

Journal of P R research Middle East



Journal of Public Relations Research Middle East

Scientific Refereed Journal - Supervision by Egyptian Public Relations Association - Thirteenth Year - Fifty-seventh Issue - April /June 2025

IF of the Supreme Council of Universities 2024 = 7

ICR IF 2021/2022 = 1.569

Arcif Impact Factor 2024 = 1.75

Abstracts of Arabic Researches:

- **Prof. Dr. Mubarak W. Al-Hazmi** - *King Abdulaziz University*
The Impact of Artificial Intelligence on the Effectiveness of Marketing Communication: A Survey Study on a Sample of Saudi Youth 7
- **Dr. Mohammed Fathi Ramadhan** - *Liwa University -Abu Dhabi*
Dr. Inas Issa Mohammed - *Liwa University -Abu Dhabi*
Associate Prof. Dr. Maeen Al-Maitamy - *Liwa University -Abu Dhabi*
The Role of National Events and Activities in Strengthening Emirati National Identity: An Inductive Analytical Study of Values and National Development 8
- **Associate Prof. Dr. Amal Fawzy Montasser** - *Cairo University*
▪ **Associate Prof. Dr. Eman Taher Sayed Abbas** - *Cairo University*
Evaluation the Websites of Multinational Companies within the Framework of Corporate Diplomacy 9
- **Associate Prof. Dr.Marwa El-Saeed El-Sayed Hamed** - *Mansoura University*
Egyptian Women's Awareness of Greenwashing Practices in Marketing and its Relationship to Brand Trust 10
- **Dr. Saad Nasser Al-Huwaidi** - *Imam Muhammad Bin Saud Islamic University*
Employing Infographics in Websites in Enhancing Visual Identity: An Analytical Study of a Sample of Saudi Ministries 11
- **Dr. Menna Mohamed Abdelhamid Hasan** - *Ain Shams University*
Utilizing Personal Branding Strategies on Instagram Pages of Egyptian Film Festivals to Manage their Digital Identity: A Qualitative study 13
- **Dr. Yasir Yousif Aboalgasim** - *Liwa University -Abu Dhabi*
Dr. Ibnaouf Hassan Ahmed - *Liwa University -Abu Dhabi*
Ethical and Legal Considerations for Artificial Intelligence Applications in Health Public Relations: Applied on a Sample of Health Institutions in the UAE 14
- **Dr. Doaa Hatem Mohammad Adam** - *Al-Azhar University*
Audience Interaction with the Los Angeles Fires on the CNN Arabic and BBC News Arabic Facebook Pages and their Attitudes towards them: An Analytics Study 15


(ISSN 2314-8721)

Egyptian Public Relations Association
(EPRA)

Egyptian National Scientific & Technical Information Network
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ISSN for the printed copy

(ISSN 2314-8721)

ISSN of the electronic version

(ISSN 2314-873X)

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(ENSTINET)

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Deposit Number: 24380 /2019

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The Journal is indexed within the following international digital databases:



Evaluation the Websites of Multinational Companies within the Framework of Corporate Diplomacy ^(*)

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Abstract

This study aims to analyze how multinational companies utilize their websites as a communication tool to enhance corporate diplomacy, focusing on the relationship between Corporate Social Responsibility (CSR) and corporate diplomacy. It also evaluates the efficiency of these websites in fostering interaction with external stakeholder groups. The study is based on Carroll's three-dimensional model of CSR (1979–1991) and the dialogic theory of public relations (Kent & Taylor, 1998) to assess the extent to which companies adhere to the economic, legal, ethical, and discretionary dimensions, as well as the effectiveness of two-way engagement with the public. A content analysis methodology, both quantitative and qualitative, was employed to examine the websites of 30 companies from Fortune's 2024 list of the World's Most Admired Companies. The findings reveal that corporate diplomacy is practiced implicitly through communication policies that promote sustainability and strategic partnerships, with relatively little direct engagement with governments. The study also highlights a gap between current practices and the theoretical concepts of corporate diplomacy, suggesting the need for more comprehensive policies based on artificial intelligence and sentiment analysis to enhance interaction.

Keywords: Corporate Diplomacy, Business Diplomacy, Corporate Social Responsibility, Websites, Multinational Corporations.

^(*)The Paper was received on February 20, 2025, and accepted for publication on April 07, 2025.