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# THE INFLUENCE OF PUBLIC RELATIONS FACTORS ON CORPORATE IMAGE OF THE NATIONAL ARCHIVE OF THE UNITED ARAB EMIRATES

BASIL SAEED ALHARBI



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SULTAN IDRIS EDUCATION UNIVERSITY

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Kampus Sultan Abdul Jalil Shah  PustakaTBainun  ptbupsi

DISSERTATION PRESENTED TO QUALIFY FOR A MASTER OF  
MANAGEMENT  
(RESEARCH MODE)

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## ABSTRACT

This study aimed to determine the influence of the public relation factors namely objectives alignment, public engagement, and technology use, on the corporate image factors namely customer satisfaction, service quality, and customer loyalty of the National Archive in the United Arab Emirates. This study adopted a quantitative approach. The study sample consisted of 272 users of The National Archive, and the sample was selected using simple random sampling. Data were collected using a questionnaire as a research instrument and analyzed using multiple linear regression, in addition to the correlation analysis to test the relationship between the public relation factors and the corporate image factors. The findings revealed that public engagement ( $\beta=-2.738$ ,  $p=0.007$ ), and technology use ( $\beta=3.790$ ,  $p=0.000$ ) as significant predictors of the corporate image at  $\alpha=0.05$ . In particular, the influence of technology use on the corporate image of the National Archive is positive. In conclusion, the study found that to increase corporate image in the UAE government entities, particularly the National Archive, public engagement and technology use should be enhanced. In implication, the findings of the study could provide useful guidance on how the governmental sector in UAE could achieve high levels of corporate image by taking into account the significant roles of public relations factors and serve as the basis for future studies related to corporate image. As such, studies could use the findings of the current study as a background for further research and discussions.





## **PENGARUH FAKTOR PERHUBUNGAN AWAM TERHADAP IMEJ KORPORAT ARKIB NEGARA EMIRIAH ARAB BERSATU**

### **ABSTRAK**

Kajian ini bertujuan menentukan kesan faktor-faktor perhubungan awam iaitu teknologi yang objektif, penglibatan awam, dan penggunaan teknologi, terhadap imej korporat Arkib Negara UAE. Kajian ini menggunakan pendekatan kuantitatif. Sampel terdiri daripada 272 orang pengguna Arkib Negara, yang dipilih menggunakan persampelan rawak mudah. Data dikumpulkan menggunakan soal selidik sebagai instrumen penyelidikan dan dianalisis menggunakan regresi linear berganda untuk dapatan menunjukkan penglibatan awam ( $\beta = -2.738$ ,  $p = 0.007$ ), dan penggunaan teknologi ( $\beta = 3.790$ ,  $p = 0.000$ ) sebagai peramal penting bagi imej korporat pada  $\alpha = 0.05$ . Khususnya, kesan penggunaan teknologi adalah positif. Kesimpulannya, bagi meningkatkan imej korporat dalam entiti kerajaan UAE, khususnya Arkib Negara, penglibatan awam dan penggunaan teknologi harus dipertingkatkan. Implikasinya, dapatan kajian ini boleh memberikan panduan berguna tentang bagaimana sektor kerajaan di UAE boleh mencapai tahap imej korporat yang tinggi dengan mengambil kira peranan penting faktor perhubungan awam dan menjadi asas untuk kajian masa depan yang berkaitan dengan imej korporat.



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## LIST OF ABBREVIATIONS

ANOVA	Analysis of variance
BIA	Business Impact Analysis
CSR	Corporate Social Responsibility
DVD	Digital Video Disc
FOIA	Freedom of Information Act
GCC	Gulf Cooperation Council
IPR	Intellectual Property Rights
IPA	Interpretative Phenomenological Analysis
MOP	Metropolitan planning organizations
UAE	United Arab Emirates.
ROI	Return On Investment
SEO	Search Engine Optimization
SMM	Social Media Marketing
SPSS	Statistical Package for the Social Sciences
WIC	Women, Infants, and Children
VIF	Variance Inflation Factor

## LISTS OF APPENDICES

### A Instrument



## CHAPTER 1

### INTRODUCTION



Public relations is one of the most important pillars of success in organizations of different types and sizes. Public relation has proven their importance to achieve the corporate image that all organizations have always sought in different fields (Cohen, 2011). Corporate image, on the other hand, has been identified as one of the factors that contribute to appropriate presence and success by ensuring business continuity and achieving business objectives (Mogens & Justin, 2018).

