

**Abstracts of Arabic Researches:**

- **Prof. Dr. Azza Mostafa Elkahkey** - Umm Al-Qura University
Lamees Sameer Damanhoori - Umm Al-Qura University
The Role of Public Relations Researches in Developing Institutional Performance:
A Field Study on Private Institutions in Makkah Region 7
- **Prof. Dr. Tahseen Mansour Rashid Mansour** - Al Ain University
Ekhlas Al-moadat - Yarmouk University
Media coverage of the activities of civil society organizations in the Jordanian Daily
Press: Analytical Study 9
- **Associate Prof. Dr. Doaa Fikri Abdullah** - Menofia University
Dr. Rasha Mohammed Atef El-Sheikh - Menofia University
Utilizing Educational Media Tools in the creation of an Awareness Raising
Campaign against School Bullying Risks 10
- **Associate Prof. Dr. Salman Fayhan Faisal bin Lebda** - King Khalid Military College
Saudi Public Seeking Information about the social crises through social networking
sites 11
- **Dr. Khaled Abdul Hamid Kamel Kharbosh** - Assiut University
The role of the media in rooting the relationship between human rights and the
requirements of comprehensive security 12
- **Dr. Eman saber sadek Shaheen** - Ain shams university
The Effectiveness of Using Social Media Sites in the Social Accountability from
The perspectives of the respondents 13
- **Dr. Howaida Mohammed Lotfi Ahmed** - Umm Al-Qura University
Hind S. AlShareef - Umm Al-Qura University
The Role of Electronic Marketing Content in Spreading Consumer Awareness
among Saudi youth through the Ministry of Commerce and Investment: A field
study 14
- **Dr. Abdelmohsen Hamed Ahmed Okela** - Minia University
Attitudes of Educational Media Specialist and Preparatory and Secondary Schools
Students towards Scholar Film Course Adoption 15
- **Dr. Ahmed Sami AbdulWahab AlAydi** - Al Azhar university
Rehab Ibrahim Raafat Mohamed ElSayed - Imam Abdul Rahman bin Faisal University
Saudi youth's usage of social networking sites and its relationship to sustainable
development issues 16
- **Dr. El-Sayed Abdel-Rahman Ali** - Suez University
Organizational Communication: A Historical Study 17



Founder & Chairman

Dr. Hatem Moh'd Atef

EPRA Chairman

Editor in Chief

Prof. Dr. Aly Agwa

Professor of Public Relations & former Dean of Faculty
of Mass Communication - Cairo University
Head of the Scientific Committee of EPRA

Editorial Managers

Prof. Dr. Mohamed Moawad

Media Professor at Ain Shams University & former Dean
of Faculty of Mass Communication - Sinai University
Head of the Consulting Committee of EPRA

Prof. Dr. Mahmoud Youssef

Professor of Public Relations & former Vice Dean
Faculty of Mass Communication - Cairo University

Editorial Assistants

Prof. Dr. Rizk Abd Elmoaty

Professor of Public Relations
Misr International University

Dr. Thouraya Snoussi (Tunisia)

Associate professor of Mass Communication &
Coordinator College of Communication
University of Sharjah (UAE)

Dr. Suhad Adil (Iraq)

Associate Professor of Public Relations
Mass Communication Department
College of Arts - Al-Mustansiriyah University

Dr. Nasr Elden Othman (Sudan)

Assistant Professor of Public Relations
Faculty of Mass Communication & Humanities Sciences
Ajman University (UAE)

Dr. Fouad Ali Saddam (Yemen)

Assistant Professor & Head Dep. of Public Relations
Faculty of Mass Communication
Yarmouk University (Jordan)

Public Relations Manager

Alsaeid Salm

English Reviewer

Ahmed Badr

Arabic Reviewers

Sabri Suleiman

Ali Elmehy

Address

Egyptian Public Relations Association

Arab Republic of Egypt
Giza - Dokki - Ben Elsarayat - 2 Ahmed Zayat Street

Publications: Al Arabia Public Relations Agency

Arab Republic of Egypt
Menofia - Shibeh El-Kom - Postal Code: 32111 - P.O Box: 66

