

SCIENTIFIC RESUME

Activities in teaching, research, administration, and other responsibilities

Dr. Linda SAADAoui
PhD – Information and Communication Sciences

Research topics

- Media, and media treatment;
- Marketing, guerilla marketing;
- Crisis communication and public relations;
- Artificial intelligence, data and algorithms;
- Cultural and Creative Industries.

Provenance laboratory : CREM – *Centre de Recherche et d'Etudes sur les Médiations* – University of Lorraine

Written/oral communication practices -Languages

FR/AR/EN/ES/PO/LU

Countries visited for communication.

Europe: Europe of the 6, Spain, Portugal, Sweden, England, Greece, Switzerland
Africa: Algeria, Benin, Mali, Morroccos, Spain (Canary Islands), Senegal, Togo, Tunisia
America: USA, Brazil.

Teaching and training

- Lecturer "DEUST Citizen Mediations", Faculty of Social Sciences. **University of Strasbourg**. 2014-2023. "Introduction to Cultural and Creative Industries".
- Lecturer "Master Institute of Communication and Media ", **University Sorbonne Nouvelle – Paris**. 2019-2023. « Communication and image: brands and organizations » and « e-reputation of organizations»
- Lecturer Master 2 Diplomacy & PR – **Schiller International University**. Paris / Heidelberg. 2019-2023. "*Media Communication Strategies*".
- Lecturer Master "Business management" and History of Data Science, **European Business University – Luxembourg**. 2022-2023.
- Lecturer "IT Licence" – **Centre national des arts et métiers/CNAM Paris Saint Denis**. 2018-2023. «Written/oral communication practices »

- Lecturer "Master 2 Humanités et Industrie créatives » – **Université de Nanterre**. 2018/2019.
- Lecturer « Licence ISCOM » 2^{ème} année, **ISCOM – Institut Supérieur de Communication, Paris**. 2017-2018. "*Cross Cultural Studies*".
- Trainer for the **University of Constantine 3, Algeria**: « Crisis Communication – *The one shot opportunity*. About what and how to inform and communicate in times of crisis ». Public: Master and PhD School of Information and Communication. April 2015.

Scientific and journalistic responsibilities, collaborations

- Founding member and co-president of **AMEDDIAS** in Luxembourg
Ameddias: associative network of researchers and professionals in Information and Communication Science and Technology) and partner member of the UNESCO Chair "Emerging practices of technologies and communication for development" – Mica Laboratory, Bordeaux-Montaigne University.
- Expert for the research project of the CMPF – **Center for Media Pluralism and Media Freedom** – on media procedures in Europe. Feedback from the "Media Pluralism Monitor" (MPM2016) survey on media pluralism in the Grand Duchy of Luxembourg
- Organization of the **CERCOM / AMEDDIAS** international conference "Contemporary migrations and borders of humanity: communication and intercultural dynamics", Houphouët Boigny **University, Abidjan** – 27, 28 and 29 March 2019.
- Co-organization **AMEDDIAS** at the International Colloquium "Crises, conflicts, and public communications. Recurring trends or new issues? », **University of Bamako**, 11-12 May 2016.
- Organization of the **AMEDDIAS** international conference "Crisis communication and public relations through the prism of glocal societies", Abbaye de Neumünster, **Luxembourg**, 7, 8 and 9 March 2013.
- Organization of the **AMEDDIAS** International Colloquium "Globalization of exchanges, crisis communication and public relations", Abbaye de Neumünster **Luxembourg**, October 6, 2011.
- Project manager for the training-research program Infotransfront/CIERA – Interdisciplinary Center for Studies and Research on Germany in **Liège, Luxembourg, Mainz, Metz and Saarbrücken**. see "The conditions of the cross-border circulation of media information in the Greater Region". 2010/2013
- Research Assistant for the **FASILD for Lorraine** (Fund for action and support for integration and the fight against discrimination) as part of the study program "Immigration and the media". Publication: MEYER V. et al. (2005). "The media translations of immigration (re)production, representation and reception of images".

- Local correspondent for the press *Le Républicain Lorrain*, Metz, and radio speakerine on *Radio Fajet* 94.2 FM in Nancy for the emission *Cas de Conscience* (1999-2004).

