

## Younes ZIEITA □

يونس زيايتة

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🌐 <https://researcherid.com/rid/I-7777-2018>



## Degrees

- **01/06/2022** University Habilitation in Information & Communication Sciences. University of 8 May 1945, Guelma, Algeria.
- **02/12/2020** PhD degree in Information and Communication Sciences. After defending a PhD thesis entitled: “CSR Communication of the Algerian Company: between the Voluntary Adoption and the External Stakeholders’ Influence”. University of Badji Mokhtar, Annaba, Algeria.
- **July 2012** Magister degree (Masters) in Corporate Communication and Sustainable Development. University of Badji Mokhtar, Annaba, Algeria.
- **2007-2008** Bachelor’s degree in: Organizational Communication. University of Badji Mokhtar, Annaba, Algeria.
- **2003-2004** Baccalaureate in Humanities. The Djilali El-Yabes High School, Ben M’hidi, W. El-taref, Algeria.

## Current employment

- **Since October 2014** *Lecturer & Researcher* at the Department of Information and Communication Sciences and Librarianship, Faculty of Humanities and Social Sciences, University of 8 Mai 1945 of Guelma, Algeria.

## Academic work experience

- **From 01/10/2022 till 31/03/2023** **Remote part-time** job as *Foreign Academic Staff* at BA School of Business and Finance, in Riga, Latvia.
- **Since 20/12/2020** Head of the branch of Information and Communication Sciences, at the Faculty of Humanities and Social Sciences, University of 8 Mai 1945 of Guelma, Algeria.

- From 04/09/2016 till 24/09/2017 Vice Head of Department of Information, Communication and Library Sciences at the University of 8 May 1945, Guelma, Algeria.

## Teaching portfolio

Course / subject	Level	Academic year	Institution
Cross-cultural communication	4 <sup>th</sup> grade	2022/2023	BA School of Business and Finance, in Riga, Latvia
International marketing	3 <sup>rd</sup> grade	2022/2023	BA School of Business and Finance, in Riga, Latvia
Digital Marketing	PhD	2022/2023	University of 8 Mai 1945, of Guelma, Algeria
Communication Skills in PR	MA 1 <sup>st</sup> Year	2022/2023	University of 8 Mai 1945, of Guelma, Algeria
Anthropology of Communication	BA 2 <sup>nd</sup> year	2014/2015	University of 8 Mai 1945, of Guelma, Algeria
Organizational Communication	BA 3 <sup>rd</sup> year	Since 2017	University of 8 Mai 1945, of Guelma, Algeria
Communication Technics	BA 3 <sup>rd</sup> year	2016/2017	University of 8 Mai 1945, of Guelma, Algeria
Public Communication	BA 3 <sup>rd</sup> year	Since 2017	University of 8 Mai 1945, of Guelma, Algeria
Communication and Public Marketing	MA 1 <sup>st</sup> year	Since 2018	University of 8 Mai 1945, of Guelma, Algeria
Advertising Campaigns	MA 2 <sup>nd</sup> year	2016/2017	University of 8 Mai 1945, of Guelma, Algeria
Corporate Culture	PhD	2020/2021	University of 8 Mai 1945, of Guelma, Algeria

## Research supervision

- 04 supervisions of bachelor degree dissertations (Supervisor).
- 09 supervisions of bachelor reports (Supervisor).
- 07 supervisions of masters' dissertations (Supervisor).
- Currently supervising 02 masters' dissertations and 02 bachelor reports.
- Currently, 02 PhD theses (Co-supervisor).
- Currently, 01 PhD thesis (Supervisor).

## Publications

2023 – Book chapter (In Arabic) The Effectiveness of Digital Communication in improving the Performance of Small and Medium Enterprises in Algeria. Book entitled: “Small and Medium Industries and the Challenges of Social and Economic Development”. ISBN 978-9947-38-048-2.

«فاعلية الاتصال الرقمي في تحسين أداء المؤسسات الصغيرة والمتوسطة في الجزائر» ، عنوان الكتاب: الصناعات الصغيرة

والمتوسطة ورهانات التنمية الاجتماعية والاقتصادية – تجارب البلدان العربية. ISBN 978-9947-38-048-2.

2023 - Article (In Arabic) “Features of Linguistic Cultural Westernization and its Impact on the National Identity of Facebook Users”.

"تجليات الاستغراب الثقافي اللغوي وأثره على الهوية الوطنية لدى مستخدمي فيسبوك"، مجلة البحوث

والدراسات العلمية، 17(01)، 442-426. <https://www.asjp.cerist.dz/en/article/212719>.

2023 - Book (In Arabic) “The Corporate Image: The Concept, the Components and its Digital Management”.

"صورة المؤسسة: المفهوم، المكونات وإدارتها الرقمية في إطار المسؤولية الاجتماعية"، ألفا للوثائق - للنشر والتوزيع.

الجزائر (ISBN: 978-9931-08-557-7).

2022 – Proceedings (In Arabic) of The International Virtual Conference on «University Social Responsibility and Sustainable Development». ISBN 978-9931-748-93-9.

"كتاب المؤتمر العلمي الدولي الافتراضي الأول: المسؤولية المجتمعية للجامعة وقضايا التنمية المستدامة". ر. د. م. ك:

978-9931-748-93-9.