In the evolving business world, many organizations give importance to the corporate image that will advance the organization, make it more able to be in permanent contact with the markets and the public and make it more capable of achieving its objectives (Melewar, 2017). Through that importance, all operational







units in the organization work to achieve a positive corporate image, and the public relations department, with its diverse and important tasks, is one of the most prominent sections that focus on managing the tasks of building the active corporate image and achieving it in vision and mission of the organization (Anyango, 2012).

In Government Sector, corporate image is one of the identifications of the organization. It is used to show its effective communication with the public, which could be achieved through building mutual trust in the relationship between the organization and the public, enabling the business organization to achieve its objectives and provide the public with the services it aspires to (McQuerrey, 2018). Through the importance of the public relations factors and their association with the corporate image of the organization, this research has been conducted to examine the influence of public relations on the corporate image of the organization, specifically on the Governmental Sector.

Achieving excellence in the business organization, especially in the government sector, has been considered as one of the strategic objectives for all types of business organizations in UAE Government. Part of the factors considered in the planning to achieve business excellence were recognized through the enhancement of the organization's corporate image. Many organizations focus on enhancing their corporate image of the organization through their marketing initiatives, and public relations factors have a vital role in such enhancements.

Therefore, UAE government entities, including the National Archive, is always seeking to have clear conceptions of public relation to enhance their corporate





image. This was included in the yearly performance report launched by the strategic management department of the organization (NA Yearly Internal Report, 2019). The public relations department is the main link between the national archives and its users of beneficiaries and customers and takes on the task of establishing the institutional identity and combines media and marketing activities and public relations prominent tasks are to stimulate communication within and outside the national archives, and to develop it with stakeholders and public and private sector institutions, develop strategic plans to deal with beneficiaries and develop educational program programming to international standards. It also manages strategic partnerships organizes marketing activities, promotions, and exhibitions, and contributes organization of conferences and meetings. This department takes the message, vision, and objectives of the National Archives as a general action plan (NA Yearly Internal Report, 2019). The department has two sections as following:

The first department is for institutional relations. This is the interface of the National Archives and works to maintain mutual understanding between the National Archives and its users and beneficiaries. The department conducts its tasks by strengthening the organization's identity and achieving business strategies, also building an ideal image of the national archive among its internal and external users. Furthermore, the department prepares bulletins and information materials related to the National Archives and its activities, and is also responsible for building bridges and strengthening relations with the media, receiving visitors to the National Archives, and introducing them to the role of the National Archives and its activities. The National Archive is involved in developing awareness activities on the importance of the document, building relationships with organizations and official



bodies related to the national archives, making efforts to gain public satisfaction, and is interested in marketing and communication affairs. The institutional section has four units namely the Media and Marketing Unit, the Electronic Media Unit, the Corporate Communication Unit, and the Printing Press Unit.

The second department is for corporate relations. The department is responsible for managing and maintaining the relationships inside the organization, as the department will be managing all activities related to the employees' relations with their organization. The department is responsible for building relations using adequate measures and objectives; that are used to enhance the employee satisfaction with the organization and become more effective in performing their tasks in a positive corporate environment.

This introduction chapter introduces the study by presenting its objectives, problem statements, justifications, and contribution of the study, in addition to presenting the differential of the study terms that are related to the public relations and the corporate image of the business organization.

