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**Media & Society.** Her current research interests focus on diversity policies and ethnic communication in both international business and non-profit organizations, more specifically the innovation of media and communication strategies targeting a range of disadvantaged groups in society. In addition, she teaches Mass Communications, Media Policy, Media Sociology, and Media Effects courses embedded in the Linguistics en Literature program at the KU Leuven campus Kortrijk (Kulak) and supervises both Master students and PhD candidates in the Mass Communication program as well as the Business Communication program at the same university.

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