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Eric Goubin is senior lecturer and researcher at the Thomas More University College (Mechelen, Belgium), where he founded the research center Memori that focuses on innovation and social inclusion aspects of communication management. Additionally he is a senior researcher for Kortom, the Flemish association for public communication. Eric has a master in communication sciences and master in political sciences (Free University of Brussels). He started his career as a journalist and communication consultant. His main research interests and teaching experiences are in public service & NGO marketing and communication. Eric Goubin is a senior consultant in public communication for several local and regional authorities. During six years he was vice-president of the research council of the University of Louvain Association. He published (mainly in Dutch) several books and articles on public service communication, cross-media channel strategy, eGovernment, interactive policymaking, trends in communication management, communication with hard to reach target groups. Eric Goubin has also involved in EU funded projects with a focus on local eGovernment and local governance.