2022 - Article “Exploring Web CSR Communication of the Algerian Banks”, Revue de l’Innovation et Marketing, 9(1), 742-757. <https://www.asjp.cerist.dz/en/article/179046>

2019 - Article “Local Citizens Influence on the Company’s CSR Communication”, Marketing – from Information to Decision Journal, 2(2), 51-56, December 2019.

2019 - Article “Analyzing Voluntary CSR Communication: A Qualitative Study On “Fertial NEWS”, International Journal of Applied Research in Management and Economics, 2(1), 31-44. <https://doi.org/10.33422/ijarme.v2i1.241>

2017 - Article “CSR Communication Motives of the Algerian State Company: A Case Study on Sonelgaz Group” The Scientific Annals of “Alexandru Ioan Cuza” University of Iasi Communication Sciences 10 (1), 19-31. <https://anale.fssp.uaic.ro/index.php/stiintealecomunicarii/article/view/489>

2017 - Article “Understanding CSR Communication Contexts based on the Stakeholders’ Theory”, Argumentum. Journal of the Seminar of Discursive Logic, Argumentation Theory and Rhetoric 15 (2), 37-51.

2015 - Book (In Arabic) “Introduction to CSR Communication”.

"مدخل إلى الاتصال الاجتماعي للمؤسسة (اتصال حول المسؤولية الاجتماعية)", دارالراية، الأردن -978: ISBN

(978-9957-73-9).

## Scientific Conferences

- October 29, 2022 The International Virtual Conference on “The Fourth Industrial Revolution: The Communication Reality and the Precursors of Change. Paper entitled: The digital gap in the developing countries”. University of 8 Mai 1945, Guelma, Algeria

- **December 13, 2021** The International Virtual Conference on «University Social Responsibility and Sustainable Development». Paper entitled: “University CSR Communication between the Theory and The Practice”. University of 8 Mai 1945, Guelma, Algeria.
- **December 04, 2021** The National Virtual Conference on: « The Transformations of the Landscape of the Information and the Communication in the Digital Environment». Paper entitled: “The Employee Advocacy on Social Media: the Concept & Les Practices”. University of 8 Mai 1945, Guelma, Algeria.
- **November 20-22, 2020** The 3rd International Conference on Applied Research in Management, Economics and Accounting. Paper entitled: “Management of Second-Hand products and their influence on buying behavior in the Covid-19 period -Eye on Tunisia”. Paris, France.
- **October 25-26, 2019** The 12nd International Conference on Marketing: Marketing, from Information to Decision. Cluj-Napoca University, Romania.
- **September 12-14, 2019** The 2nd International Conference on Research in Management and Economics. Paper entitled: “Analyzing Voluntary CSR Communication: A qualitative Study on ‘Fertial News’”. Rome, Italy.
- **June 28, 2018** The 22th International Conference of Inventics: Archetypes of Romanian Creativity – Descending Signs in Agora. Paper entitled: “CSR Communication and Innovation”. University of Alexandru Ioan Cuza of Iasi, Romania.

## Peer Review

- **2022 Official record for review nYqoxVFI.** Performed for Social Responsibility Journal, ISSN: 1758-857X. Canonical URL: <https://publons.com/wos-op/review/author/nYqoxVFI/>
- Reviewer for Algerian journals:
  - ✓ Annales des Sciences Sociales et Humaines de l'Université de Guelma <https://www.asjp.cerist.dz/en/PresentationRevue/96>
  - ✓ Journal of Aqlam <https://www.asjp.cerist.dz/en/PresentationRevue/860>
  - ✓ Revue de Recherches et Etudes Scientifiques <https://www.asjp.cerist.dz/en/PresentationRevue/450>

## Research Stays & Scholarships

- **01/04/2019-31/01/2020** 10 month PhD research stay, University of Alexandru Ioan Cuza of Iasi, Romania.
- **25/06/2018- 29/06/2018** ERASMUS+ Staff Mobility at the Faculty of philosophy and Social-political Sciences. University of Alexandru Ioan Cuza of Iasi, Romania.
- **07/10/2017-26/10/2017** Research stay at the Department of Communication and Public Relations University of Alexandru Ioan Cuza of Iasi, Romania.
- **11/10/2016-10/11/2016** Research Stay at the School of Education and Communication. Jonkoping University (Sweden). Activities:
  - ✓ Higher Seminar: Presentation of my PhD project.
  - ✓ Lecture to Sustainable Communication MA students, on : CSR Communication.

## *Other Trainings*

- **December 11-13, 2017** Training on Erasmus+ Program Capacity Building Projects. University of 8 May 1945, Guelma, Algeria.

## *Language Skills*

- **Arabic** : Native speaker
- **French** : C1
- **English** : C1
- **Romanian** : A2

## *Computer & Digital Skills*

- **E-learning platforms:** Google Meet, Big Blue Botton, Zoom, Moodle
- **Microsoft Office**
- **Data analysis:** SPSS, QDA Miner
- **Canva**
- **Davinci Resolve**

## *Hobbies*

Traveling- Football- Jogging- Hiking-Cinema- Reading - Blogging



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