

CURRICULUM VITAE – DR BRUNO ASDOURIAN

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PERSONAL INFORMATION:

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Date and place of birth: Sept. 2nd, 1978 (Marseilles, France)
Swiss residence permit: Since 2009

EDUCATION

- 2010 **Ph.D in Communication Sciences**
University of Aix-Marseille, France (grade: *summa cum laude*)
Communication relation and social media: case study of the forest fire awareness (trad.)
Supervisor: Prof. Bourgeois. Thesis linked to FIRE PARADOX European Research Project.
Jury: Prof. Peyron-Bonjan & Prof. Lesourd, Aix-Marseille University; Prof. Alexis & Prof. Tschaegele, Nice Sophia Antipolis University; Prof. Meimaris, Athens University
- 2001-2002 **Postgraduate research program in Information, Communication and New Technologies**
University of Aix-Marseille, France (grade: *magna cum laude*)
- 1997-2001 **Master & Bachelor in Economy and Business Management**
University of Aix-Marseille, France (grade : *cum laude*)
- 1997 **Baccalauréat S**, scientific option (Math, Physic, Biology), France

PROFESSIONAL EXPERIENCE

- Since 2014 **Maître d'Enseignement et de Recherche (MER)** – 6 courses per year (MA & BA)
Department of Communication and Media Research, University of Fribourg, Switzerland
Research and teaching fields in Business Communication: Strategic and e-business communication with a focus on: participatory and transparent communication; big data and digital transformation; social media and community management; open innovation and civic engagement; communication theories.
- 2010-2014 **Lecturer** – 12 courses per year in *Business Communication* (MA & BA)
Department of Communication and Media Research, University of Fribourg, Switzerland
- 2009-2010 **Teaching and Research Assistant**
Department of Communication and Media Research, University of Fribourg, Switzerland
- 2007-2010 **Research Assistant**
School of Journalism and Communication of Marseille, University of Aix-Marseille, France
- 2006-2007 **Engineer Assistant**, Center for Pedagogical Innovation, University of Aix-Marseille, France
- 2004-2006 **Research and Teaching Associate (ATER)**, University of Aix-Marseille, France
- 2002-2004 **Part-time External Teacher**
School of Journalism and Communication of Marseille, University of Aix-Marseille, France
Euromed Management Marseille, France
Faculty of Medicine, University of Aix-Marseille, France

PUBLICATIONS

- Bachmann, P., Krebs, I., & Asdourian, B., A new chatbots as a tool for news media information and communication: expectations, concerns, and brand effects on usage intentions (*Full paper manuscript, work in progress*)
- Asdourian, B., Bourgeois, D., & Tardin, G., Exploring social media monitoring rooms, digitization and public relations: A case study on Nestlé's Digital Acceleration Team. (*Full paper manuscript, work in progress*)
- Asdourian, B., Create beyond the borders of the company: A case study of Swisscom's hackathons. (*Full paper manuscript*)
- Kojic, T., & Asdourian, B., Cross-disciplinary exploration of communication oriented towards customer participation. A case study of the preview communities' platform hosted by the Swiss Federal Railway Operator (SBB). (*Full paper manuscript, work in progress*)

1) *Peer-Reviewed Journals Articles*

1. Asdourian, B., & Lazarte, J. (2018). Making for humanity: why makers participate in distributed problem-solving humanitarian projects. *The Nordic Journal of Information Studies and Cultural Communication – NtiK*, 7(2), 32-45.
2. Van Hove, F., Asdourian, B., & Bourgeois, D. (2018). My tweets are (not) my own! Normalizing journalists' branding and digital identity on Twitter. *Popular Communication: The international journal media and culture*, 16(4) 263-275.
3. Asdourian, B. (2015). La communication transparente et participative des organisations. Une lecture croisée des approches communicationnelles de l'école de Palo Alto et d'Habermas appliquée aux usages des médias sociaux numériques. *Communication & Organisation*, (48).
4. Asdourian, B., & Zimmerli, V. (2015). Open data, usagers du numérique et entreprises publiques. Les échanges informationnels et relationnels au service de l'innovation dans les transports en commun de Genève. *Revue Française des Sciences de l'Information et de la Communication*, (6).
5. Asdourian, B., Van Hove, F., & Bourgeois, D. (2015). Participation journalistique sur Twitter. Injonctions à la participation et formes d'intervention numériques : le cas de la Radio Télévision Suisse. *Studies in Communication Sciences*, 15(2), 190-196.
6. Badillo, P.-Y., Bourgeois, D., & Asdourian, B. (2010). Perspectives des nouveaux champs de la communication des organisations – Éléments à partir du projet européen Fire Paradox. *Les Cahiers du Numérique*, 6(4), 167-180.

