

**Samar Ben Romdhane, Ph.D.**

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**ACADEMIC/PROFESSIONAL PARTICULARS**

**(a) Academic Qualifications**

- PH. D, PUBLIC COMMUNICATION, 2016, Université Laval, Canada.  
Distinction: Very honorable with unanimous jury congratulations and the recommendation to publish the dissertation.
- MASTER OF ARTS, PUBLIC COMMUNICATION, 2008, Université Laval, Canada.

**(b) Academic Honors and Awards**

- Award for supervising the best scientific research project. AU Research day. 2022. 2023.
- PhD Fellowship and Full Tuition Scholarship for outstanding students, Tunisia's Ministry of Higher Education, 2008-2012.
- Master's Degree Fellowship and Full Tuition Scholarship for outstanding students, Tunisia's Ministry of Higher Education, 2006.
- Grant to participate in Tunisian-German Academy. The Berlin Academy of the Konrad Adenauer-Stiftung, 2006.
- Fellowship to participate in the « Media and Democracy» workshop. The School of Media and Communication, Bowling Green State University, Ohio. U.S, 2006.

**(c) Membership of Professional Bodies**

Middle East Public Relations Associations,  
Middle East Studies Association,  
EUPRERA project on women in public relations.  
Mentor. Association for Middle East Women's Studies.

**(d) Language Proficiency**

English: Full Professional Proficiency  
Arabic: Native Proficiency  
French: Bilingual Proficiency

## CAREER DETAILS

### Academic Positions Held

- Assistant Professor. The Graduate Program in Public Relations and Corporate Communication, College of Mass Communication, Ajman University, UAE, (2020-current)
- Lecturer, Department of sociology and criminology, Arts and Social sciences College, Moncton University, Canada, (2010-2017).
- Research Assistant. York University, Canada. Part-time position.

### Applied research/Industrial Positions Held

- **Communication Advisor, Deputy Minister of Public Affairs (ADMPA). Department of National Defense / Government of Canada (Ottawa, ON), 07/19-09/2020**

*The Director General of Marketing and E-Communications (DGMEC).*

- Acting as OPI for the social media analytics project in line with the Defence Analytics initiatives.
- Analyzing and interpreting quantitative and qualitative data from a results and performance measurement perspective.
- Creating reports and creative data visualizations to communicate insights and trends.
- Liaising with various internal and external stakeholders, including the Chief of Defence Staff (CDS) Office.
- Performing social media content labelling, and benchmark reports using Simply Measured and Hootsuite.
- Participating in social listening to uncover insights for strategic planning using Meltwater.
- Identifying gaps and opportunities in communicating strategic objectives and suggesting improvements.
- Applying GBA+ considerations in Social media analysis.
- Providing weekly, monthly, and special analytics reports and recommendations to clients and management.

- **Senior Sociologist, Defense Research and Development Canada (DRDC)/ Government of Canada (Ottawa, ON), 02/18- 07/2019**

*The Diversity, Inclusion and Human Rights team of the Director General Military Personnel Research and Analysis (DGMPRA).*

- Worked on a project on behalf of the CAF Strategic Response Team on Sexual Misconduct.
- Conducted literature searches using social science databases (e.g. Psych Info; Psychlit) on workplace cyberbullying scales to help update the Canadian Armed Force Workplace Harassment Survey (CFWHS).
- Developed strong analytical competency in assessing the potential impacts of policies, and programs, on diverse groups considering a range of intersecting identity factors (such as gender, age, education, language, geography, culture, and income).
- Integrated results findings and prepared reports to communicate findings and observations to colleagues, and project teams.
- Applied principles of research ethics: respect for privacy and duty of confidentiality to research participants when working on victims of sexual misconduct

## **TEACHING**

### **Courses Taught**

- Graduate level courses:

PCC501 Int. to PR&Corp. Communication, 1 time.

PCC503, Writing for Public Relations and advertising, 3 times, 5 out of 5.

PCC514, Ethics of Public Relations, 3 times,

PCC515, Advanced Theories of Public Relations, 4 times, 4.86 out of 5.