## 1.2 Research Background

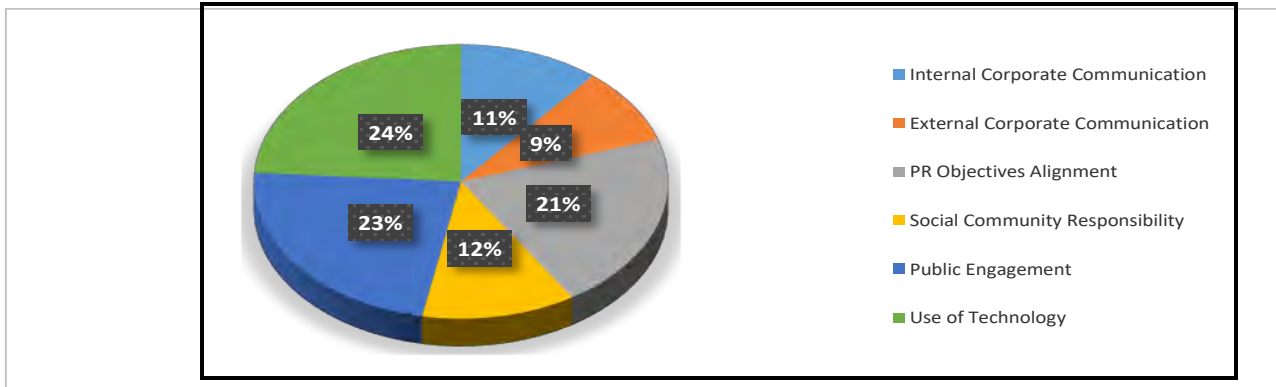
Public relations is considered one of the success pillars in any typical business organization, public relations functions will provide the business organization with the right tools to control different activities in the organization about the business's internal and external relations (Brooke, 2020). In addition, public relations factors are



used to support the business organization to become popular in the community or the industry by enhancing the corporate image of the business (Melewar, 2017). The unlimited support that has been found through the implementation of the right public relation has been seen in the organizational efforts to establish and implement appropriate social networking that supports the organization's objectives (Wang, 2017).

With ongoing efforts to achieve excellence in several operational areas in the UAE government, the government in 2018 issued the Management Transparency Report, which considered the system of corporate excellence as a basis for evaluating the performance of several organizations in the government. The report presented several operational aspects, including public relations factors in government organizations. The report concluded that several points related to public relations factors such as internal and external corporate communication, alignment of public relations objectives, social community responsibility, public engagement, and the use of technology. These factors were measured for their effectiveness, efficiency, and contribution to achieving the foundation's goals of excellence (UAE Governmental Public Relation Report, 2018). The following chart shows the levels of several public relations factors that have been included in the system:





*Figure 1. 1. Levels of Public Relation Factors Included in the Excellence System. Adapted from UAE Governmental Public Relation Report 2018*

The 2018 Governmental Public Relation Report (UAE Government Portal, 2018) which includes the figures shown in Figure 1.1 were communicated to all governmental organizations with a high recommendation to improve the factors to achieve appropriate corporate image for these organization. The National Archive is one of the government organizations that was included in the report. The organization started a plan to cover the areas included in the report as these areas are recognized as the most effective public relations factors for the governmental organizations. Therefore, the plans included these areas to be improved. The recent reports issued by the National Archive indicated that some of the areas faced shortfalls in achieving effective outcomes (Governmental Public Relation Report, 2018).

The National Archive is a governmental entity under the Ministry of Presidential Affairs, the organization established with the mission to provide the UAE community with all needed archiving materials needed for different purposes related to the study culture of the UAE. Therefore, the organization is considered a non-profitable organization, while the goal of the organization is to enhance its name in the UAE society as a trustful and reliable organization with the ability to provide



adequate coverage to all study materials related to the UAE culture (National Archive Official Portal, 2021).

The public relations department in the National Archive is the main link between the National Archives and its users of beneficiaries and customers and takes on the task of establishing the corporate image of the National Archives. In addition, the department combines media and marketing factors and public relations, and its most prominent tasks are to stimulate communication within and outside the National Archives, as well as to develop it with stakeholders and public and private sector institutions. Furthermore, the public relations department in the National Archives works to maintain mutual understanding between the National Archives and its users and beneficiaries by strengthening its corporate image and achieving business strategies. Also, building an ideal image of the National Archive among its internal and external users, by preparing bulletins and information materials related to the National Archives and its objectives.

Following the 2018 Governmental Public Relation Report, the National Archive adopted its yearly corporate objectives to include the areas that it has been included in the report. Therefore, the National Archive adopted the objective alignment of its business units in the organization as a tool to ensure that all activities in each business unit have been conducted through the consideration of the corporate objectives. The management adopted public engagement as another objective that all business units need to implement. In addition, the management included the technology used in each business unit as an objective to be achieved throughout the year (The National Archive Portal).



