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Attitudes of Public Relations Practitioners at Saudi Universities toward the Challenges of Employing Artificial Intelligence Applications in their Work (*)

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Abstract

The study aimed to identify the attitudes of public relations practitioners at Saudi universities towards the challenges of employing artificial intelligence applications in their field of work, and proposals to overcome these challenges. The study relied on the media survey method, where a questionnaire was applied to collect data from a random sample of (47) public relations practitioners at some Saudi universities. The study reached several results, the most important of which are: the multiplicity of challenges facing public relations practitioners at Saudi universities in employing artificial intelligence applications in their field of work from their point of view, including professional challenges, technical and artistic challenges, financial challenges, administrative and organizational challenges, social and cultural challenges, and ethical and legal challenges.

There was a difference in the study sample's assessment of these challenges, as the technical and artistic challenges came in first place, with a general arithmetic mean (4.42), and a very high degree of appreciation, The social and cultural challenges came in second place, with a general arithmetic mean (4), and a high degree of appreciation, The professional challenges came in third place, with a general arithmetic mean (3.96), and a high degree of appreciation, Financial challenges came in fourth place, with a general arithmetic mean of (3.87), and a high rating, Administrative and organizational challenges came in fifth place, with a general arithmetic mean of (3.20), and an average rating, Ethical and legal challenges came in sixth and last place, with a general arithmetic mean of (3.09), and an average rating.

Regarding proposals to overcome these challenges, the proposals to form a specialized technical committee to monitor and evaluate the use of artificial intelligence applications in public relations management, and to organize seminars and workshops for university staff and external audiences to raise awareness of the importance and benefits of using artificial intelligence

(*)The Paper was received on June 27, 2025, and accepted for publication on September 26, 2025.

applications, received the highest ratings from sample members. The study concluded with a set of recommendations and proposals.

Keywords: Public Relations Practitioners - Saudi Universities - Challenges of Employing Artificial Intelligence Applications.