

Dr .BOUGUERRA SAMIA

Personal information

Name : BOUGUERRA SAMIA

Nationality : Algerian

Date of Birth: 10 May 1987 Annaba –Algeria_

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Education :

- 2015_ Doctorat of communication and innovation strategies at University of Bdji Mokhtar Annaba - ALGERIA-
- 2008_ master in public relation and publicity at University of Bdji Mokhtar Annaba - ALGERIA-
- 2006_ Bachelor in media and communication at University of Cheikh Arab Al-Tabsi Tebessa – ALGERIA -

ACADIMIC CAREER

- 2019- CONFERENCE PROFESSOR . University of Bdji Mokhtar Annaba - ALGERIA-
- 2016- CONFERENCE PROFESSOR . University of Mohamed Chrif Messaadia souk ahras - ALGERIA-
- 2014- Associate Professor at the National Institute for Education and Vocational Training - Al-Hajjar - Annaba - ALGERIA-

Scientific Committees Membership:

- Member of the Scientific Committee of the Journal of Approaches, University of Djelfa - ALGERIA-
- Member of the Scientific Committee of the National Forum:
The basics of scientific publishing in refereed journals, dated 13-14 November 2019 at the University of Djelfa, Algeria

Research Interests :

- Information Systems
- Informational risk
- Information and its applications
- digital communication
- Knowledge economy
- Information and institution
- Human Resources for the Foundation
- Media and information
- Social media

Publications :

CV

- The role of Facebook in activating local tourism, An analytical study, Management and Economics Research Journal, Volume (01) - Issue: (03) September 2019, Algeria.
- Human Resources Use of Information and Communication Technology and Its Associated Challenges, TRJ vol .2 issue 1 Jan- Feb 2016, India.
- Information systems and the challenges of information risk in the institution, a field study, Journal of Approaches, No. 17, 2015.
- Information and Communication Technology in Higher Education, A Future Vision, Journal of Law and Humanities Economic Issue, No. 25, January 2016.
- Culture of championing Islamic religious issues through social networking sites, prophet's support for prayer and peace via Facebook pages "I follow Muhammad, Je suis muhammad, Muhammad Nabina," as a model ", issue December 14, 2016 Journal of Islamic Sciences at the Iraqi University. Iraq .
- The image of the editorial revolution in the Algerian news websites, an analytical study of the website, El-Shorouk Online, Journal of Laghouat Studies No. 48, November 2016.
- . The socio-professional reality of Algerian media professionals when dealing with a press investigation, a survey study on a sample of the correspondents of Sidi Bel Abbes, Al-Rawaq Magazine, Issue 04 December 2016, University Center Ahmed Zebana Gleizan, Algeria.
- The role of social reality on Facebook page in spreading the culture of sports injury among football players, a field study on football clubs. Akbar category of the first regional department, Excellence magazine, p. 1, September 2018, University Center Nour al-Bashir, al-Bayd.
- The role of health awareness in the prevention of obesity among adolescents studying in Algeria, a field study on high school pupils (15-16 years) for the department of Oued El Zanati Guelma, Integration Magazine, No. 05, April 2019, University of Annaba, Algeria.

Books :

- Group book, Entitled: Mechanisms for Securing the Enterprise Information System, Field Study, Publications of Economics, Finance, and Business Administration, August 2019, Skikda, Algeria
- In addition to a Book project about the information risk in the institution

Participation in conferences and seminars:

- Participation in the International Forum for the Arabic Language, with the research entitled: The crisis of the Arabic language in social networks, a field study, Dubai, 11-13 April.
- Participation in the International Forum: Social Movements and the Context of Transformation in the System of Values of Loyalty and

Belonging in the Arab Region, at Hasiba Bin Bouali University - Chlef - on: 19/20 April 2016, with the research titled: "Social Networking is a New Space for Freedom of Expression and Popular Mobility in the Arab World" Facebook Model.

