

# Journal



# of P R e s e a r c h

## Middle East

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# Journal of Public Relations Research Middle East

**I**t is a scientific journal that publishes specialized research papers in Public Relations, Mass Media and Communication, after peer refereeing these papers by a number of specialized Professors.

The journal is affiliated to the Egyptian Public Relations Association, the first Egyptian specialized scientific association in public relations.

- The journal is accredited, Classified internationally for its printed and electronic version from the Academy of Scientific Research and Technology in Cairo And classified by the Committee of Scientific Promotion Specialization media - Supreme Council of Universities.
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## **Scientific trends of the organizations–stakeholders’ relationship management Researches**

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### **Abstract**

Over the past few years practitioners and scholars have increased their focus on relationship management in public relations. The process of building and managing relationship between organizations and its stakeholders is considered one of the dynamic function for any organization. As it's meant to build and develop positive ties with the basic publics internally and externally. This process needs to put continuous and comprehensive management and communication programs to intensify the economic and social returns and achieve the mutual beneficial relationships.

The proposed study is aimed at describing, analyzing and discussing the main scientific approaches, theories, models, methodologies for the process of OPR “Organization – relationship management” with its stakeholders. And to discover the theoretical and practical scientific developments of this studies to induct the current and future approaches of different variables of OPR process. Also study aimed at reviewing different scales used to measure the outcomes of OPR which identified in four main categories “Trust- Satisfaction – Control mutuality – commitment” as the development of defining relationships, in turn, facilitated the developments of measures of relationships.

The methodology of the study is based on **a comprehensive survey** for the all published academic studies about OPR whether in periodicals, data bases or presented to conferences. Then, the researcher tended to analyze these previous studies according to various units which ranged based on studies topics.

Study explored the importance of four main communication-organizational variables: **organizational culture, communication strategies, communication tactics** and **social responsibility programs**, while the studies about communication strategies came as the most interesting topic specially the studies which related to cultivation strategies: symmetrical and asymmetrical strategies. However, **there is a huge gap of studies concerned to the organizational culture.**

According to the results of this research, it suggests –beyond the core finding-  
anew grounded theory which can be applied and tested in future studies related  
to OPR field.

The paradigm of this suggested theory came as an extension to SCCT model  
introduced by Timothy Coombs but as a culture based not a customer oriented.  
Therefore, this theory supposed to put the importance of culture differences into  
consideration while selecting the appropriate communication strategies to  
manage relationships with stakeholders. As it is important for organizations to  
understand the cultural norms and characteristics of public's.