Books and scientific chapters

- SAADAOUI L., JANCZAK D. (2023 *in progress*). Crisis management and communication: Algerian cases: CSR & GDPR recommendations. CERIST /Algeria Scientific Journal Platform.
- SAADAOUI L. MOULOUDJ K., BOUARAR A.C., MARTINEZ Asanza D., MOULOUDJ S., Njoku A.-U., EVANS M.A., Bouarar A. (2023). "Factors Influencing the Adoption of Digital Health Apps: An Extended Technology Acceptance Model" (TAM) June 2023 Chapter 7. In book: *Integrating Digital Health Strategies for Effective Administration* (Indexed in Scopus) (pp.116-132). Publisher: IGI Global.
- SAADAOUI L. Yeghni S., Louadj M. (2021). "The Role of Corporate Social Responsibility "CSR" in Times of the Covid19 Pandemic Crisis in Algeria". *Algerian Scientific Journal Platform "Economic Sciences"* Volume 21, N°1, Pages 659-675.
- SAADAOUI L. (2019), "Media projections around "migrants - From the quest for well-being to facing rejection? ", *International Review Communications*.
- SAADAOUI, L. (2017), "Governance of creative cities and territories". In. International colloquium *Governance and territorial communication*. LOTH program "Languages, Objects, Territories and Hospitalities (LOTH). Review of arid regions, Proceedings of the conference of the University of Mahdia, 7, 8, 9 April 2016.
- SAADAOUI, L. (2016) "Case of post-crisis restructuring: from cultural industries to creative industries". In International conference *Crises, conflicts, and public communications. Recurring trends or new issues?* University of Bamako, May 11-12, 2016.
- SAADAOUI, L. (2016) in DELLIOU F., BOUZIANE N. (Ed.) "From cultural industries to cultural industries. Which, media, which mediations, for which territory? ". Role of information and communication in the marketing of cities and their cultural heritage. Volume 2, pp. 75-88. University of Constantine 3 Ed., (In: International Colloquium – October 3, 13 and 14, 2015).
- SAADAOUI, L. CISSE H.-B., LAFRANCE A.-A (eds.). (2015). *Communication and societies in crisis, knowing how to enter; being able to get out of it* (332 p.). Paris: Ed. L'Harmattan.
- SAADAOUI, L. ZOGHBI W., (2015). "Public communication of users of the transport sector: case of the diaspora on air transport in Algeria". In A. MERAH & V. MEYER

(Eds.), *Public and territorial communication in the Maghreb. Valuation issues and challenges for actors* (pp. 151-174). Paris: Ed. L'Harmattan.

SAADAOUÏ, L. GOULET S.H. (2013, April), "Uses and practices of telecommunications by the Portuguese-speaking African diaspora of the Grand Duchy of Luxembourg" in *"Localization and reinvention of mobile telephony, methodological and theoretical approaches"*, Cotonou, Benin and Lomé, Togo.

- SAADAOUÏ, L. (2012), Reception of satellite media by a specific audience: members of the Amicale des Algériens de Nancy et environs, Uses and practices of audiences in southern countries: From traditional media to ICT, Under the dir. AMSIDDER A., DAGHMI F., TOUMI F., *Proceedings of the Agadir International Colloquium 2012*, pp. 137-144.
- SAADAOUÏ, L. & THIÉBLEMONT-DOLLET, S. (2010). "The Reception of Pan-Arab Satellite Media in the Algerian Diaspora". *Horizons Maghrébins*, Paris, 62, 96-104.
- SAADAOUÏ, L. (2009). Psycho-sociological perceptions of immigration in the media treatment of "rotating" news items. In A. Cherqui & Ph. Hamman (Eds.), *Production and claims of identities, Elements of sociological analysis* (pp. 117-131). Paris: Ed. L'Harmattan.
- SAADAOUÏ, L. (2009). Identité, transculturalisme et média, approche plurielle de la société luxembourgeoise. In S. Thiéblemont-Dollet (Éd.), *Minorités interculturelles et médias* (pp. 151-169). Nancy : Presses universitaires de Nancy.
- SAADAOUÏ, L. (2009). *Identity, Transculturalism and Media, Plural approach of the Luxemburgish society*. In S. Thiéblemont-Dollet (Éd.), *Minorités interculturelles et médias* (pp. 171-187). Nancy : Presses universitaires de Nancy.
- SAADAOUÏ, L. (2008). Media, Mediation and Globalization: the case of the Grand Duchy of Luxembourg. Under the dir. by KIYINDOU A., *Proceedings of the International Colloquium Culture, communication, and globalization*, (pp. 127-128). University of Strasbourg/University of Jijel.