PCC516, Strategic Communication Planning, 5 times, 4.96 out of 5.

PCC517, Public Relations Research, 4 times, 4.95 out 5.

PCC523, Media Relations, 2 time, 4.95 out of 5.

PCC525, Corporate communications skills. 2 times, 4.83 out of 5

PCC619, Thesis. 4.96 out of 5.

- Undergraduate courses with syllabus design and implementation

Research methods for social sciences, 3 times.

Media Sociology, 4 times.

Introduction to media studies, 3 times.

Sociology of identities, 3 times.

**MASTER'S THESIS SUPERVISION**

<b>Graduate thesis completed as principal supervisor</b>	<b>Student name and Year of completion</b>
Toward Inclusive Leadership in Public Relations: Experiences of Women in Senior Management and Leadership Positions in UAE.	Noor Al-Mualla. 2022
Excellence in Public Relations in Higher Education Institutions: Challenges and opportunities during covid-19 from the perspective of PR directors in the UAE.	Hamda Nasir. 2022
Government Social Responsibility from an agenda-building perspective. The cases of fire and water contamination in Ajman.	Sana Musleh Almanea 2022
Uncovering the Role of social media as a soft power tool; The case of Sharjah Government Media Bureau	Aysha Salem Khalfan Matar Alkaabi 2023
Corporate social responsibility communication in the hotel industry: analysis of corporate website	Ibrahim Abdulghafor Mohamad Hussein 2023
Enhancing Sustainability Communication: A Survey of University Students' Awareness, Attitudes, Motivations, and Barriers	Salem Al-Shaeibi 2023
Examining CSR Efforts in Major UAE Oil Companies: A Content Analysis of Corporate Websites	Shurooq Asheihi 2023
Positioning of the UAE's Culture and Creative Industries: Stakeholder's Perspectives on The Performing Arts Sector. (co-supervisor)	Ahmad Alshamsi 2023
Working Together: Community Engagement Initiatives of Dubai Police	Zahra 2023
The Use and Effectiveness of Social Media in Dubai's Real Estate Agencies	Wafa Al-haddad 2023

## **CONTINUOUS PROFESSIONAL DEVELOPMENT**

### **Teaching and pedagogy**

2024. Interactive presentations, Ajman University, UAE,  
2023. Student academic advising workshop, Ajman University, UAE,  
2022. Engaging All Learners with Universal Design for Learning, Ajman University, UAE,  
2022. Curriculum Mapping as a Tool for Curriculum Alignment and Improvement, Center for learning innovations and customized knowledge solutions.  
2020. Effective Online Teaching, Learning and Assessment, Ajman University, UAE,  
2020. Students Online Assessment. Purposes, Strategies and Tools, Learning and Assessment, Ajman University, UAE,

### **Research skills**

2022. Qualitative Analysis of Cross-Cultural and Cross-Language Data. QSR international.  
2022. NVivo 12 Certified Expert Course. QSR NVivo Academy.

### **Subject matter and professional skills**

2022. Speechwriting Professional Development Conference. Government of Canada's Speechwriting Community of Practice's Annual Meeting.  
2022. Modern Metrics: Meaningful measurement for digital communications' MEPRA LEADERSHIP Majlis Workshop.  
2020. Training on media Intelligence software. Meltwater's PR Product Suite (social and news monitoring, reporting).  
2018-2019. Courses offered by Canada School of Public Service: Introduction to Gender Based Analysis+, leadership advantage: managing diversity, managing change: sustaining organizational change.

## Research Grants

Interdisciplinary research grant, principal investigator, the digital presence in the context of organizational changes in UAE's higher education institutions: participatory action research, Deanship of Graduate Studies and Research Ajman University, Duration (09/21-09/22), 13,360.