2) *Peer-Reviewed Books Chapters*

1. Asdourian, B., & Ingenhoff, D. (2019). Positives outcomes and challenges of negative engagement in city diplomacy: a new theoretical framework with empirical evidence. In Sevin, E. & Amiri, S. *City Diplomacy*. Palgrave. (*in print*)
2. Asdourian, B., & Zimmerli, V. (2016). How important is civic engagement for public transportation communication ? In E. Oliveira, A. Duarte & G. Gonçalves (Eds.), *Strategic Communication for Non-Profit Organisations: Challenges and Alternative Approaches* (pp.239-266). Wilmington, DE: Vernon Press.
3. Asdourian, B. (2015). Une U.T.O.P.I.E communicationnelle des organisations fondée sur la transparence et la participation. In S. Parrini-Alemanno (Ed.), *Communications organisationnelles, management et numérique* (pp.299-308). Paris: L'Harmattan.
4. Bourgeois, D., Clavier, G., Asdourian, B., & Van Hove, F. (2014). Usages, médias et réseaux sociaux. Perception des contenus des médias suisses-romands. In P.-Y. Badillo & D. Roux (Eds.), *Le futur est-il e-media?* (pp.94-104). Paris: Economica.
5. Badillo, P.-Y., Bourgeois, D., & Asdourian, B. (2013). Les médias sociaux : communication généralisée versus communication polarisée – deux exemples euroméditerranéens : les révoltes dans les pays arabes et le projet Fire Paradox. In M. Durampart & F. Bernard (Eds.), *Savoirs en action* (pp.52-67). Paris: Éditions du CNRS.

3) **Other Journals**

1. Asdourian, B. (2009). Sensibiliser le public : une complexité communicationnelle – Philosophie globale et pratiques locales : quelle communication numérique sur les feux préventifs ? *Forêt Méditerranéenne*, T. XXX, 30(2), 151-153.

4) **Reports for the European Commission**

1. Badillo, P.-Y., Bourgeois, D., & Asdourian, B. (2010). *Final report: Communication plan for public awareness on integrated fire management* (Report N° P.11.3-6), European Commission, 38 p.
2. Badillo, P.-Y., Bourgeois, D., & Asdourian, B. (2010). *Preliminary report: recommendation of the communication strategy* (Report N° IR.11.3-4), European Commission, 89 p.
3. Badillo, P.-Y., Bourgeois, D., & Asdourian, B. (2010). *On line multimedia platform for external communication* (Report N° P.11.1-6), European Commission, 44 p.
4. Badillo, P.-Y., Bourgeois, D., & Asdourian, B. (2010). *Analysing the survey results and defining the best practices and innovation opportunities for Fire Paradox communication* (Report N° D.11.2-5), European Commission, 146 p.
5. Badillo, P.-Y., Bourgeois, D., Marciano, J.P., & Asdourian, B. (2009). *Updating the choice of the panel interviewees* (Report N° IR.11.2-2), European Commission, 9 p.
6. Badillo, P.-Y., Bourgeois, D., Marciano, J.P., & Asdourian, B. (2009). *First draft: panel of interviewees and survey methodology* (Report N° IR.11.2-1), European Commission, 14 p.
7. Badillo, P.-Y., Bourgeois, D., Asdourian, B., & Marciano, J.P. (2009). *Survey methodology and survey questionnaire* (Report N° IR.11.2-3), European Commission, 33 p.
8. Badillo, P.-Y., Bourgeois, D., Asdourian, B., Marciano, J.P. (2009). *Results of the survey* (Report N° IR.11.2-4), European Commission, 20 p.
9. Badillo, P.-Y., Bourgeois, D., Asdourian, B. (2009). *Analysing the survey results and defining the best practices and innovation opportunities for Fire Paradox communication* (Report N° IR.11.2-5), European Commission, 146 p.
10. Badillo, P.-Y., Bourgeois, D., Asdourian, B. (2009). *Definition of some communication tools prototypes: guidelines and strategy* (Report N° IR.11.3-2), European Commission, 51 p.
11. Badillo, P.-Y., Bourgeois, D., Asdourian, B. (2009). *Test of some communication prototypes* (Report N° IR.11.3-3), European Commission, 31 p.