- Participation in the International Forum: The strategy of transition to electronic management: a tool for developing performance and raising the competitiveness of service institutions in developing countries - valuing opportunities and facing challenges at a university at Baji Mokhtar University - Annaba - daily with a research entitled: "The mechanisms of transition to electronic management and the challenges associated with it."
- Participation in the Eighth International Forum, Science of Physical and Sports Activities and the Challenges of the Third Millennium, on 08/08 November 2017, at Abdul Hamid bin Badis Mostaganem University, with a research entitled: The Reality of Sports Media via Social Media, Facebook Page, Scorer International, as an example.
- Participation in the sixth international scientific forum, on sports practice and social scourges, on October 25 and 26, 2017 at the University of Akli Mohand Oulhaj Bouira-Algeria_, with the research of its title: The role of awareness-raising sports media in the fight against drugs among university youth in Algeria - a field study on students of the Institute of Sciences And techniques of physical and sports activities - University of Souk Ahras.
- Participation in the third national forum for media, communication, media and human rights consolidation, Arab Al-Tebsi University - Tebessa - on 22/22 April 2015, with a research entitled: "Ensuring the right to information for the media from the perspective of the Charter of Human Rights."
- Participation in the national forum: "The reality of human resources management in light of the current challenges - the Algerian institution as a model -", at Ibn Khaldoun University, on 05/06 May 2015 with a research entitled: "The new role of human resources management in light of the knowledge economy".
- Participation in the first forum on: "The University and Society Reality and Challenges" at Baji Mukhtar University - Annaba - on May 11 2015, with the title: "The need to use information and communication technology to ensure the quality of knowledge production."
- Participation in the National Forum: Educational Media and Communication Sciences at the Algerian University: Reality, Challenges and Prospects, University of Ghardaia, on 16/15 November 2015, with a research entitled: "Information and Communication Technology in Higher Education".

- Participation in the forum: Governance, economic effectiveness and the need to join the ranks of emerging economies as a topic for discussion, with reference to the case of Algeria, with a research entitled: "Governance and institutional risk management".
- Participation in the national forum: audiovisual production, reality and challenges, at the University of 08 May 1945 Guelma, October 22, 2015, with the title: "The development of social quotas production in light of the privatization of the audiovisual sector in Algeria, a study of a sample of young viewers in the provinces of Annaba and Sidi Bel Abbes."
- Participation in the National Forum: Regional Communication and Sustainable Development, University of Constantine 3_, on November 24, 2015, with a research entitled: "Harnessing Information and Communication Technology for the Service of Sustainable Development"
- Participation in the National Forum: Change between media strategies and the communication practice of citizens, at the University of 20 August Skikda, on 03/03 December 2015 with a research entitled: "The impact of the written press on raising political awareness to consecrate democracy in Algeria, a field study of a sample of university students at Baji Mukhtar University _ Annaba_".
- Participation in the national forum: the electronic community and rational development in the Arab world at the University of May 8, 1945, daily diary: 16/15 December 2015, with the title: "Human development in the light of the electronic community - a study on the electronic citizen."
- Participation in the National Forum: Algerian satellite channels between the manifestations of reality and the stakes of the future, University of Al-Jilali Al-Yabis _ Sidi Bel Abbes - daily: 02_03 December 2015, with the title: "The Algerian Experience in the Field of Privatization of the Audiovisual Sector from the standpoint of academics."
- Participation in a study day on: "Diagnosing the reality of the LMD system, at the University of Baji Mokhtar _ Annaba_, on April 13, 2015, with a research titled: "The LM system's need for communication programs in universities to face future challenges. "
- Participa

Formations and training courses:

- • Certificate of training in the field of pedagogical training for new professors at Mohamed Sharif University, Assadiya 2016.
- • Certificate of training in the field of information and communication technology in education and pedagogical practices

"submitted by the University of Brothers Montessori - Constantine
via the Internet in 2016.

School modules :

- Communication culture in the institution
- methodology.
- Regulation theories
- Digital communication and public space
- Communication strategies
- Organization and management of the institution
- Organizational communication
- Memo workshop
- Audience Studies
- Public Relations Planning
- Public relations materials production
- Modern theories in sociology
- Information and communication technology