## List of Publications

### (a) Peer-reviewed Journals

#### PAPERS UNDER REVIEW

1. Lee S., Ben Romdhane, S. & Chulloh. Patient Complaints as a Paracrisis: Examining the Role of Online Engagements in Health Communication. *Health communication*. Q1
2. Ben Romdhane S, Elarishi, M and Reilly, P.” Perspectives and Challenges in Climate Change Reporting: Insights from Tunisian journalists”. *African journalism studies*. Q1.
3. Ben Romdhane, S, Elarishi and Hsab, “Connecting with the Hyper(dis)connected Audience: University Communication Attributes and student attitudes”. *Students affairs*. Q2.
4. Elarishi, M., Ben Romdhane S, Ahmad, W. “Influential factors on university student attitudes: the role of social responsibility and engagement”, *International Journal of Educational Development*
5. Al-Ameri, M, Ben Romdhane, S, Lee, S., Faculty Perspectives on Internal Communication in Higher Education Institutions in the UAE, *Corporate Communications*, Q1.

#### PUBLISHED PAPERS

1. Lee, S., Alsereidi, R. H., & Ben Romdhane, S. (2023). Gender Roles, Gender Bias, and Cultural Influences: Perceptions of Male and Female UAE Public Relations Professionals. *Social Sciences*, 12(12), 673. Q1.
2. Ben Romdhane, S & Babineau, A., (2023), « Beyond Reputation Management: An Auto-Ethnographic Exploration of Diversity, Equity, and Inclusion in Policing Organizations » in, *Societies*, 13 (10), 216. (Scopus indexed). Q2. doi: 10.3390/soc13100216.
3. Ben Romdhane, S., Lee, S., & Al-Shaebi, S. (2023). Enhancing Sustainability Communication among UAE's Higher Education Students: The Relationship between Sustainable Living Knowledge and Intention to Live Sustainably. *Sustainability*, 15(15), 11892. (Scopus indexed) Q1

4. Ben Romdhane, S. (2022). Strategies and tactics of polemical exchanges: The play of minorization/de-minorization in public hearings. *Journal of Arab & Muslim Media Research*, 15(2), 287-308. (Scopus indexed). Q2
5. Samar Ben Romdhane, (2017) « Approcher le parler en interaction selon la méthodologie de la théorisation enracinée », *Approches inductives*, [Approaching speaking in interaction according to the methodology of Grounded Theory, *Inductive approaches*] Vol. 4, no 1, pp. 1-30.
6. Ben Romdhane, Samar, (2013), « Charte des valeurs québécoises: un mariage forcé entre laïcité et invisibilité des différences? » [Charter of Quebec Values: a forced marriage between secularism and invisibility of differences], *Éthique publique*, vol. 15, no 2.

## **PUBLISHED BOOK CHAPTERS**

1. Samar Ben Romdhane and Ratiba Hadj-Moussa, (2020) « *Médias et justice transitionnelle en Tunisie : Effets de mémoire et construction nationale* » dans, Gobe, É. (dir.) *Justice et réconciliation : quelle politique du pardon au Maghreb* ["« Media and Transitional Justice in Tunisia: Effects of Memory and Nation-Building » in, Gobe, É. (Eds.). *Justice and reconciliation: which politics of forgiveness in the Maghreb*], Karthala, Paris.
2. Ratiba Hadj-Moussa and Samar Ben Romdhane (2016), « Legitimate Singularities: Ennahdha in Search of Plural Identities? », in, Mellor, N. and Rinnawi, K. (Eds.). *Political Islam and Global Media: The boundaries of religious identity*. Routledge, pp.17-33. (SCOPUS indexed). Q3.

## **BOOK CHAPTERS UNDER REVIEW**

1. Ben Romdhane, S & Elarishi, M. Analysing Public Engagement with Social Media Content: Methodology of a social media Analytics project in an organizational communication context. In, *Handbook of Communication and Corporate Reputation*, 2nd Edition.
2. Ben Romdhane, S & Elarishi, M. Tunisian Climate Change Reporting: Bridging risk disparities with youth and marginalized voices. Routledge.