5) **International Conferences (peer-reviewed)**

1. Asdourian, B., & Ingenhoff, D. (2019). Negative engagement & city diplomacy. Panel Crossing the boundaries into the Dark Side: Negative engagement in online communication from societies to individuals. *69th Annual Conference of the International Communication Association (ICA)*, Washington, D.C., USA, 24.-28.05.2019.
2. Bachmann, P., Krebs, I., & Asdourian, B. (2019). A new chatbots as a tool for news media information and communication: expectations, concerns, and brand effects on usage intentions. *Swiss Association of Communication and Media Research (SACM) Annual Conference*, St.Gallen, Switzerland, 3.-5.4.2019.
3. Vismara, T., & Asdourian, B. (2018). Lugano 2025 – A Citizensourcing Platform for Citizen Engagement: Analyzing motivations to participate and communications between the public administration and citizens. *European Communication Research and Education Association (ECREA) Annual Conference - Communication and Democracy Section*. Lugano, Switzerland, 31.10.-3.11.2018.
4. Kojic, T., & Asdourian, B. (2018). Cross-disciplinary exploration of communication oriented towards customer participation. A case study of the preview communities platform hosted by the Swiss Federal Railway Operator (SBB). *European Public Relations Education and Research Association (EUPRERA) Annual Conference*, Aarhus, Denmark, 27.-29.09.2018.

5. Asdourian, B. (2018). Create beyond the borders of the company. A case study of Swisscom's Hackathons. *Société Française des Sciences de la Communication et des Médias (SFSIC) Annual Conference*, Paris, France, 13.-15.06.2018.
6. Asdourian, B., Bourgeois, D., & Tardin, G. (2018). Exploring big data, digitization and public relations: a case study on Nestlé's Digital Acceleration Team. *International Communication Association (ICA) Annual Conference – Public Relations Division*, Prague, Czech Republic, 24.-28.05.2018
7. Asdourian, B., Bourgeois, D., & Tardin, G. (2018). Social media monitoring rooms, digitization and public relations: A case study on Nestlé's Digital Acceleration Team. *Swiss Association of Communication and Media Research (SACM) Annual Conference*, Lugano, Switzerland, 12.-13.05.2018.
8. Asdourian, B. (2018). Collaborate beyond the borders of the company: A case study of Swisscom's Hackathons. *Swiss Association of Communication and Media Research (SACM) Annual Conference*, Lugano, Switzerland, 12.-13.05.2018.
9. Asdourian, B. (2017). Creating Participatory and Transparent Communication for an Organizational Transformational Strategy. Learning from Benevolent Hackers and Collaborative Communities. *European Public Relations Education and Research Association (EUPRERA) Annual Conference*, London, Great Britain, 12.-14.10.2017.
10. Van Hove, F., Asdourian, B., & Bourgeois, D. (2017). Public participation utopia? A comparative study of 19 French-speaking media Twitter accounts. *European Communication Research and Education Association (ECREA) Journalism Studies Section*, Odense, Denmark, 22.-23.03.2017.
11. Asdourian, B. & Zimmerli, V. (2015). How important is civic engagement for public transportation communication? *European Communication Research and Education Association (ECREA) Organisational and Strategic Communication Section*, Leipzig, Germany, 3.-4.12.2015.
12. Van Hove, F., Asdourian, B. & Bourgeois D. (2015). (In)visibility of journalists' professional digital identity on Twitter. *European Communication Research and Education Association (ECREA) Digital Culture and Communication Section*, Salzburg, Austria, 26.-28.11.2015.
13. Asdourian, B., & Zimmerli, V. (2015). Integrating "ordinary" people's participation with an open data politic. A Switzerland case study of public transportation. *European Communication Research and Education Association (ECREA) Communication and Democracy Section*, Copenhagen, Denmark, 9.-10.10.2015.
14. Van Hove, F., Asdourian, B., & Bourgeois, D. (2015). Usages de Twitter et (in)visibilité de l'identité numérique professionnelle des journalistes. *GIS Journalisme*, 7.9.10.2015, Paris, France.
15. Tardin, G., Bourgeois, D., & Asdourian, B. (2015). Evolutions organisationnelles et communication en ligne – étude de cas : la Digital Acceleration Team et la communication de Nestlé sur les médias sociaux. *Org&Co*, Toulouse, France, 17.-19.06.2015.
16. Van Hove, F., Asdourian, B., & Bourgeois, D. (2015). Usages de Twitter et (in)visibilité des opinions des journalistes : une approche exploratoire de l'identité numérique professionnelle versus l'identité numérique personnelle. *Swiss Association of Communication and Media Research (SACM)*, Bern, Switzerland, 13.-14.03.2015.
17. Asdourian, B., Van Hove, F., & Bourgeois, D. (2014). Usages des réseaux sociaux professionnels en ligne et reconnaissance sociale professionnelle : une approche sur la Suisse Romande. *Société Française des Sciences de la Communication et des Médias (SFSIC)*, Toulon, France, 4.-6.06.2014.
18. Asdourian, B., Van Hove F., & Bourgeois D. (2014). Innovations journalistiques et injonction à la participation des publics sur les réseaux sociaux. *Swiss Association of Communication and Media Research (SACM)*, Zürich, Switzerland, 11.-12.04.2014.
19. Asdourian, B. (2013). Utopie d'une communication relation *transparente* : comment caractériser les actions et discours d'une organisation observée par des réseaux sociaux numériques ? *Org&Co*, Nice, France, 3.-5.10.2013.

