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Badran A. Badran, Ph.D., is Professor of Strategic Communication in the College of Communication and Media Sciences (CCMS), Zayed University, Dubai Campus. His academic administrative experience includes serving as Assistant Provost at Zayed University, Executive Assistant to the Vice President of Zayed University, Consultant and Acting Director of the Community Relations Department of Zayed University, CCMS Assistant Dean, CCMS Accreditation Coordinator and, earlier, Chair of the Department of Mass Communication at UAE University. He also served as CCMS accreditation coordinator, an effort that ultimately led to the college's academic accreditation by the U.S.-based ACEJMC.

Prof. Badran has several scholarly publications and conference participations that cover Arab journalism, public relations, health and environmental communication, tourism promotion and other areas. He has taught in several countries, both undergraduate and graduate courses, in journalism, public relations, advertising & promotion, research methods, ISC campaigns, tourism promotion, marketing communication, event management and others. In addition, he has supervised several M.A. theses. He authored a book chapter on Public Relations History of the Arabian Gulf and is in the process of writing another book chapter on modern trends in PR practice in the United Arab Emirates.

Prof. Badran has conducted workshops and trained media professionals and government employees from Jordan, UAE, Kuwait, Saudi Arabia, Yemen and Oman. He has served as a judge at the Arab Media Awards, Al Owais Awards, Al Khaleej Awards, the Middle East Events Awards and others. His portfolio includes training 70 senior UAE Government communication managers. Commissioned by the Ministry for Cabinet Affairs, this program was entitled "Planning and Managing Government Media Campaigns."

Prof. Badran received his B.A. degree in English from Kuwait University, his M.A. in Journalism from Indiana University, in Bloomington, Indiana; and his Ph.D. in Communication from the University of Massachusetts in Amherst, Massachusetts. He also holds a Diploma in International Travel and Tourism from Oxford University. He also had post-doctoral studies and research fellowships at the Massachusetts Institute of Technology (MIT) in the U.S., Bochum University in Germany and Bournemouth University in the U.K.