

# Journal



# of P R Research

## Middle East

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### French Researches:

- **Prof. Dr. Redouane BOUDJEMA** - Université d'Alger3  
**Dr. Nor El Houda BOUZEGAOU** - Université d'Alger3  
La régulation des médias de service public : Système et législations en Algérie 7

### English Researches:

- **Associate Prof. Dr. Akhmed Khamis Kaleel** - American University in the Emirates  
**Associate Prof. Dr. Thouraya Snoussi** - University of Sharjah  
Impact of Social Media Use on Identity: A Case Study 23
- **Safia Mohammad Saleh** - University of Sharjah  
The Impact of Social Media on Newsroom Operations in the UAE 37


### Abstracts of Arabic Researches:

- **Associate Prof. Dr. Moustafa Saber Elnemr** - Zagazig University  
**Dr. Ghada Moustafa Elbatrik** - Taif university  
Modern Trends in Arab Youth Use Research for Traditional and New Media from January 2009 to December 2018 55
- **Associate Prof. Dr. Omar Ibrahim Boussada** - King Khalid University  
The Role of Modern Techniques in News Production Television:  
A Theoretical Study 56
- **Dr. Dalia Moustafa El Sawah** - Helwan University  
The Role of Social Networking Sites in Supporting the Concept of Social Accountability of University Students: Field Study on a Sample of Egyptian University Students in Public and Private Universities 57
- **Dr. Nasruddin Abdulqader Osman** - Ajman University  
The Role of the New Media in the Promotion of Rumors and Mechanisms to Prevent them: Field Study on Media Professors and Journalists 59
- **Dr. El-Sayed Abdel-Rahman Ali** - Suez University  
The Arab Communication Studies in Crises: An Analytical Study: (Meta-Analysis) 60
- **Khadijah Hammad Hamdi Alkabkabi** - Umm Al-Qura University  
Strategies of Public Relations Agencies in Management of the Crises of Enterprises: "Survey Study" 61

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## **Strategies of Public Relations Agencies in Management of the Crises of Enterprises: " Survey Study"**

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### **Abstract**

The research aims at identifying the strategies of public relations agencies in managing crises of commercial establishments, by identifying the most prominent forms of crisis and the most effective strategies in solving them. In addition, alerting the obstacles that limit the work of crises management team in public relations agencies. The research has been divided into two chapters. The first chapter deals with conceptual framework of the research, and the second chapter deals with the methodology procedures. The research is based on the descriptive approach that reach the findings and objectives of the study and employing the comprehensive inventory method for crisis management team in public relations agencies of the research community represented by the departments of ~~ADALEED~~ Public Relations and Z Corporation for Advertising and Public Relations. The number of employees in the crisis management team at both agencies reached seven items. Regarding the research problem, the researcher prepared a questionnaire and distributed it to the staff of crisis management team in the public relations agencies, also interviews were conducted .

The results showed that the strategy of corrective actions is the most frequently used strategy by a percentage (100%), followed by the strategy of justification and apology -the strategy of pathway change by a percentage of (71.4%), as well as the most prominent interventions of commercial companies of the crisis team work in public relations agencies represented by the crisis management team in the public relations agencies, in coordination with business departments, and the hiring of business firms to take part in crisis management with agency crisis management staff.

The study revealed that, the main barriers facing the crisis management team were lack of co-operation in providing all the information supporting the work of the crisis management team in public relations agencies. The study emphasized that the commercial companies should cooperate in providing all the information required by the crisis management team of public relations agencies which will contribute in enhancing their role and support to overcome the crisis in commercial companies.