20. Asdourian, B., Van Hove, F. (2013). Usages des réseaux sociaux professionnels en ligne et reconduction des inégalités ? Une approche sur la Suisse Romande. *Swiss Sociological Association (SSA)*, Bern, Switzerland, 26.-28.06.2013.
21. Bourgeois, D., Clavier, G., Asdourian, B., Van Hove F. (2013). Usages et réseaux sociaux : Perception des contenus des médias suisses-romands. *Medi@LAB-Genève Congress*, Geneva, Switzerland, 10.-11.05.2013.
22. Asdourian, B. (2012). Transparency communication ? Quelles conséquences du Web 2.0 et des médias sociaux sur la communication en ligne des organisations. *Swiss Association of Communication and Media Research (SACM)*, Neuchâtel, Switzerland, 20.-21.04.2012.
23. Asdourian, B. (2011). The Future of Social Media: A Prospective of Social Media and the Web. *Applied Econometrics Association (AEA)*, Porto, Portugal, 7.-10.07.2011.
24. Badillo, P.-Y., Bourgeois, D., Asdourian, B. (2010). Les nouveaux champs de la communication des organisations – Résultats à partir du projet européen Fire Paradox. *Société Française des Sciences de la Communication et des Médias (SFSIC)*, Toulon, France, 9.-10.12.2010.
25. Badillo, P.-Y., Bourgeois, D., Asdourian, B. (2010). Vers une nouvelle communication on line d'intérêt général – Résultats d'une enquête sur le projet européen Fire Paradox. *Swiss Association of Communication and Media Research (SACM)*, Lucerne, Switzerland, 26.-27.03.2010.
26. Asdourian, B. (2007). Les usages de la communication 2.0 : le rôle des influenceurs dans la relation usagers – Organisations communicantes. *IRSIC Laboratory Congress*, Marseilles, France, 20.11.2007.
27. Asdourian, B. (2003). E-commerce et connaissance du client : les effets de la co-construction d'expertise. *Colloque Médiation et Ingénierie de la Connaissance (COMETIC) IRSIC Laboratory*, Marseilles, France, 14.-16.12.2003.

6) **Panel – Invited Speaker**

1. Asdourian, B. (2018). Invited Speaker for the Panel Discussion “Créativité citoyenne, dispositifs d'enseignement et économie de la culture en Suisse”. Créativité citoyenne. *Société Française des Sciences de la Communication et des Médias (SFSIC) Annual Conference*, Paris, France, 13.-15.06.2018.

7) **Research Project Communications**

1. Asdourian, B. (2009). Communication plan for public awareness. *European Commission - Fire Paradox project*, Chubut, Argentina, 06.2009.
2. Asdourian, B. (2009). Online multimedia platform, *European Commission - Fire Paradox project*, Brussels, Belgium, 02.2009.
3. Asdourian, B. (2008). Online multimedia platform, *European Commission - Fire Paradox project*, Chania, Crete, Greece, 04.2008.
4. Asdourian, B. (2007). Communiquer sur la prévention de la forêt. *Colloque Prévention de la forêt*, Nuoro, Sardinia, 10.2007.