## **Participation in Regional & International Conferences**

Elareshi, M., Habes, M., Ziani, A., & Ben Romdhane, S (2023, November). The Mobile Apps Inflammatory and Terrorism in Saudi Arabia. In 2023 Tenth International Conference on Social Networks Analysis, Management and Security (SNAMS) (pp. 1-6). IEEE.

Ben Romdhane, S & Elareshi, M (2023, July). "Reconsidering Journalism's Role in Climate Change Reporting: Advocacy and social justice in Tunisia". The IAMCR-Lyon23

Pre-Conference on Exploring Climate Journalism from Globalized Perspective, Lyon, France.

Ben Romdhane, S. (2023, March) Reinforcing Business Intelligence and Analytics Capabilities in Defense Institutions: The role of Social Media Analytics. *2nd International Arabian-Gulf Security Conference*, Dubai.

Ben Romdhane, S & AlMaazami, H (March, 2022). New trends in communicating resilience and building readiness in higher education institutions: Rethinking excellence theory in the shadow of COVID 19. Sharjah.

Ben Romdhane, S & Hadj-Moussa, R (2019). Transitional justice and the mediated publicness: toward a memorial consensus, *Middle East Studies Association's 51st Annual Meeting*, Washington DC, USA.

Hadj-Moussa, R & Ben Romdhane, S (2017). La justice transitionnelle en Tunisie à l'épreuve des médias : vers un consensus mémoriel », Colloque international « Justice et politique dans le Maghreb post-révoltes arabes Réforme, Institutions, Réconciliation », Tunis, Tunisia. 2017.

Ben Romdhane, S. 2016. Gestion du pluralisme dans une démocratie délibérative : question d'intégration ou de participation citoyenne ? colloque migration, insertion, citoyenneté : convergence des questions et diversité des réponses, Chaire de recherche en immigration, ethnicité et citoyenneté, UQAM, Montreal, Canada.

### **Invited Presentations at Scientific Meetings/Workshops**

2019, « Que fait la publicisation des controverses aux dynamiques *d'altérisation*: le discours polémique et ses caractéristiques », Formes et enjeux du racisme et de l'islamophobie au Québec, Congrès annuel de la Société québécoise de science politique (SQSP) « Égalité / Illégalité : Un couple en science politique », Université de Montréal, 22 – 24 mai 2019

2015, « Media Discourse and religious pluralism: dissensus, controversies and verbal abuse », the international symposium on Islamophobia: Race, Religion, Liberalism at the *Institut Nationale de Recherche*, Montreal, Canada.

2012, « Publicness and the Appropriation of the ``Beylick``: Between Secularism and Religion », Confrontations, Constellations and Aspirations: Reflections on Diaspora and Transnationalism through the Lens of Youth Formations workshop, York University, Toronto, Canada

2012, « Communicating gender through political discourse in the postrevolutionary public sphere », North Africa at the Crossroads: Culture, Identities, and the Politics of Change conference, The Institute of African Studies, Carleton University, Ottawa, Canada.



## Services

- Member of the Chancellor's Faculty Advisory Council (FAC), Ajman University. 2021-current.
- Chancellor's task force on social media and public relations, Ajman University. Member. 2021
- The adHoc Committee on Diversity and Inclusion, Moncton University. Member. 01-2015 until 04-2016
- Council of Graduate Studies (CGS), Ajman University. 2020- 2022.
- Contributing to national and international accreditation activities (Implementing Blended Learning in the Program, ACEJMC accreditation, reaccreditation of the graduate program).
- Organizing conferences and workshops
- Mentoring students to participate in graduate student's research conferences
- Serving as a member of the Search Committee for different positions: Dean of Engineering, Dean of Law, Director of Strategic Communication and Marketing, Director of Teaching and Learning Center, and Media Relations specialist.
- Serving as the external member of the Interview Search Committee for the College of Business Administration Search Committee. 2022-current.
- Member of the Interview Search Committee for Strategic Communication and Public Relations. College of Mass Communication.
- Representative of the graduate program. Assessment and Continuous Improvement Committee (ACIC), Ajman University. 2022-current.
- College Research Committee (CRC), Ajman University. Member 2020-current.