

Professor Karim Belkaci's Curriculum Vitae

Personal Information:

- **Name:** Karim Belkaci
- **Email:** belkassikarim@yahoo.com
- **Academic Rank:** Professor of Higher Education
- **Specialization:** information and Communication - University of Algiers 3

Academic Career: Professor Karim Belkassi currently holds the position of Head of the Special English Section as a Professor of Higher Education at the Faculty of Information and Communication, University of Algiers 3, since his promotion in 2018. In this role, he has contributed significantly to the education and guidance of media students and actively participated in curriculum development and advanced research in the field of media and communication.

Academic Achievements: Professor Karim Belkassi's accomplishments extend across various areas of scientific research and academic activity, characterized by his expertise in media and communication as well as his commitment to enhancing the academic foundation of higher education programs.

I. Published Scientific Papers

International Journal Publications:

- **Arab Journal of Informatics and Information Security**
 - Article: "The Role of Preserving Cultural Heritage in Regional Marketing of City Branding: A Case Study of the National Agency for Protected Sectors" - Volume 5, Issue 14, January 2024.
- **Tobacco Regulatory Science**
 - Article: "Digital Marketing Basics for Modern Business: Strategies and Techniques" - Volume 8, Number 1, January 2022.
- **Aleph Journal of Language, Media, and Society**
 - Article: "The Usage of AI Applications in Corporate Communication of Algerian Public Institutions: The Directorate-General of Algeria Telecommunication as Case Study" - Volume 9, Issue 4, November 2022.
- **Arab Radio Magazine**
 - Article: "The Terminology Challenges in War News in New Media: Al Jazeera's YouTube Channel as a Case Study" - Issue 02, November 2022.

- **Journal of Critical Reviews**
 - Article: "The Company Newspaper for Successful Internal Communication" - ISSN-2394-5125 Vol 09 Issue 05, 2022.
- **Al-Risala Journal for Media Studies**
 - Article: "The Role of Brand Communication in Human Capital Management" - Volume 6, Issue 2, March 2022.
- **Media Studies Journal**
 - Article: "Tourism Marketing and the Promotion of Algerian Artisan Ceramics: A Case Study of Djaballah Said Art Ceramics" - Issue 13, November 2020.
- **Arab Radio Magazine**
 - Article: "Sociology of Television Directing" - Issue 01, May 2020.
- **Arab Journal of Media Studies**
 - Article: "Digital Public Relations Campaign: Newsletter and Emailing Model" - Issue 5, February 2020.

National Journal Publications:

- **Media Legislation Journal**
 - Article: "Exploring the Impact of Social Marketing Campaigns on Water Conservation for Sustainable Development: A Case Study of Algerian Ministry of Water Resources Facebook Page" - Issue 8, Volume 2, 2024.
- **Maaref Journal**
 - Article: "Corporate Culture: Definition and Background" - Issue 1, Volume 16, 2021.

These articles showcase Professor Karim Belkassi's contributions to discussions on various topics related to media and digital culture, with a focus on social marketing campaigns, and audiovisual regulation in Algeria, highlighting his expertise in current media and communication issues.