Mobile: +201141514157

Fax: +20482310073

Tel : +2237620818

www.jprr.epra.org.eg

Email: jprr@epra.org.eg - ceo@apr.agency

Advisory Board **

IPRR.ME

Prof. Dr. Aly Agwa (Egypt)

Professor of Public Relations and former Dean of the Faculty of Mass Communication, Cairo University

Prof. Dr. Thomas A. Bauer (Austria)

Professor of Mass Communication at the University of Vienna

Prof. Dr. Yas Elbaiaty (Iraq)

Professor of Journalism at the University of Baghdad, Vice Dean of the Faculty of Media and Information
and Humanities, Ajman University of Science

Prof. Dr. Hassan Mekawy (Egypt)

Professor of radio and television - Faculty of Mass Communication, Cairo University

Prof. Dr. Mohamed Moawad (Egypt)

Media professor at Ain Shams University & former Dean of Faculty of Mass Communication - Sinai
University

Prof. Dr. Samy Abd Elaziz (Egypt)

Professor of public relations and marketing communications for the former Dean of the Faculty of
Information, Cairo University

Prof. Dr. Abd Elrahman El Aned (KSA)

Professor of Media and Public Relations Department of the Faculty of Media Arts - King Saud University

Prof. Dr. Mahmoud Youssef (Egypt)

Professor of Public Relations - Faculty of Mass Communication, Cairo University

Prof. Dr. Samy Taya (Egypt)

Professor and Head of Public Relations Faculty of Mass Communication - Cairo University

Prof. Dr. Gamal Abdel-Hai Al-Najjar (Egypt)

Professor of Media, Faculty of Islamic Studies for Girls, Al-Azhar University

Prof. Dr. Sherif Darwesh Allaban (Egypt)

Professor of printing press & Vice- Dean for Community Service at the Faculty of Mass
Communication, Cairo University

Prof. Dr. Barakat Abdul Aziz Mohammed (Egypt)

Professor of radio and television & Vice- Dean of the Faculty of Mass Communication for
Graduate Studies and Research, Cairo University

Prof. Dr. Othman Al Arabi (KSA)

Professor of Public Relations and the former head of the media department at the Faculty of Arts - King
Saud University

Prof. Dr. Abden Alsharef (Libya)

Media professor and dean of the College of Arts and Humanities at the University of Zaytuna - Libya

Prof. Dr. Waled Fathalha Barakat (Egypt)

Professor of Radio & Television and Vice- Dean for Student Affairs at the Faculty of Mass
Communication, Cairo University

Prof. Dr. Tahseen Mansour (Jordan)

Professor of Public Relations at the Faculty of Mass Communication, Yarmouk University

Prof. Dr. Mohamed Elbokhary (Syria)

Professor, Department of Public Relations and Publicity, School of Journalism, University of MF Uzbek
national Ulugbek Beck

Prof. Dr. Ali Kessaissia, (Algeria)

Professor, Faculty of Media Science & Communication, University of Algiers-3.

Prof. Dr. Redouane BoudJema, (Algeria)

Professor, Faculty of Media Science & Communication, University of Algiers-3.

Prof. Dr. Hisham Mohammed Zakariya, (Sudan)

Professor of Mass Communication at King Faisal University - Former Dean of the Faculty of Community
Development at the University of the Nile Valley, Sudan.

Journal of Public Relations Research Middle East

It 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 Professors specialized in the same field under a scientific supervision of the Egyptian Public Relations Association, which considered the first Egyptian scientific association specialized in public relations, (Member of the network of scientific Associations in the Academy of Scientific Research and Technology in Cairo).

The Journal is part of Al-Arabia Public Relations Agency's publications, specialized in education, scientific consultancy and training.

