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The Role of Artificial Intelligence in Developing Corporate Communication Strategies in Public Relations Departments: A Field Study (*)

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Abstract

The study addresses the main research question: "What is the role of artificial intelligence in developing corporate communication strategies in public relations departments within governmental and private institutions in the Kingdom of Saudi Arabia?" The study sample consists of 200 public relations practitioners working in governmental and private institutions in Saudi Arabia. The study applies the Technology Dominance Theory (TTD) to explain how artificial intelligence influences communication decision-making within public relations departments as reliance on it increases in planning, audience analysis, and message creation.

The results indicate that digital transformation has become a fundamental element in the work of public relations departments, with most practitioners believing that adopting digital technologies enhances institutional performance and audience engagement.

Furthermore, the findings show that the level of awareness regarding artificial intelligence applications is moderate to high, reflecting growing recognition of the importance of these tools in improving strategic planning, campaign management, and communication decision-making, as well as contributing to professional development and reshaping job skills. At the same time, the study highlights the need to reduce disparities among institutions in digital adoption and to enhance training to ensure optimal use of artificial intelligence while considering associated ethical and regulatory challenges.

The study recommends strengthening digital infrastructure by investing in advanced platforms and tools within institutions to ensure effective deployment of artificial intelligence across all public relations practices and adopting regulatory and ethical policies that include data protection, privacy, and maintaining the human dimensions of communication.

Keywords: Technology Dominance Theory - Artificial Intelligence - Corporate Communication Strategies.

(*)The Paper was received on January 06, 2026, and accepted for publication on March 25, 2026.