Through the corporate objectives of the National Archive, the public relations department started to implement these adopted objectives into its activities and become factors that the department will be using to achieve its goals. The main strive of the department was always to maintain and enhance the corporate image of the National Archive. Therefore, it has been noted that the three adopted factors namely objective alignment, public engagement, and technology use, will need to be utilized as factors to maintain and enhance the corporate image of the organization.

### 1.3 Problem Statement

Public relations is considered one of the most powerful management tools to be implemented through strategic integrity, alignment, and focus (Anyango, 2012).

Through these tools, business organizations will be able to build up a positive corporate image, which is considered one of the main factors for organizational performance. A well-managed, sustainable, and consistent corporate image-building strategy strives for long-term benefits for the business organization.

Public relations is also considered one of the tools that organizations can use to enhance their communication aspects with customers, employees, partners, or any other parties concerned or involved with the organization's operations or functions (Mogens & Justin, 2018). Furthermore, it has been noted that its functions are used to target presenting the organization in markets displaying the organization's products or services in the case of commercial organizations, and displaying the organization's close relationship with the public in the case of official organizations (Mishra, 2019).



Therefore, the link between the business organization and its corporate image shall be enhanced at all times to ensure the positive image of the business in front of the public (Alhadid, 2016).

With the rapid improvements in the technology used today, public relations has the opportunity to enhance its aspects through the use of the features of these technologies, such as social media and its components (Hamilton, 2016). These implements will ensure the business's visibility in the market and its presence in its factors and growths, as these uses are considered one of the main drivers to make public relations more effective and capable of contributing to the organization's success (Mohamed, 2016). Moreover, all of these factors will contribute to building the right and positive partnership between the business and its components, such as employees, stakeholders, customers, vendors, and others (Hua, Luo, & Owen, 2017).

Public relations factors are linked to technological improvements through the use of its features and massive solutions. With today's improvements in technology, it has become important to any business to engage technology in each operational aspect of business. Williams (2019) discussed the same as they gave a framework to the technology use within the public relations activities in typical business organizations, and they came up with adequate proof that technology is considered one of the most important dimensions of public relations activities.

Many scholars and studies established factors of the success implements for public relations in an organization. One of the factors is to ensure the alignment of the public relations activities to the business objectives. Ferguson (2018) researched the



theories related to public relations and she gave a notable discussion including adequate findings related to the importance of the objective's alignment as one of the public relations factors. She mentioned that such factors would lead to enhanced public relations activities supporting the goals and achievements of the public relations objectives in the organization.

The study by Anyango (2018) discussed the contribution of public relations in achieving business objectives; the researcher showed different activities that would lead to objectives alignments that will support the organization's achievements. These activities included the organization striving to set up the objectives of the organization by the public relations capabilities, while the problem this that the public relations will need to align its objectives with the organization's objectives.



Public engagement is another factor to be considered in implementing appropriate public relations. Leiss and Larkin (2019) researched public engagement and its impacts on a typical business organization, and they came out with a result showing the importance of implementing public engagement through public relations to enhance the organization's position in the market and gain customer satisfaction. Also, Nenke and Parkins (2019) supported the same finding by proving the importance of considering public engagement as a public relations factor aiming to support the organization's objectives.

On the other hand, corporate image as a business term has been discussed in many studies that aimed to explore different aspects related to the term. The study by Anwar, Min, and Dastagir (2019) showed the importance of corporate image in



achieving customer satisfaction, as they gave a practical framework to help the business organization build its corporate image by considering its customer needs and trends at all times.

Ashraf, Ilyas, and Imtiaz (2018) were able to show the association between quality and brand loyalty through the mediator role of customer satisfaction, they found different factors that it used to drive customer satisfaction in the organization. By linking these factors to the public relations factors, the researchers found that corporate image is affected by advanced technology use, objective alignments of public relations, and public engagement within the organization's activities and functions.

The study conducted by Lee (2019) gave a clear finding to be used for understanding the association between corporate image and customer satisfaction, as the research showed different factors linked to both activities and functions in a typical business organization. These links showed that the corporate image of the organization was maintained properly, so the organization was able to gain customer satisfaction.