RESEARCH RESPONSIBILITIES

- Since 2009 **Researcher**, Department of Communication and Media Research, University of Fribourg
- 2016 **Doctoral Thesis Jury Member**, PhD of Virginie Zimmerli, University of Geneva, Switzerland
Dissertation: Usages, usagers et innovation à l'ère numérique
Assessment Committee: P.-Y. Badillo (University of Geneva), G. Di Marzo Serugendo (University of Geneva), J.-B. Lesourd (University of Aix-Marseille), N. Pélissier (University of Nice)
- 2010-2014 **Researcher**, IRSIC Laboratory
Institut de Recherche en Sciences de l'Information et de la Communication
University of Aix-Marseille, France
- Since 2014 **Reviewer assignments – Journal and conferences**
ICA International Communication Association Congress: PR Division – 2018
ScomS Studies in Communication Sciences – 2017
ECIS European conference on information systems – 2016
SACM Swiss Association of Communication and Media Research – 2014
- 2016-2018 **Reviewer assignments – Public funding organizations**
SNSF Swiss National Science Foundation – 2018
Aquitaine Region (South West France Region) – 2016
- Current **Scientific Association Membership**
ICA International Communication Association
EUPRERA European Public Relations Education and Research Association
ECREA European Communication Research and Education Association
SACM Swiss Association of Communication and Media Research
SFSIC Société Française des Sciences de la Communication et des Médias

THIRD PARTY FUNDS

- 2018-2021 **Project MARPE Diplo Network – European Commission**
Associated Partner
Topic: Developing a European Higher Education curriculum in Public, Corporate and Civic Diplomacy
Description: The project aims to explore Public, Corporate and Civic Diplomacy, an emerging discipline in the fields of international relations and political communication, to research and to develop its wider applications in the context of business and civil society communication.
Research Team: Arteveldehogeschool (Gent), University of Greenwich, University of Lisbon, University of Valencia, University of Bucharest, University of Lorraine.
- 2015-2017 **Project SMASHIng – Swiss National Science Foundation (SNSF)**
Budget: 789'601 CHF
Topic: Social Media And Innovation
Description: SMASHIng is an international research project focusing on the innovation potential of social networks for organizations.
Research Team: University of Geneva, CRP Henri Tudor of Luxembourg, University of Sydney.
Personal research results: - Peer-Reviewed Journal Article n° 4
- Peer-Reviewed Book Chapter n° 1
- 2007-2010 **Project FIRE PARADOX (Framework 6th) – European Commission**
Research Associate
Budget: 15'646'736 € (incl. 400'000 € for communication research)
Topic: An innovative approach of Integrated Wildland Fire Management regulating the wildfire problem by the wise use of fire: solving the FIRE PARADOX
Coordinator of Communication WP: Prof. P.-Y. Badillo - University of Aix-Marseille

Research Team: 36 partners from 16 countries

Description: The project's objective is to create a scientific and technical basis in order to define which new practices and integrated management policies will ensure Europe's ability to prevent and fight fires most effectively.

Major Project Results: The communication plan gives the detailed steps for communicating by taking into account the innovative aspects: information and communication system, glocal and involving communication. It explains how to develop public awareness, how to communicate in direction of media and the public at large. It insists on the importance to be transparent and to build trust.

Personal research results: - Ph.D in Communication Sciences

- Peer-Reviewed Journal Article n° 6

- Peer-Reviewed Book Chapter n° 4

- Other Journal n°1

- Reports for European Commission n° 1-11

- Peer-Reviewed Conferences Proceedings n°22-23

- Research Project Communications n° 1-4

INSTITUTIONAL RESPONSIBILITIES

1) *Master and Bachelor Theses Supervision (French and English)*

Since 2013 **Total of 43 supervisions (MA & BA) in the field of Business Communication**
Supervision details: 6/3 months per Master/Bachelor Thesis (30/15 ECTS)
See Annexe A on Theses subjects