- The Journal is approved by the Supreme Council for Media Regulation in Egypt. It has an international numbering and a deposit number. It is classified internationally for its both printed and electronic versions by the Academy of Scientific Research and Technology in Cairo. In addition, it is classified by the Scientific Promotions Committee in the field of Media of the Supreme Council of Universities in Egypt.
- It is the first arbitrate scientific journal with this field of specialization on the Arab world and the Middle East. Also, the first Arab scientific journal in the specialty of (media) which obtained the Arab Impact Factor with a factor of 1.48 = 100% in the year of 2018G report of the American Foundation NSP "Natural Sciences Publishing" Sponsored by the Arab Universities Union.
- This journal is published quarterly.
- The journal accepts publishing books, conferences, workshops and scientific Arab and international events.
- The journal publishes advertisements on scientific search engines, Arabic and foreign publishing houses according to the special conditions adhered to by the advertiser.
- It also publishes special research papers of the scientific promotion and for researchers who are about to defend master and Doctoral theses.
- The publication of academic theses that have been discussed, scientific books specialized in public relations and media and teaching staff members specialized scientific essays.

Publishing rules:

- It should be an original Manuscripts that has never been published.
- Arabic, English, French Manuscripts are accepted however a one page abstract in English should be submitted if the Manuscripts is written in Arabic.
- The submitted Manuscripts should be in the fields of public relations and integrated marketing communications.
- The submitted scientific Manuscripts are subject to refereeing unless they have been evaluated by scientific committees and boards at recognized authorities or they were part of an accepted academic thesis.
- The correct scientific bases of writing scientific research should be considered. It should be typed, in Simplified Arabic, 14 points font for the main text. The main and sub titles, in Bold letters. English Manuscripts should be written in Times New Roman.
- References are mentioned at the end of the Manuscripts in a sequential manner.

- References are monitored at the end of research, according to the methodology of scientific sequential manner and in accordance with the reference signal to the board in a way that APA Search of America.
- The author should present a printed copy and an electronic copy of his manuscript on a CD written in Word format with his/her CV.
- In case of accepting the publication of the manuscript in the journal, the author will be informed officially by a letter. But in case of refusing, the author will be informed officially by a letter and part of the research publication fees will be sent back to him soon.
- If the manuscript required simple modifications, the author should resent the manuscript with the new modifications during one week after the receipt the modification notes, and if the author is late, the manuscript will be delayed to the upcoming issue, but if there are thorough modifications in the manuscript, the author should send them after 15 days.
- The publication fees of the manuscript for the Egyptians are: 2000 L.E. and for the Expatriate Egyptians and the Foreigners are: 500 \$.with 50% discount for Masters and PhD Students.
- If the referring committee refused and approved the disqualification of publishing the manuscript, an amount of 1000 L.E. will be reimbursed for the Egyptian authors and 250 \$ for the Expatriate Egyptians and the Foreigners.
- The manuscript does not exceed 35 pages of A4 size. 20 L.E. will be paid for an extra page for the Egyptians and 5 \$ for Expatriate Egyptians and the Foreigners authors.
- A special 10 % discount of the publication fees will be offered to the Egyptians and the Foreign members of the Fellowship of the Egyptian Public Relations Association for any number of times during the year.
- Three copies of the journal and three Extracted pieces from the author's manuscript after the publication.
- The fees of publishing the scientific abstract of (Master's Degree) are: 250 L.E. for the Egyptians and 150 \$ for the Foreigners.
- The fees of publishing the scientific abstract of (Doctorate Degree) are: 350 L.E. for the Egyptians and 180 \$ for the Foreigners. As the abstract do not exceed 8 pages and a 10 % discount is offered to the members of the Egyptian Society of Public Relations. Three copies of the journal will be sent to the author's address.
- Publishing a book offer costs LE 700 for the Egyptians and 300 \$US for foreigners.
- Three copies of the journal are sent to the author of the book after the publication to his/her address. And a 10% discount is offered to the members of the Egyptian Society of Public Relations.
- For publishing offers of workshops organization and seminars, inside Egypt LE 600 and outside Egypt U.S. \$ 350 without a limit to the number of pages.
- The fees of the presentation of the International Conferences inside Egypt: 850 L.E. and outside Egypt: 450 \$ without a limitation of the number of pages.
- All the research results and opinions express the opinions of the authors of the presented research papers not the opinions of the Al Arabia Public Relations Agency or the Egyptian Public Relations Association.
- Submissions will be sent to the chairman of the Journal.

