philadelphia.edu.jo/arts/15th/abstract.htm>
 14. K. Zamoum, **Nov. 2009: "Cyber Society in the Arab World"**. Fourteenth Annual AUSACE International Conference: Innovative Media in a Changing Middle East. The American University in Cairo, Egypt.
 - a. At: <http://www1.aucegypt.edu/conferences/ausace/schedule.html>
 15. K. Zamoum, **Nov. 2008: "Social Change and the Social Marketing Campaigns in the Arab World"**. Best Communication Practices in an Interconnected World Conference, the Arab-US Association for Communication Educators, Virginia Commonwealth University. USA. (*Top paper award*).
 - a. At: <http://www.ausace2008.vcu.edu/schedule.html>
 16. K. Zamoum: **Oct. 2008: "The Information Society in the UAE"**. *Globalization and Media in the Middle East Conference*. Global Communication Association (GCA), Sultan Qabos University. Oman. At: <http://blogs.calumet.purdue.edu/gca/files/2008/10/english-program.pdf>
 17. K. Zamoum, **Oct. 2007: "Dubai e-Government Experience Study, Application on a Sample from Dubai e-Government Website Users"**. Communication at the Cross- road of Globalization Conference. The Arab – US Association for Communication Educators, Zayed University. Dubai, UAE. At: <http://www.zu.ac.ae/ausace/html/program.html>
 18. K. Zamoum: **May 2007: " The Cultural Values Embodied in the MBC Channel Programs: Analytical Study"**. How to Deal with the Satellite Channels Symposium. Sharjah.
 19. K. Zamoum, **May 2004: "Ethics, Information and Promotion"**. Ethics & Advertising Symposium. Ajman University, UAE.
 20. K. Zamoum, **Nov. 2002: "Information Society and the Challenges of the Twenty-first Century"**. Information Society Symposium. Ajman University.
 21. K. Zamoum, **May 1999: "North African Media & Globalization"**. The Global Media Annual symposium. Association of the University of Paris II, France.
- **Research Interest:** Communication and PR in general with an emphasis on Social Change, Social Marketing Campaigns, Crisis Management, CSR.

- **2010 – Present:** Supervision of Master’s Thesis and Participation in Panel Discussion, UOS.

Faculty Development Program

- **November 8, 2018:** Participation in the **Using Technology in Education Workshop**. Institute of Leadership in Higher Education. UOS.
- **February 13-15, 2018:** Participation in the **Distinguished Professor Workshop**. Institute of Leadership in Higher Education. UOS.
- **November 22-24, 2017:** Participation in the **Blended Learning Workshop**. Institute of Leadership in Higher Education. UOS.
- **March 6-8, 2017:** Participation in the **Effective Lecture Workshop**. Institute of Leadership in Higher Education. UOS.
- **March 24-25, 2011:** Participation in the Team-Based Learning (TBL) in higher education workshop. Institute of Leadership in Higher Education. UOS.
- **October 2008:** Participation in the Blackboard Workshop, UOS.

Member of Organizations

- **2017- Present:** Editorial board member of Journal Advertising & Public Relations. At: <http://www.sryahwpublications.com/journal-of-advertising-and-public-relations/editorial-board>
- **2016- Present:** Membership in Sharjah Press Club. UAE
- **2009- Present:** Editorial board member of Journal of Community & Environmental Studies (JCES). At: <http://jces.sohag-univ.edu.eg>
- **April 2006 – Present:** Researcher & Consultant in Communication, Arab States Broadcasting Union (ASBU). At: [http://www.asbu.net/cgi-bin/wwwi32.exe/\[in=C%3a/sources/appli/asbexp](http://www.asbu.net/cgi-bin/wwwi32.exe/[in=C%3a/sources/appli/asbexp)
- **2010- Present:** Membership in European Interdisciplinary Research on Issues & Uses of Information and Communication Technologies EUTIC. At: <http://www.eutic.eu/>
- **2010- Present:** *Reviewed papers for proceedings publication: Journal of Social Affairs; Arabian Journal of Media and Communication & Journal Advertising and Public Relations.*

Membership of Committees – University of Sharjah

1. **Sept. 2009 to date:** Board Member of the College of Communication.
2. **Sept. 2017 to date:** Member of the Central Study Plans & Curricula Committee.

3. **Sept. 2010 to 2017:** Member of the Center for Continuing Education and Professional Development; Member of the Student Affairs Committee & Cultural Committee.

Contributions to Academic Program Launch & Development

1. **2008 to date:** College of Communication, UOS, (Prepared the Course Description for Academic Accreditation).
2. **2002 – 2008:** Faculty of Information, Mass Communication and Humanities, Ajman University, (Academic Accreditation).
3. **1993 – 1996:** The European Center of Communication and Intercultural Formation, Paris, France.