2) *Administrative Responsibilities*

- Since 2018 **GeFri Modules & Courses Management** (French-speaking courses)
Department of Communication and Media Research – University of Fribourg, Switzerland
- Since 2017 **Member of the discussion group for future French-speaking BA program 90 ECTS**
Department of Communication and Media Research – University of Fribourg, Switzerland
- Since 2010 **Academic Advisor for Master Students**
Master of Arts in Business Communication – University of Fribourg, Switzerland
- Since 2010 **Students Information Manager**
Department of Communication and Media Research – University of Fribourg, Switzerland
Master Lunch, Forum Job-info, Master Forum, Information days, 125th anniversary, Gymnasium information day, etc.
- Since 2010 **Internships Supervisor**
Bachelor in Business Communication – University of Fribourg, Switzerland
- Since 2010 **Relationship Manager with External Teachers**
Master/Bachelor in Business Communication – University of Fribourg, Switzerland
- Since 2009 **Digital Content Manager and Webmaster for the French-speaking programs**
Department of Communication and Media Research – University of Fribourg, Switzerland
- Since 2010 **Social Media Community Manager**
Master of Arts in Business Communication – University of Fribourg, Switzerland
- 2017-2018 **Digital Content Manager - DCM Website project** (French-speaking programs)
Department of Communication and Media Research – University of Fribourg, Switzerland
- 2016-2018 **University Tutor supervision**
Bachelor of Arts in Communication and Media – University of Fribourg, Switzerland
- 2016 **Supervising Administrative Tasks Chair's continuity during Prof. Bourgeois sabbatical leave**
University of Fribourg, Switzerland
Additional course & seminar and Master Theses assumed in context of assistants leave
- 2010-2013 **Member of the Faculty Council**
Faculty of Economics and Social Sciences – University of Fribourg, Switzerland
- 2010-2013 **Member of the Department Council**
Department of Communication and Media Research – University of Fribourg, Switzerland
Since 2013, regularly present as invited scientific collaborator
- 2010-2014 **Academic Advisor for Bachelor Students & Subscription courses manager**
Bachelor of Arts in Communication and Media – University of Fribourg, Switzerland
Supervising creation and success of the majors and minors programs
Managing transition to minor "Communication and Media" (course equivalence management)

TEACHING EXPERIENCE IN BUSINESS COMMUNICATION (FROM 2009)

Strategic Communication & Community Management; Organizational Communication and E-business; Transparency Communication, crowdsourcing and open innovation; Public Relations projects; Media and Communication Plan.

Since 2010 **Communication stratégique I : médias sociaux, e-business et community management**

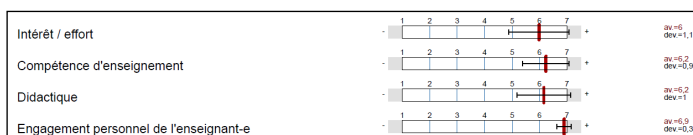
Master in Business Communication – Univ. of Fribourg – 30 students – 3 ECTS – 28 hours

Description: Initiation aux fondamentaux de la communication stratégique, des médias sociaux et du management des communautés dans un contexte de Business Communication. Les notions de stratégie, de communication digitale, de relations publiques, de crise ou de marque employeur sont analysées dans un contexte de digitalisation de la relation aux parties prenantes et de gestion de la réputation numérique.

Former name: Communication multimédia I : médias sociaux et community management

Invited Guests: Coop (2017, 2016); Swisscom (2017); SwissPost (2016, 2015); Webrepublic (2017); Public Eye (2016); Fri-Son (2013).

Evaluation of this course (2015):



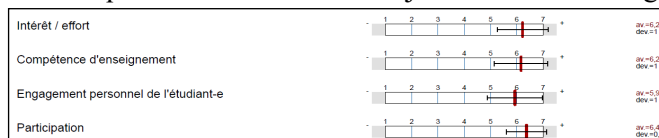
Since 2012 **Seminar: Communication, organisation et e-business**

Master in Business Communication – Univ. of Fribourg – 16 students – 3 ECTS – 28 hours

Description: L'objectif principal de ce séminaire est d'acquérir des connaissances essentielles sur les formes de communication numérique des organisations et de relation entre celles-ci et des parties prenantes, notamment dans un contexte d'e-business. Cette année, la thématique du séminaire est : Communication des organisations et Big Data : vers une automatisation d'un modèle relationnel dialogique ? L'étudiant pourra acquérir des compétences théoriques (théories de la communication, théories des organisations et des relations publiques, ...) et appliquées (analyse des changements organisationnels et communicationnels récents liés aux nouveaux médias) permettant d'avoir une approche critique sur les évolutions majeures liées aux usages des nouveaux médias dans un contexte organisationnel.

