

Dr. Marta MARCHEVA

m.marcheva@ieseg.fr



DEGREES

2010 Ph.D in Communication Sciences, IFP, Panthéon-Assas Paris II University, Paris
2006 Master « Media, society and globalization », IFP, Panthéon-Assas Paris II University, Paris

PUBLICATIONS

Published papers in refereed journals

MARCHEVA M., (Octobre 2011), Réseaux Sociaux et E-participation : Facebook et Elections politiques, *Terminal*, dossier "Le Web: modes de participation et approches critiques".

MARCHEVA M., (4 Mai 2011), The Networked Diaspora: Bulgarian Migrants on Facebook, *M/C Journal*, dossier « Diaspora ».

MARCHEVA M., (Nov-Dec 2010), Internet, média par excellence des minorités ethniques. Les stratégies identitaires de la diaspora bulgare sur Facebook, *Migrations Société*, dossier « Migrants, minorités ethniques et Internet. Usages et représentations », Vol. 22, n° 132, pp. 109-123.

MARCHEVA M. & P. MILEVA, (2004), *Principles of establishing a scientific communication centre*-In: 3th Annual Multidisciplinary Conference of AEM AMS, Sofia, 10-14 May 2004, Scripta Periodica

Communications in Refereed Conferences

MARCHEVA M., E-Participation Strategies on Facebook: New Opportunities for Public Involvement in European Elections, CeDEM11 Conference for E-Democracy and Open Government, Danube University Krems, 5-6 Mai 2011

MARCHEVA M., E-Governance Strategies on Facebook: New Opportunities for Public Involvement in European Elections, IFIP EGOV 2010 conference, Swiss Graduate School of Public Administration - IDHEAP, Lausanne, 29 August - 2 September 2010

MARCHEVA M., Vers une E-campagne Présidentielle en 2012 ?, Journée d'études du Groupe d'Analyse Electorale de l'Association Française de Science Politique « Les effets des médias sur les électeurs », IEP, Paris, 19 mai 2010

MARCHEVA M., The Real Political Power of the Internet: Facebook, a Possible New Hub of European Elections?, Symposium International Luxembourg 2010 IPSA (International Political Science Association) « Existe-t-il un modèle européen de gouvernance? Une perspective comparative », Commission européenne, Luxembourg, 18-21 March 2010

MARCHEVA M., Internet as the Ultimate Ethnic Minority Media: Bulgarian Diaspora Identity Strategies on Facebook, International conference "An alternative self-representation? Ethnic minority media, between hegemony and resistances", Poitiers, France, 18-19 March 2010

MARCHEVA M., The Ultimate Glocalizing Community Website: The Bulgarian Diaspora on Facebook, International Conference Glocal Imaginaries: Writing/Migration/Place, Lancaster University and Whitworth Gallery, Manchester, UK, 9-12 September 2009

Courses taught at IESEG

Introduction to Marketing

Professional activities

Since 08/2009 International Relations Officer, *IESEG School of Management*, Paris

01/2008-05/2009 Marketing Director, *ART CHANNEL*, Paris

09/2004-06/2007 Communications Manager, *ALFOZ Company*, Paris and Middle East