

# Journal



# of P R e s e a r c h

## Middle East

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## **The Ethics of Public Relations (Field Study on a sample of Public Relations Staff in UAE)**

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### **Abstract**

**T**his study highlights the set of ethics of the profession of Public Relations and to what extent they are upheld and applied on the professional level across a sample of PR employees. It aims to identify the importance of professional ethics and their role in the area of Public Relations, focusing on the key factors and influences that shape ethical decisions of the PR practitioners. The study further defines the main professional and moral characteristics of those who work in the PR sphere and the ethical criteria and controls governing relationships within a corporate social responsibility (CSR) environment, whether amongst employees themselves or with the media.

The study adopts the descriptive approach and uses questionnaires as a tool for data collection and study.