Communications in an international or national congress

- SAADAOUÏ, L. "From cultural industries to creative territories". International symposium "Territory, entrepreneurship and innovation: actors for recovery?" ". CREAD – Center for Research in Economics Applied to Development – **Algiers/University of Bouira, Algeria**, November 18/19, 2017.
- SAADAOUÏ L. (2014, February), "From the Storytelling technique of Spin Doctors to the political marketing of Public Relations". Intervention and exchanges on "crisis communication" with Colonel Guillaume LEROY, Communication Advisor to the Military Governor of Metz, during the Conference/breakfast of the **Humanum association**, in **Nancy**.
- SAADAOUÏ, L. (2013, May), "Tradition and Innovation in the academic research, within organizations and society: the case of Ameddias asbl, Luxembourg". Communication presented in plenary conference at the Catholic University of Brasilia

"Teorias e Melodos de Pesquisa em Comunicação Organizacional e Relações Públicas: entre a tradição e a inovação" for **ABRAPCORP** – Associação Brasileira de Pesquisadores da Comunicação Organizacional e das Relações Públicas; **Brasília, Brazil**.

- SAADAOU, L. (2011), Crisis communication and tributes to the victims of the Zoufftgen rail accident, Globalization of exchanges, crisis communication and public relations, Luxembourg, Symposcience.
- SAADAOU, L. (2009, March). What mediating devices around the news item of "rotating"? Communication presented during the study day on cultural diversity in the media, University of Nancy 2.
- SAADAOU, L. (2009, March). From the journalistic treatment of a news item in the written press: the "tournantes". Communication presented to the Doctorales du CREM, University of Haute-Alsace.
- SAADAOU, L. (2008, May). Around the "tournantes", overview of the media treatment and the issues of the debate on gang rape in France. Paper presented at the 2008 Doctoral Days in SIC, Free University of Brussels.

Reading committees

Participation in the reading committee of the Revue *Communication* – Université de Laval 2019: Vol. 36/1 What is creativity the name of?

Reading Notes/Reviews

- **SAADAOU L.** (2019) Bernard DAGENAIS, in collaboration with Thérèse LAFLEUR (2016), *Communication policy. Or how to manage your image by shared rules*, Quebec, Presses de l'Université Laval.
- **SAADAOU L.** (2014). « European and Luxembourg press in the free era. Which practices for which model, for which vision? », *Für Politik, Gesellschaft und Kultur in Luxemburg*; 334, pp. 32-33.
- **SAADAOU L.** (2009). Laurent Mucchielli (dir.) *The security frenzy, return to order and new social control*; 2008, *Questions de Communication* ; 15, pp. 477-480.
- **SAADAOU L.** (2008). Laurent Mucchielli, Véronique Le Goaziou (dir.), *When the suburbs burn... A look back at the November 2005 riots*. 2007, *Questions de communication*, 13, pp. 385-391.
- **SAADAOU L.** (2007). Antoine Garapon, Denis Salas, *The new witches of Salem, Lessons from Outreau* », 2006, *Questions de communication*, 12, pp. 406-410.
- **SAADAOU L.** (2007). Philippe Hamman, *Cross-border workers in Europe, mobility and international mobilizations*», 2005 *Questions de communication*, 12, pp. 428-430.

- **SAADAQUI L.** (2007). Hélène de Maleyssié, *The media filter, words of journalists*, 2006, *Questions de communication*, 12, pp. 400-403.
- **SAADAQUI L.** (2006). Laurent Mucchielli, *The tournantes scandal, 2005*, *Questions de communication*, 10.
- **SAADAQUI L.** (2006). Olivier Cyran, Mehdi Ba (dir.), *Almanac critical of the media*, *Questions de communication*, 10, 2006, pp. 484-486.

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