

Dr. Mohamed Mallek

Curriculum Vitae

Personal Details

Name: Mohamed Mallek

Nationality: Algerian

Status (Married/Single): Married

Address: University of Khorfakkan, Sharjah, UAE

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Academic Qualifications

- University Qualification Certificate In Media and Communication Sciences, from University of Algiers, 2017, Algeria.
- PhD: Media and Communication Sciences, from University of Algiers, 2016, Algeria.
- MSc: Media and Communication Sciences, from University of Algiers, 2008, Algeria.
- BSc (Hon): Communication and Public Relations from University of Algiers, 2005, Algeria.

Employment History

- Dean, College of Communication, Fujairah University August 2022 till August 2023
- Assistant Professor, Sharjah University August 2019 till 2021
- Associate Professor, University of Algiers 2017 till 2019
- Lecturer , University of Algiers 2008 till 2016

Professional Membership & Activities

- Head of Communication Department, Khorfakkan University 2024 till Now
- Dean of Communication University of Fujairah, 2022 till August 2023
- Head of the Scientific Council 2022 till August 2023
- Chairman of the Advisory Council of the College of Communication at the University of Fujairah 2022 till August 2023
- Chairman of the Quality and Academic Accreditation Committee at the University of Fujairah 2022 till August 2023

- Head of the team for the Master of Public Relations 2017 till 2019
- Member of the PhD training team, specializing in communication and public relations 2018-2019
- Head of the team for the Master of Media and Sustainable Development 2012-2016
- Permanent member of the disciplinary board of the Faculty of Humanities and Social Sciences 2010-2018
- Member of the Scientific Committee 2018-2021
- Member of the Media, Public Opinion and Values Industry Lab 2019-2022
- Head of a research group entitled "Mechanisms for Forming Public Opinion", under the banner of the Media Lab, Public Opinion and Values Industry 2018-2022
- Member of a research team under the title: "The Role of Media and Communication in Awareness and Awareness of Traffic Accidents" 2014-2017
- Member of the Practical Training Committee
-ETC

Teaching Experience

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| <ul style="list-style-type: none"> • Media legislation and ethics • Graduation Project • Online Public Relations • The art of speaking and presenting • Crisis management in public relations • Media writing • Production of media materials for public relations • Organizational communication • Online Public Relations • Crisis management in public relations • Graduation Project • Techniques of journalistic editing • Media history • Introduction to media sociology • Public relations • Critical analysis of press production • Media History • The semiology of the picture • General semiology • Public relations |
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- Communication Theories
- History of media and communication
- Crisis Management
- Designing media campaigns
- Environmental media
- Reading and writing techniques
- Introduction to media and communication sciences
- Strategic Communication
- ETC...

Conferences & Workshops (Last 5 years)

- The International Conference on the Challenges of the Digital Content Industry and Its Implications on Social Security, on February 27-28, 2023, with a presentation titled **"The Significance of Digital Content Industry in Marketing Services and Products."** on February 27-28, 2023, at Adrar University, Algeria.
- The international conference on Research Transformations in Media and Communication Studies in the Digital Environment, titled **"Surveys and Utilization in Media and Communication Studies,"** on May 2, 2023, at Abdelhamid Ben Badis University in Mostaganem, Algeria.
- The Ninth International Conference on Individual Privacy and Multimedia: An Ethical and Legal Perspective, titled **"The ethical responsibility of Arab influencers on social media platforms"**. on March 15-16, 2023, at the University of Abdelhamid Ben Badis in Algeria
- ETC ...

Research Interests

- Organizational communication
- Mass communication
- Public relations

Recent Research Publications (Books)

1. Mallek, M. (2024). *The Semantic Effect of the Image in The Media: A Theoretical Study of The Effect of Connotations on Public Understanding*. Online Journal of Communication and Media Technologies, 14(4), e202447. <https://doi.org/10.29333/ojcm/13247> (Scopus)
2. Mallek, M. (2024). *Journalists' Attitudes toward the Role of Investigative Journalism in Uncovering Criminal Cases: A Case Study*. Emerging Science Journal, 8(3), 1136. (Scopus)

3. Mallek, M. (2024). *Role of Two-Way Asymmetrical Communication in Sustaining Public Relations*. Emerging Science Journal, 8(Special Issue), 103. (Scopus)
4. Mallek, M. (2023). *The Role of Artificial Intelligence and Public Relations in Reputation Management: A Structural Equation Modelling-based (SEM) Study*. Migration Letters, 20(S8), 1012-1021. <https://www.migrationletters.com> (Scopus)
5. Mallek, M. (2024). *The Internal Work Environment and Job Alienation: The Case of Faculty Members*. In *Current Issues, Trends, and New Ideas in Education*. International Journal of Data and Network Science. Retrieved from www.GrowingScience.com/ijds. (Scopus)
6. Mallek, M. (2024). Using digital surveillance to improve PR strategies: Strengthening trust, media relations, and crisis communication in the UAE. Proceedings of the 11th IEEE International Conference on Social Networks Analysis, Management and Security (SNAMS2024), Gran Canaria, Spain, December 9–11, 2024. IEEE. [https://doi.org/\[DOI](https://doi.org/[DOI)
7. Mallek, M. (2024). *Visualization Acceptance Among the Data Journalists in the United Arab Emirates: A Structural Equation Modeling-based Study*. (Scopus)
8. Mallek, M. (2024). *Associative Work and Leisure Time Management Among Young People: A Sociological Reading*. Kurdish Studies, 12(1), 4223-4233. (Scopus)
9. Mallek, M. (2024). *Investigating the Role of AI Chatbots in Improving the Advanced Research Services for Undergraduate Level Students in the UAE*. Kurdish Studies, 12(2), 2114-2132. (Scopus)
10. Mallek, M. (2020). *The Dimensions and Functional Structural Connotations of the Mental Image in the Media*. Al-Hikma Journal for Media and Communication Studies, Algeria.
11. Mallek, M. (2017). *The Strategic Horizon for Information Security Management in the Organization: An Approach to Mechanisms and Foundations*. Maqarat Journal, University of Djelfa, Algeria.
12. Mallek, M. (2011). *Information Systems Management in the Context of Free Economies: Information and Decision-Making in the Institution*. Journal of Law and Human Sciences, University of Ziane Ashour Djelfa, Algeria.
13. Mallek, M. (2014). *Information and Security: A Strategic Bet and New Tools for Conflict*. Al-Hikma Journal for Media and Communication Studies, Independent International Periodical, Algeria.

14. Mallek, M. (2017). *Information Management: The Strategic Approach*. Journal of Communication in Humanities and Social Sciences, University of Badji Mokhtar Annaba, Algeria, June 2017.
15. Mallek, M. (2016). Lectures in Public Relations: A Pedagogical Publication. Department of Humanities, Faculty of Humanities and Social Sciences, Algeria.
16. Mallek, M., & Others. (2020). Modern Approaches to Public Relations in Shaping Trends. Alpha Publishing House, Algeria.
17. Mallek, M., & Others. (2010). Media Policy in Algeria through Constitutions. In Book of the International Conference on Ethics of Media Practice, Algeria.