Invited Guest: PostFinance (2017)

Evaluation of this seminar (2015):

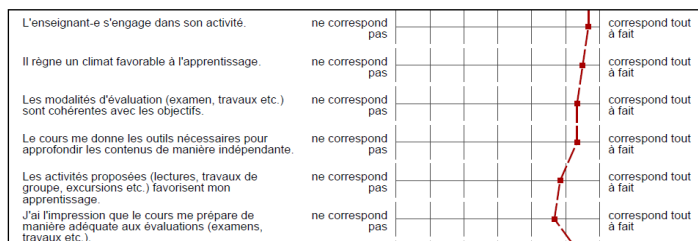


Since 2017 **Seminar: Communication transparente, crowdsourcing et open innovation**

Master in Business Communication – Univ. of Fribourg – 12 students – 3 ECTS – 28 hours

Description: L'accent du séminaire est mis sur les formes de communication transparente des organisations, ainsi que sur le crowdsourcing et l'open innovation. Vous allez approfondir vos connaissances dans le champ de recherche de la participation, de la foule et des innovations ouvertes, et ceci dans un contexte digital. Vous allez acquérir des compétences théoriques et appliquées vous permettant d'avoir un recul critique sur les évolutions majeures liées à la participation des citoyens. Ce séminaire ouvre des perspectives de recherches concernant des questions relatives à la communication dans un contexte de participation (digitale).

Evaluation of this course (2018):



2010-2018 **Communication multimédia II : projets de relations publiques**

Master in Business Communication
– Univ. of Fribourg – 15 students –
3 ECTS – 28 hours

Evaluation of this course (2018):

L'enseignant-e s'engage dans son activité.	ne correspond pas									correspond tout à fait
Il règne un climat favorable à l'apprentissage.	ne correspond pas									correspond tout à fait
Les modalités d'évaluation (examen, travaux etc.) sont cohérentes avec les objectifs.	ne correspond pas									correspond tout à fait
Le cours me donne les outils nécessaires pour approfondir les contenus de manière indépendante.	ne correspond pas									correspond tout à fait
Les activités proposées (lectures, travaux de groupe, excursions etc.) favorisent mon apprentissage.	ne correspond pas									correspond tout à fait
J'ai l'impression que le cours me prépare de manière adéquate aux évaluations (examens, travaux etc.).	ne correspond pas									correspond tout à fait

Since 2010 **Stratégies de communication et médias**

Bachelor in Business Communication – Univ. of Fribourg – 60 students – 3 ECTS – 28 hours

Description: Ce cours permet d'acquérir les bases et méthodes de la communication des organisations. Il décrit notamment comment bâtir un plan de communication (définir ses cibles, concevoir les messages, ...). Le cours détaille notamment les enjeux et objectifs de la communication des organisations ; les territoires de la communication des organisations ; l'image visuelle (logo, bâtiments, ...) ; le plan de communication ; la relation annonceur - agence de communication ; les relations avec les journalistes.

Invited Guests: Swisscom (2016);
CRH Swiss Distribution (2017);
Franz&René (2017, 2016)

Evaluation of this course (2015):

Contenu / sujet du cours	1	2	3	4	5	6	7	av=6 div=1,2
Engagement personnel de l'enseignant-e	1	2	3	4	5	6	7	av=6,5 div=0,8
Compétence d'enseignement / didactique	1	2	3	4	5	6	7	av=6,1 div=1
Liens avec la pratique / traitement didactique	1	2	3	4	5	6	7	av=6,3 div=1,2

Since 2019 **Communication stratégique II : open innovation, business et e-participation**

New

Master in Business Communication – Univ. of Fribourg – 30 students – 3 ECTS – 28 hours

Description: Ce cours (début SP2019) est orienté vers la communication innovation telle que décrite par les chercheurs internationaux en communication stratégique et répondant aux objectifs des organisations en matière d'innovation. Le rôle de la participation des acteurs situés hors de l'organisation sera étudié : motivations à participer, tiers lieux, co-working, fabrication laboratories, Hackathons, crowdsourcing et crowdfunding, engagement civique, enjeux démocratique, contestations citoyennes en ligne etc. seront abordés en termes de management des relations entre les organisations et les stakeholders. Ceci dans un objectif d'aide à l'atteinte des objectifs des organisations.