Address:

Al Arabia Public Relations Agency,
 Arab Republic of Egypt, Menofia, Shibben El-Kom, Crossing Sabry Abo Alam st. & Al- Amin st.
 Postal Code: 32111 - P.O Box: 66
 And also to the Journal email: jpr@epra.org.eg, or ceo@apr.agency, after paying the publishing fees and sending a copy of the receipt.

All rights reserved.

None of the materials provided on this Journal or the web site may be used, reproduced or transmitted, in whole or in part, in any form or by any means, electronic or mechanical, including photocopying, recording or the use of any information storage and retrieval system, except as provided for in the Terms and Conditions of use of Al Arabia Public Relations Agency, without permission in writing from the publisher.

And all applicable terms and conditions and international laws with regard to the violation of the copyrights of the electronic or printed copy.

ISSN for the printed copy

(ISSN 2314-8721)

ISSN of the electronic version

(ISSN 2314-873X)

Egyptian National Scientific & Technical Information Network
(ENSTINET)

With the permission of the Supreme Council for Media Regulation in Egypt
Deposit number : 24380 /2019

To request such permission or for further enquires, please contact:

APRA Publications

Al Arabia Public Relations Agency

Arab Republic of Egypt,

Menofia - Shibeen El-Kom - Crossing Sabry Abo Alam st. & Al- Amin st.

Postal Code: 32111 - P.O Box: 66

Or

Egyptian Public Relations Association

Arab Republic of Egypt,

Giza, Dokki, Ben Elsarayat -2 Ahmed Elzayat St.

Email: ceo@apr.agency - jprr@epra.org.eg

Web: www.apr.agency, www.jprr.epra.org.eg

Phone: (+2) 0114 -15 -14 -157 - (+2) 0114 -15 -14 -151 - (+2) 02-376-20 -818

Fax: (+2) 048-231-00 -73

The Journal is indexed within the following international digital databases:



The Role of Public Relations Researches in Developing Institutional Performance: A Field Study on Private Institutions in Makkah Region

Prof.Dr. Azza Mostafa Elkahkey

aelkahkey@yahoo.com

Professor in Media Department,

college of Social Sciences,

Umm Al-Qura University

Lamees Sameer Damanhoori

lamees.daman@gmail.com

MA Public Relations, Media Department,

college of Social Sciences

Umm Al-Qura University

Abstract

The problem of the study was to know the role of public relations researches in the development of institutional performance.

Sample of the study: The study population is a public relations officer in the private institutions of Makkah Region. The sample was selected according to the sample available and the number of samples were (102).

The methodology: The researcher used the descriptive analytical method through the survey-using questionnaire as a data collection tool.

Results of the study: were the clarity of lack of interest in the research function in the management of public relations compared to other activities (planning, organization of exhibitions, courses, publications). One of the main reasons for conducting public relations research was to measure customer satisfaction with the services provided by the institution and evaluation of institutional performance. The study proved that the most important types of researches conducted by the institution is the measurement of general opinion of the employees then the collection of basic data and the most needed researches of the institution is the evaluation of institutional performance researches, Public relations researches are used frequently in times of crisis. Institutions use research centers and universities to increase the performance of the institution or in the absence of a special department for research. The most important obstacles to public relations management when conducting research are the absence of trained specialists as well as the lack of awareness of the management concerning the availability of financial expenses and also taking a very long time to act.

The study also tested several hypotheses. The results were as follows: A positive relationship between the rate of conducting public relations research within the institutions and the level of public perception of the role of the officials of public relations in the development of institutional performance. It was found that there is a significant difference between the number of training courses and the level of the public relations administrative team for the levels of conducting researches in the public relations management department. However, it is not clear that, there is a significant effect on the variables of the type and the activity of the institution and the years of experience and modernity or seniority of the institution to conduct researches. The results showed a statistically significant correlation between the understanding of samples of the importance of researches in the development of institutional performance and the level of utilization of such researches.

keyword: Public Relations, Institutional Performance.