Community Works and Services

- **Internship Program**

1. **Oct. 3, 2019,** Leadership Formation: Crisis Management & Customer Satisfaction. Center for Continuing Education & Professional Development (CCEPD) & Sharjah Human Resources.
2. **Sept. 19-22, 2019,** Leadership Formation: Public Speaking Skills. (CCEPD) & Sharjah Human Resources.
3. **Jan. 29-30, 2019,** Leadership Formation: Public Speaking Skills. (CCEPD) & Sharjah Human Resources.
4. **Jan. 22-21, 2019,** Workshop: Public Relations Campaigns, Sharjah Government Media Bureau & CCEPD .
5. **Dec. 15, 2018,** Workshop: News Report. Al Khaleej, UAE.
6. **February 7-8, 2018,** Leadership Formation: Public Speaking Skills. Center for Continuing Education & Professional Development (CCEPD) & Sharjah Human Resources.
7. **October 10, 2017,** Workshop: Semiology Analysis of Photojournalism. Al Khaleej.
8. **January 23-25, 2017,** Public Speaking Skills. CCEPD, Sharjah, UAE.
9. **November 12, 2016,** Workshop: Press Conference & Public Speaking Skills, Al Khaleej.
10. **October 19-21, 2016,** Public Speaking Skills. CCEPD, UOS.
11. **March 22, 2015,** Workshop: How to Organize a Successful Press Conference. Al Khaleej.
12. **October 12-14, 2015,** Public Speaking Skills. CCEPD, UOS.
13. **Dec. 27 - 30, 2014,** How to Build Your Company's Image. CCEPD, UOS.
14. **May 27, 2014,** Conference Planning, CCEPD, UOS.

15. **Dec. 7, 2013, Workshop:** Crisis Communication Management, Al Khaleej.
16. **May 12, 2013, Workshop:** Public Relations Campaigns, CCEPD, UOS.
17. **Dec. 29, 2012, Workshop:** Media & Semantic, Al Khaleej.
18. **March 9, 2010,** Public Relations Campaigns, CCEPD, UOS.
19. **January 10, 2009,** Communication Research Method, Al Khaleej.
20. **April 5, 2008,** Workshop: Semiology , Al Khaleej.
21. **September 16, 2006,** Public Relations: "Social Marketing Campaigns", Training Center and Continuing Education, UAE.
22. **May 17, 2006,** Advertising, Training Center and Continuing Education, UAE.
23. **May 18, 2006,** The Management of Advertising Organizations, Training Center and Continuing Education, UAE.
24. **January 24, to January 29, 2004,** The Organizational Communication, Shield Foundation, Abu Dhabi, UAE.
25. **December 2002,** Communication Skills, Al Qassimi Hospital, the Ministry of Health, Sharjah.

- **Conferences and Symposiums**

Conferences Committees member: "Media & Ethics" (April, 2014) UOS; "Media and Crises: Stakes and Challenges" (Dec. 2010) UOS; "Ethics, Information and Promotion" (May, 2006) Ajman University; "Information Society" (April, 2002) Ajman University.

Consulting in the Area of Mass Communication and Public Relations

1. **December 2008:** Contributed as an adviser for the Department of Public Relations and Information, Ministry of Social Affairs, UAE.
2. **September 2007:** Evaluation of ten media studies in the United Arab Emirates, for the Arab Broadcasting Union, Tunis.
3. **October 2007:** Critical and Analytical Study of the Dramatic Series "Azhar", for the Arab Broadcasting Union, Tunis.
4. **October 2007:** Participation in a study group on the theme: "The Phenomenon of Reality Television and its Extension to the Arab World: Empirical Study", for the Arab Broadcasting Union, Tunis.
5. **May 2006:** Supervision of a study (Said Boumaiza, member) on the theme: "Interactive Radio ", for the Arab States Broadcasting Union.Tunis.
6. **April 7, 2004 to May 29, 2004:** Consulting for the Completion of Newspaper, Information Section, Culture & Information Department, Chairman Office. Emirate of Ajman, UAE.
7. **March 30, 2004 to April 21, 2004:** Consulting on the use of electronic media techniques (On line PR), Public Relations Department, Ports and Customs and Free Zone Corporation, Dubai, UAE.

Awards & Certificates of Appreciation

1. **April 25-28, 2018:** Best Abstract in the 16th International Symposium Communication in the Millennium. Anadolu University, the University of Texas at AUSTIN & Istanbul University. Istanbul.
At: <https://www.dropbox.com/The+Best+Abstract+Submission+Awards.pdf>
2. **November 17, 2008:** Excellence Award by the Arab-US Association for Communication Educators, for providing the best study in the 13th Annual Conference organized by the Assembly, Virginia Commonwealth University, Richmond, USA. At: <http://www.ausace2008.vcu.edu>
3. **May 2004:** Certificate of Appreciation from H. H., Sheikh Abdel Aziz Ben Humaid Al Nuaimi, Culture & Information Department, Chairman Office, UAE.
4. **June 2004:** Certificate of Appreciation from Mr. Abdullah Harib, the Director of Public Relations, Promotions and Exhibitions Department, Ports and Customs and Free Zone Corporation, Dubai, UAE.
5. **June 2007:** Prize for best supervisor of the graduation project, titled: "Advertising Campaign", Information and Training Council, Ajman University.