Since 2013 **Colloquium** in research field of Business Communication and digital communication

Master in Business Communication – Univ. of Fribourg – 3 ECTS – 28 hours

2015 **Communication digitale et administration d'un site web**

DAS Communication digitale, expertise et réseaux sociaux – Geneva – 15 students – 12 hours

2011-2013 **Communication multimédia III : approfondissement**

Master in Business Communication – Univ. of Fribourg – 10 students – 3 ECTS – 28 hours

2009 **Communication et marketing**

Master in Nouvelles Technologies et Info. Stratégique – Univ. Aix-Marseille – 80 St. – 20 hours

2009 **Gestion de projets**

Master in Nouvelles Technologies et Info. Stratégique – Univ. of Aix-Marseille – 30 students

2009 **Communication éthique et blogs d'entreprise**

Master in Management – Euromed Management Marseille – 30 students – 6 hours

2014-2015 **Communication digitale et CMS**

Bachelor in Communication and social media – University of Geneva – 30 students – 6 hours

TEACHING EXPERIENCE IN MEDIA AND COMMUNICATION SCIENCE (FROM 2007)

Communication and Media Theories; Media and New Media; Media Ethics; Research Methodology; Online Writing; Web Creation

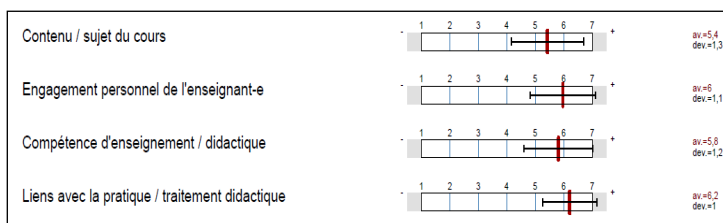
Since 2010 **Théories de communication et médias**

Bachelor in Business Communication – Univ. of Fribourg – 3 ECTS – 180 students – 28 hours
First year BA students of SES Faculty

Description: Le cours expose quelques théories de la communication et de l'influence des médias.

Details: I. La communication interpersonnelle ; II. La communication de masse ; III. La communication par les signes.

Evaluation of this course (2015):



2016

Médias et nouveaux médias, *Replacement of Prof. Bourgeois who was in sabbatical leave*

Bachelor in Business Communication – Univ. of Fribourg – 40 students – 3 ECTS – 28 hours

Description: Ce cours traite des mutations des médias et notamment des évolutions liées au développement des nouveaux médias en ligne.

2016

Seminar: Communication, médias et éthique, Replacement of Prof. Bourgeois

Bachelor in Business Communication – Univ. of Fribourg – 20 students – 3 ECTS – 28 hours

Description: Ce séminaire permet de comprendre (i) les changements et les évolutions dans les domaines de la communication et des médias ; ainsi que (ii) les liens entre ces transformations et les questions éthiques.

2010-2012

Méthodes et recherche d'information, Bachelor

Bachelor – Univ. of Fribourg – 30 to 60 students – 3 ECTS – 28 hours

Description: Ce cours vise à formuler une problématique de recherche et à connaître le processus de la recherche d'information.

2012-2014

Écriture web

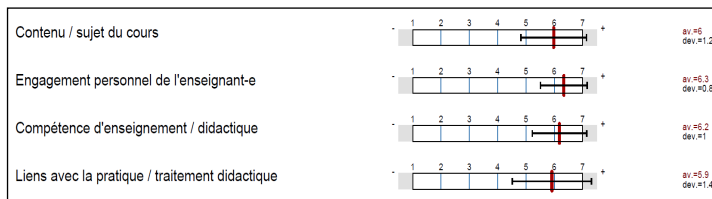
Bachelor in Business Communication – Univ. of Fribourg – 20 students – 3 ECTS – 28 hours

2010-2015

Réalisation multimédia en ligne I

Bachelor in Business Communication – Univ. of Fribourg – 20 students – 3 ECTS – 28 hours

Evaluation of this course (2012):



2010-2013

Réalisation multimédia en ligne II

Bachelor in Business Communication – Univ. of Fribourg – 10 students – 3 ECTS – 28 hours

2011-2012

Réalisation multimédia en ligne III

Bachelor in Business Communication – Univ. of Fribourg – 5 students – 3 ECTS – 28 hours

2009

Création de site web en HTML et CSS

Master in Nouvelles Technologies – Univ. of Aix-Marseille – 20 students – 3 ECTS – 28 hours

2009

Principes et management des Content Management System pour les organisations

Master level – Univ. of Fribourg – 15 students – 10 hours

2007-2010

Analyse critique d'articles scientifiques

Propedeutics of Medicine – Univ. of Aix-Marseille – 20 students – 4 hours per year

LANGUAGE SKILLS

French: Native **English:** level C1 **German:** level B1 **Spanish:** level A2