



Dr Jaouad Zerrad
Professor
National School of Business and Management
University Hassan 1er
Settat, Morocco



Jaouad Zerrad

Jaouad is currently professor at the national business and management school teaching methodology, communication and human relations in the workplace. He also provides courses in general sociology and psychology of organizations.

His current research is oriented towards professional and social communication in the Moroccan context in a comparative approach with the different practices in multinationals relocated in Morocco. Jaouad has worked as a consultant for many consulting firms in Morocco conducting missions related to his areas of expertise.

He has published articles on written Communication in organizations ; communication in enterprises; methodology and practices; nonverbal communication, and others.

