

Journal of P R research Middle East



Journal of Public Relations Research Middle East

Scientific Refereed Journal - Supervision by Egyptian Public Relations Association - Fourteenth Year - Sixty-third Issue – July/September 2026

IF of the Supreme Council of Universities 2026 = 7

Arcif Impact Factor 2026 = 0.7578

Abstracts of Arabic Researches:

- **Prof. Dr. Mubarak W. Al-Hazmi** - *King Abdulaziz University*
Digital Public Relations Strategies in Managing Public Image During International Conflicts: An Analytical Study of the U.S.–Israeli War against Iran 7
- **Prof. Dr. Tahseen Mansour Rasheed Mansour** - *The University of Jordan*
Dr. Niveen Zeyad. Halalsheh - *The University of Jordan*
The Image of Ajloun City in Light of Digital Media and Kevin Lynch's Model: An Interdisciplinary Theoretical-Analytical Reading 9
- **Dr. Saly Ahmed Ramadan El-Shami** - *Al-Azhar University*
Dr. Gehad Abd-Elmonem Mohamed Soliman - *Al-Azhar University*
Foreign Students' Use of the Al-Azhar Electronic Portal and the Gratifications Obtained from It: A Field Study 11
- **Dr. Rabab Abdel-Hakim Al-Ashri** - *Tanta University*
Safe Work Environment as a Driver for the Sustainability of Women's Entrepreneurship: An Empirical Study on the Impact of Occupational Safety Awareness on Women's Economic Empowerment in Emerging Sectors 12
- **Dr. Saly Saad Goda Ibrahim** - *Al Jazeera Higher Institute for Media and Communication Sciences*
Measuring the Direct Impact of Public Relations Awareness Campaigns on Facebook: A Field Study Assessing Women's Awareness and Attitudes Regarding Participation in Public Policy and Decision Making 13
- **Shaimaa Mohamed Abd Elmegeed Elashmawy** - *Modern University for Technology and Information*
Perception of the Visual Identity of Banks Operating in Egypt: A Comparative Study of Customers and Non-Customers 14

(ISSN 2314-8721)

Egyptian Public Relations Association
(EPRA)

Egyptian National Scientific & Technical Information Network
(ENSTINET)

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

Copyright 2026@APRA 

www.jprr.epra.org.eg

Advisory Board **

JPRR.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. Mona Saeed Al-Hadidi (Egypt)

Professor of Radio & T.v, Faculty of Mass Communication, Cairo University, Former Dean of the International Academy of Engineering and Media Sciences.

Prof. Dr. Abdelfateh Zakaria Mekouar (Morocco)

Professor of Higher Education in Media and Communication Sciences, Faculty of Arts and Humanities, Mansik, Hassan II University of Casablanca, Morocco

Prof. Dr. Yas Elbaiaty (Iraq)

Professor of Media at the University of Baghdad and currently Head of the Digital Media Department at Al-Noor University in Nineveh, Iraq

Prof. Dr. Mohamed Moawad (Egypt)

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

Prof. Dr. Abd Elrahman El Aned (KSA)

Professor of Media and Public Relations, Mass Communication Faculty - Imam Muhammad Bin Saud Islamic 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. 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, Department of Journalism, Media, and Digital Communication, Jordan University.

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. Abdul Malek Radman Al-Danani, (Yemen)

Professor, Faculty of Media & Public Relations, Emirates Collage of Technology, UAE.

Prof. Dr. Kholoud Abdullah Mohammed Miliani (KSA)

Professor, Faculty of Communication & Media, King Abdulaziz University, KSA.

Prof. Dr. Tariq Mohamed Al-Saidi (Egypt)

Professor, Faculty of Specific Education, Menofia University, Egypt.

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.
- The Journal has Impact Factor Value of 1.569 based on International Citation Report (ICR) for the year 2021-2022.
- The Journal has an Arcif Impact Factor for the year 2026 = 0.7578 category (Q1).
- The Journal has an impact factor of the Supreme Council of Universities in Egypt for the year 2026 = 7.
- 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 in Arabic Papers, 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 send an electronic copy of his manuscript by Email 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 15 days 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 30 days or more.
- The publication fees of the manuscript for the Egyptians are: 3800 L.E. and for the Expatriate Egyptians and the Foreigners are: 550 \$. with 25% discount for Masters and PhD Students.
- If the referring committee refused and approved the disqualification of publishing the manuscript, an amount of 1900 L.E. will be reimbursed for the Egyptian authors and 275 \$ for the Expatriate Egyptians and the Foreigners.
- Fees are not returned if the researcher retracts and withdraws the research from the journal for arbitration and publishing it in another journal.
- The manuscript does not exceed 40 pages of A4 size. 70 L.E. will be paid for an extra page for the Egyptians and 10 \$ for Expatriate Egyptians and the Foreigners authors.
- A special 20 % 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.
- Two copies of the journal and Five Extracted pieces from the author's manuscript after the publication.
- The fees of publishing the scientific abstract of (Master's Degree) are: 500 L.E. for the Egyptians and 150 \$ for the Foreigners.
- The fees of publishing the scientific abstract of (Doctorate Degree) are: 600 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 Public Relations Association. One copy 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.
- One copy of the journal is 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 Public Relations Association.
- 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: jprr@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 Public Relations Association
(EPRA)

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 -1 Mohamed Alzoghpy St.

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

Web: www.apr.agency - www.jpr.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:



Perception of the Visual Identity of Banks Operating in Egypt :

A Comparative Study of Customers and Non-Customers (*)

Shaimaa Mohamed Abd Elmegeed Elashmawy
shaimaaabdelmegeed@yahoo.com
 Assistant Lecturer,
 Integrated Marketing Systems Dep. ,
 Faculty of Mass Communication,
 Modern University for Technology and Information

Supervision by:

Prof. Dr. Aly Agwa
alyagwa@yahoo.com
 Part-time Professor of Public Relations,
 former Dean of the Faculty of Mass Communication,
 Cairo University

Abstract

This study examines public awareness and perception of the visual identity of banks operating in Egypt and investigates differences between customers and non-customers. It also evaluates the overall effectiveness of the visual identity and the influence of its elements on forming positive perceptions among both groups.

The study contributes to enhancing the effectiveness of visual identity management across different public segments within the Egyptian banking sector. Banque Misr and Commercial International Bank (CIB) were selected as empirical case studies because of their prominent positions in the Egyptian banking market, despite differences in their organizational characteristics and visual identity management strategies.

The comparative approach provides deeper insights into visual identity perception in the Egyptian banking sector. The study is descriptive and employs a survey method. Data were collected through a questionnaire administered to a convenience sample of 600 respondents, comprising 150 Banque Misr customers, 150 Banque Misr non-customers, 150 CIB customers, and 150 CIB non-customers.

The findings revealed a high level of visual identity perception among both customers and non-customers at both banks. The results also indicated statistically significant differences between customers and non-customers in the perception of visual identity and its elements for both Banque Misr and the

(*)The Paper was received on July 04, 2026, and accepted for publication on Augst 05, 2026.

The Paper is extracted from a doctoral dissertation registered at the Faculty of Mass Communication, Cairo University, under the supervision of Professor Ali Agwa, a part-time professor in the Department of Public Relations and the former Dean of the Faculty of Mass Communication, Cairo University.

Commercial International Bank (CIB). Customers demonstrated significantly higher levels of perception than non-customers.

Key words: Visual Identity, Egyptian Banking Sector, Logo, Colors in Visual Identity, Customers and Non-Customers.