

Brief Bio

1. Personal Information		
Name: Faten Ben Lagha		E-mail : yolmech@squ.edu.om
Academic Rank: Assistant Professor		Department: Maa-Communication
Specialization: Sciences of Information and Communication		Minor specialization: Public Relations and Strategic Communication
Address: Address: Department of Mass-Communication- Office 091 –College of Arts and Social Studies -SQU		
2. Employment History		
Place of Work (Institution)	Year	Occupation
Sultan Qaboos University	2018-until now	Assistant -Professor
Institute of Press and Sciences Information	2010-2018	Assistant -Professor
Higher Institute of Technological Studies	2004-2010	Assistant in higher Education
3. Education and Qualifications		
3- 1 Qualifications		
Institution	Year	Qualification
Institute of Communication and Media (Stendhal University- Grenoble France)	2009	Ph.D. in Sciences of Communication and Information
Institute of Communication (ICOM) (Lumiere University- Lyon2-France)	2002	MA in Sciences of Communication and Information
3-2. Courses Taught		Level
Public Relations Strategies		M.A
Advanced Writing for Public Relations		M.A
Public Relations and stereotype		B.A
Media Ethics and Legislation		B.A
Writing for Public Relations		B.A
Management and Planning of Public Relations		B.A
Protocol and Events		B.A
4. Research		
4-1 Research Interests		
Public Relations and Communion Strategies		
Corporate Communication		
Crises Communication		
Media education and ICT		
Media and Information Literacy		
4-2 Papers		

Abdelmohsen Hamed Okela , Wole Michael Olatokun, Chinedu Eugenia Anumudu, Abdulkrim Ziani, Khaled Khamis Nser, **Faten Ben Lagha. (2025).** Parental social media literacy antecedents and children's digital media addiction: observations from two African countries, *Competitiveness Review An International Business Journal incorporating Journal of Global Competitiveness*, Emerald Publishing DOI: [10.1108/CR-11-2023-0294](https://doi.org/10.1108/CR-11-2023-0294) .(**IF 2.9**)

Jeljeli, R., Farhi, F., Setoutah, S., **Lagha, F. B.**, Mohsen, M., & Mallek, M. (2024). The role of artificial intelligence and public relations in reputation management: A structural equation modelling-based (SEM) study. *International Journal of Data and Network Science*, 8(3), pp. 1815–1828. (Q2).

Ben Lagha, Faten, & Al-Maamaria, Jalila. (2024). Electronic Communication Strategies of the Ministry of Heritage and Tourism to Promote the Sultanate of Oman. *International Journal of Media and Mass Communication*, 6(2), 131-155.

Ben Lagha, Faten, & Al-Harrasi, Rahma. (2024). Media Education and Media Content Issues: An Analytical Study of UNESCO Reports 2010-2021. *Communication and Development Journal*, (39), 7-24.

Ben Ali, Hela, & **Ben Lagha, Faten**. (2024). Uses of Social Media Spaces and Their Representations: Closed Groups on Facebook as a Model. *Journal of the Association of Arab Universities for Research in Higher Education*, 1(44).

Al-Kaabiya, A'isha, & **Ben Lagha, Faten**. (2024). *COVID-19 Crisis Management in the Sultanate of Oman: An Analytical Study of Government Communication Center Accounts on the X Platform*. Journal of the Faculty of Arts and Social Sciences. (Accepted for publication).

Bargaoui, Bassam, & **Ben Lagha, Faten**. (2024). *The Influence of Journalism on the Structure of Modern Arabic Poetry: "Signs (1)" by Ahmad Matar as a Model*. Babylon Center Journal for Humanities. (Accepted for publication). .

Farhi, F., Jeljeli, R., Zamoum, K., Boudhane, Y., & **Ben Lagha, Faten**. (2023). Metaverse technology in communication practices: a case study of IT products retailers in the UAE. *Emerging Science Journal*, 7(3), 928-942. (Q1).

Ben Lagha, Faten, & Nassar, Alia. (2023). Measuring Factors Affecting the Level of Media Education Among Sultan Qaboos University Students. *Egyptian Journal of Media Research*, (74), 39-425.

