



Sawsan ATALLAH BIDART

Professor

KEDGE BUSINESS SCHOOL

 PROFESSIONAL +33 (en cours)
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EDUCATION

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| 2019 | Doctorate in Sciences de l'Information et de la Communication
(Information and Communication Sciences)
Université Bordeaux Montaigne, Bordeaux, France |
| 2007 | Master of Science in Interactive Multimedia
University of Westminster, London, United Kingdom |
| 2003 | Bachelor of Arts (BA Hons) in |

Advising Students, Directing Projects and Admission Juries

- 2019 – 2021 INSEEC MSc & MBA, Bordeaux
- 2009 – 2021 BBA INSEEC, Ecole de Commerce Européenne, Bordeaux
- 2015 – 2021 MBway Management and Business School, Bordeaux
- 2019 – 2020 IUT Université Bordeaux Montaigne
DUT Year 1, 2 & mature students Communications
- 2019 – 2020 ESARC ESGV, Bordeaux
BTS Years 1 & 2 Négociation et Digitalisation de la Relation Client,
Adjunct Professor in Digital Culture
- 2016 – 2019 University of Bordeaux, Institut national supérieur du professorat et de
l'éducation (INSPE)
- 2013 – 2019 IDRAC Business School, Bordeaux
Dissertation Supervisor of 5 students/year
- 2013- 2019 Sup de Com, L'école supérieur de communication, Bordeaux
B1 – M1, Dissertation Supervisor of 5 students/year
- 2013 – 2015 Bordeaux MBA Business School, Bordeaux
B3 – MBA, Personal Branding Coach

Other Academic Activities (Program Committees, Links with the Business Community and Institutions of Higher Learning)

- '13 – Research Association in the ICIN team MICA (Médiations, Informations,
Present (*Information, connaissance et* Communication, Arts) Reseach Lab
innovation numérique) 4426 of the Doctoral School of the
University of Bordeaux Montaigne,
France
- '19 – Organising Committee
Present

- '19 – Contributor to Call for Papers
Present EUTIC (Réseau de Recherche International et Plusirdisciplinaire sur les enjeux et usages des TIC)
- '19 – Academic events coordinator and
Present secretary REPLIC (Réseaux Pluridisciplinaire pour l'information et la communication) Pluridisciplinary Network of Doctorate and Early Career Researchers

OTHER PROFESSIONAL EXPERIENCE IN TEACHING AND RESEARCH

Positions held in Higher Education Establishments

- 2019 – 2021 INSEEC MSc & MBA, Bordeaux
'20 – '21 M1 Adjunct Professor of Digital Marketing
'19 – 20 MSc Tourism, Marketing & Hospitality Adjunct Professor of Branding Marketing Strategies (English & French)
- 2009 – 2021 BBA INSEEC, Ecole de Commerce Européenne, Bordeaux
B3 – B4 in Digital Marketing, Adjunct Professor in Digital Marketing & SEO (~70 hours/year) Dissertation Supervisor of 11 s/P 473.99 66 reW*nB

Thesis/Projects Supervised

2010-2021