

Curriculum vitae of

Saddik BENBOUZA

date and place of birth: October 28, 1988 – Batna

Nationality : Algerian

Family status: : Married

Adresse: City 156 appartement, No. 60 Ain touta – Batna

Email : Benbouza.saddik@univ-khenchela.dz

STUDIES, DIPLOMAS

- 2018:** Doctorate in strategy and marketing communication, University of Batna
- **2011:** Master in marketing and strategy – University of Batna
- **2009:** Bachelor's degree in marketing – University of Batna
- **2006:** Baccalaureate in science of nature and life, said abid high school, Ain Touta

Professional experience

- **2024 :** Lecturer- A, Abbas Lagrou University, Khenchela
- **2021** Lecturer- B, Higher School of Management Sciences – Annaba
- **2020 :** Assistant Professor-B, Higher School of Management Sciences – Annaba
- **2019 :** Part-time teacher, Batna 1 University
- **2019 :** Head of programming and monitoring department, SARL PETROGEL
- **2017 :** Head of distribution service, SARL PETROGEL
- **2016 :** Sales executive, SARL PETROGEL
- **2015 :** Customer advisor, AXA insurance - Algeria

Trainings :

- **2022 :** Training on information and communication technologies and teaching practices for university professors, Mentouri University, Constantine – Algeria.
- **2022 :** Pedagogical training for new university professors, Badji Mokhtar University, Annaba – Algeria

Participation in educational activities:

- Member of the Scientific Committee of the Master Department of the Higher School of Management Sciences - Annaba, during the academic years: 2020-2023.
- Member of the local committee for the implementation of distance learning at the Higher School of Management Sciences - Annaba, during the academic year: 2022-2023
- Deputy Head of the Preparatory Department at the Higher School of Management Sciences – Annaba, during the academic year: 2021-2022
- Président of the organizing committee for dissertations theses of third-year master's students, majoring in public management, for the regular session of the academic year 2021-2022.
- President of the deliberations committee for the first semester, specialization: Public management, ordinary session for the academic year: 2022-2023

Scientific research activities :

1– International scientific publications :

N°	Title of article	Name of journal	Vol/N°/Year
01	L'impact du système d'information des ressources humaines (SIRH) sur la performance de la fonction RH- Cas de l'entreprise portuaire DJEN DJEN- Jijel	TOBNA journal for academic scientific studies - Si El Houes University - Barika	VOL : 06 N° : 02 Year : 2023 Class : C
02	A Critical Review of Algerian Universities in the Time Higher Education Ranking	Journal of Contemporary Issues in Business and Government	VOL : 29 N° : 4 Année : 2023 Classe : B
03	The Impact of Internet Usage on Improving Advertising Effectiveness in Banks from Customers' Perspective, Empirical Study	NAMAA journal of economics and commerce – University of Jijel	VOL : 04 N° : 01 Year : 2020 Class : C
04	L'impact de l'utilisation d'Internet dans la publicité sur l'amélioration de son efficacité – Etude d'un échantillon de banques en Algérie	Economic development review Université EL Oued	VOL : 04 N° : 01 Année : 2020 Class : C
05	information and communication technologies in Algeria during the period 2000-2016	Journal of human and social sciences Batna University 1	VOL : 34 N° : 01 Année : 2016

2 – Publications dans des livres collectifs

N°	Title of article	Title of the book	Publisher
01	The role of the Internet in improving the effectiveness of public relations within the economic institution in Algeria - a field study of a sample of banks in Algeria	Modern communication stakes in the Algerian institution between reality and application	Alpha Doc Year : 2022 ISBN : 978-9931-08-300-9

3. Interventions in national and international conferences :

3. 1. international conferences :

Title of the presentation	Title and location	Year
Analytical study of indicators of Algeria's readiness for digital transformation	The digital revolution, what an opportunity for growth ? The higher school of management and digital economy – Colea,	07 /08- 11-2023
Measuring the Performance of Higher Education Institutions in Obtaining Patents	Le rôle des compétences nationales dans le décollage économique. <i>University of Bachir Brahimi - Bordj Bou Arreridj</i>	15/16 – 11-2023
Mechanisms to Support Women's Entrepreneurship in Algeria, Reality and Challenges	Strategic management and development of female entrepreneurship. - University of Algiers-3	07 – 03-2023
Modern cinema advertising techniques - street marketing as an example	The image, its manifestations, its influence and its interpretation University of Khenchela	15/16- 04- 2023
Guerrilla marketing as a creative marketing tool in SMEs	Marketing as a factor in strengthening the competitiveness of SMEs in the context of economic globalization University of Chlef	08/09 – 12- 2015
Use of databases as a mechanism to activate direct marketing in economic institutions within the framework of business intelligence techniques	Digital systems and business intelligence University of Khemis Miliana	22/23 - 04- 2014

3. 2 national conferences :

Title of the presentation	Title and location	Year
Environmental Risk Management of Electronic Vehicles Myths and Reality -case study on the province of Quebec	Risk management in economic companies: towards which model of value creation within Algerian companies? ESSG - Annaba	11/12 -05-2022
Electronic means of payment in Algeria between the existing and the desired - An analytical study of the situation of Algerian public banks from 2016 to 2020.	Le paiement é Electronic payment in Algeria: current challenges and future issues <i>University Yahia Fares- Médéa</i>	14-10-2021
Information systems and automated payments in the banking sector in Algeria."	Electronic payment: reality and expectations. University Batna-1	27-02-2020

Tourism in Batna: a marketing problem or a structural problem	Entrepreneurship and tourism marketing in Algeria, University of Guelma	22/23 - 04- 2014
The role of electronic marketing communication in activating the communication activity of the national institution	New media and Algerian social issues University of Oum El Bouaghi	05/06 - 05-2014
Tourist events as a regional development tool	Prospects for regional and spatial development in Algeria University of d'Adrar	06/07 -11-2013

Participation in scientific activities :

Description	The organization concerned	Year
Member of the scientific committee of a national conference	Seminar entitled: Risk management in economic companies: towards which model of value creation within Algerian companies? ESSG Annaba	2021-2022