4-3 Conferences

Farhi, F., Jeljeli, R., Mohsen, M., **Ben Lagha, Faten**. Zamoum, K., Zahra, A., & Farhi, M. (2024). *The Influence of Big Data Analytics on Strategic Decision-Making in Public Relations Agencies- A Quantitative Study*. The International Conference on Intelligent Computing, Communication, Networking and Services (ICCNS2024) (pp. x-x). IEEE, Dubrovnik-Croatia

Ben Lagha, Faten. (2024). *The Role of New Media in Activating Social Responsibility: Awareness Campaigns in the Sultanate of Oman as a Model*, *International Forum on Societal Transformations and Their Relationship to Political Decision in the Middle East and the Maghreb Region*. Research Laboratory on Public Policies and Developmental and Security Challenges in Arab Maghreb Countries in cooperation with the Research Team,

PRFU National Higher School, Algeria.
Ben Lagha, Faten, & Ben Ali, Hela. (2024). <i>Training Experiences in Media and Communication Sciences in Arab Gulf Universities, International Forum on the Problem of Updating Media and Communication Sciences in the Age of New Media.</i> Laboratory of Use and Reception of Media and Cultural Products, Department of Media Sciences, University of Algiers.
Ben Lagha, Faten. (2023). <i>Issues of Communication Models Used in Digital Communication Research: A Critical Approach.</i> Main Session of the Ninth International Scientific Forum of the Arab Association for Scientific Research and Communication Sciences, Beirut, Lebanon.
Ben Lagha, Faten. (2023). <i>The Role of Media Education in Achieving Sustainable Development in Light of Digital Transformations.</i> First Virtual International Conference of the International Dhad Center, Beirut, Lebanon
Ben Lagha, Faten. (2023). <i>Digital Communication Strategies and Media Industry in the Arab World: Contexts and Challenges.</i> Twenty-Seventh Conference of the Arab-American Association of Communication Professors "Media Transformations: Integration and Disintegration," Kuwait University, Kuwait.
4-4 Thesis Supervision
Reham Al-Hatmi (2024) Communication Strategies in the Official Account of Sultan Qaboos University on the X Platform and its Relationship to the University's Vision
Alia Al-Rawahi (2024) Practicing Public Relations in the Omani Shura Council: An Analytical Study of the Organizational and Communication Framework in light of the theory of Excellence
Aisha Al-Kaabi. (2024) Communication Strategies of the Government Communication Center During the COVID-19 Pandemic: The National Campaign "Oman VS Corona" on the X platform as a Model
Hana Al-Hinai (2023) Strategies of communication activities for public relations in bank accounts on Twitter in the Sultanate of Oman
Alia Al-Nassar (2023) Measuring the Level of the Media Literacy Among Sultan Qaboos University Students: A Field Study During 2022
5. Community Service
5.1. Community services
Participated in the seventh chapter titled "Intellectual Security and Contemporary Challenges" in the book "Oman: State and People " (2024) .Sultan Qaboos University, Sultanate of Oman.
Contributed to the discussion on Media law in the Sultanate of Oman .(2024). at the State Council, Sultanate of Oman.
Reviewer of the Communication and Multimedia Program at Bahrain University College (2024), conducted by the Education & Training Quality Authority, Kingdom of Bahrain.
Reviewer of the Bachelor's and Master's Programs in the Department of Communication, Tourism, and Fine Arts at the University of Bahrain (2023), conducted by the Education &

Training Quality Authority, Kingdom of Bahrain.
Collaborated with the Chairs of Quality Assurance Committees in the College of Arts and Social Sciences to deliver a training workshop on aligning academic programs with the Omani Qualifications Framework.(2024)
Publishing a series of cultural articles aimed at disseminating knowledge in the journal of the International Institute for Arab Renewal. Madrid, Spain.
Participated in the project "Regional Dialogue: Exchange and Understanding" on "Media Literacy in West Asia and the Arabian Peninsula," held in Doha, Qatar. (May 2023)
Participated in a panel discussion titled "Media Literacy for Children and Families" with the Children First Association at the 28th Muscat International Book (2024).
Participated in a dialogue session about the war in Gaza, organized by Dar Al-Falaq, at the 28th Muscat International Book (2024).
Presented a lecture on media literacy at the Media Training Center, Ministry of Information, Sultanate of Oman (2023).
Moderated an intellectual symposium titled "Media Applications of Artificial Intelligence and Their Impact on Identity," organized by the Media Studies Unit, International Institute for Arab Renewal.(2023)
Member of the Preliminary Screening Committee for the 11th Edition of the Sultan Qaboos Award for Culture, Arts, and Literature. (2024)
Member of the Committee for the Lina Ben Mhenni Award for Gender and Multilateral Justice, on World Press Freedom Day, organized by the Arab-European Association for Media Researchers. (2024)
5-2. Committee membership
Master's Program Accreditation Committee
Quality Assurance and Academic Accreditation Committee
Academic Affairs for Undergraduate Studies Committee
Master's Program Coordinator
Post graduate Studies Committee
Committee for Updating the Bachelor's Program
Admission Committee for the Master's and Doctoral Programs
Chair of the Scientific Committee for the fourth International Scientific Conference of the Department of Mass-Communication (2024) . College of Arts and Social Sciences. Sultan Qaboos University
Member of the scientific board of many scientific journals: the Tunisian Journal of Communication. / the International Journal of Social Communication. / the International Journal of Media and Public Opinion Research, / Journal of Media and Ccommunication Studies