Krisnanto and Novianti (2019) researched the association between service quality, corporate image, and customer satisfaction, and found that any practice in the organization to implement service quality will lead to enhance the corporate image of the organization, and this enhancement will lead to satisfy the clients of the organization in many ways. The research results showed that there is a positive relationship between service quality, customer satisfaction, and corporate image. It was also indicated that service quality and customer satisfaction have a high impact





on customer perceived value whereas corporate image also affects the customer perceived value.

The above studies came after a general study conducted by Iqbal, Hassan, and Habibah (2017). The study was conducted to examine the interrelationship among corporate image, service quality customer satisfaction, and customer loyalty. The researchers conclude that the corporate image will not be achieved without considering the factors that they have tested in the study. This study has provided proof of the importance of these factors, while the study researched complaint handling as a tool to achieve all these factors, public relations still need to be a tool to achieve the same, and this is what the current study attempting to achieve.



Ferguson (2018) found that the organization's objectives alignment is considered one of the main objectives that the public relations responsibilities should conduct in the organization to achieve a positive corporate image for the organization.

The National Archives, as one of the national institutions, was established to document the history of the UAE and to provide documentary and archival services to the UAE community. The management is working to develop its organizational strategy to be present in the UAE community. This strategy is used to enhance the corporate image of the organization by ensuring its visibility (Mohamed, 2016).

The National Archive's annual performance report showed that the alignment of objectives needed improvement. The organization witnessed organizational change that affected the organizational structure, and the public relations department was part



of the structure that was affected (N.A. Annual Performance Report, 2019). Furthermore, the National Archive is considered one of the organizations that need to be engaged with the community of the UAE to ensure that its mission as a leading organization to provide archived information and materials related to UAE culture is met. However, the initiatives to keep the public engaged are still weak and below expectations (N.A. Annual Performance Report, 2019).

In May 2019, the National Archive management launched the “NA Portal”, which includes studies and archival documents related to the UAE. This was announced and made open to the public. However, those objectives in making the National Archives more visible in the public culture did not live up to the levels set by the management as a goal to reach it since the use of the portal is still not up to targets. Hence, the importance of achieving the strengthening of the corporate image through public relations to bring those objectives aligned with the factors of the public relations in the organization (National Archive, 2019).

The technology used as one of the important enhancements for the corporate image of the organization (Wright, 2017) has been implemented in the National Archive through the NA Portal launch. The UAE National Archives has launched the Digital Archive portal for the Arabian Gulf, which provides an important source of academic research rich in historically valuable documents related to the UAE and the GCC countries, a joint venture between the UAE National Archives and the GCC National Archives is one of the oldest archives to create the leading electronic resource for historical information. The organization is targeting to make this portal use and support different users in society (Alroeya News, 2019), this will inquire



more efforts to enhance technology use in the organization to be able to make this portal use for the public and attract more users to use it and take the benefits of it.

Therefore, this study researched the most beneficial public relations factors namely technology use, objective alignment, and public engagement, and the role of these dimensions in supporting the corporate image factors namely customer satisfaction as a goal to serve the community in UAE, service quality through the services provided by the organization, and customer loyalty to ensure that the organization is one of the reliable sources for any information related to the UAE culture. The corporate image of the organization forms an important part of it in the public satisfaction with the provided services. If an organization has a bad reputation, the place it will have in the society will be in a low stage and the public satisfaction will be low. While on the other hand if the reputation of a certain organization is high and good the organization will gain power in society, and it will be able to get high public satisfaction. The organization tends to concentrate a lot on its overall image in front of its clients, stakeholders, and community because they form an important element of the organization's success.

This research focused on public relations aspects in the governmental sector. As the corporate image in many government organizations is still not maintained as appropriate, many organizations are striving to achieve excellence in certain aspects of operations and services, while the corporate image and public relations are still not addressed as one of the main enhancements to be conducted to support such efforts (UAE Governmental Public Relation Report, 2018). Therefore, this research focused



on the needs of public relations practices in the government sector to ensure their contribution to the objectives of the organization.

#### 1.4 Research Objectives

This research attempted to achieve the following main objective, which is to determine the influence of public relations factors on the corporate image of the National Archive.

To be able to achieve the above main objective, the following objectives are determined to support attempting of the main objective mentioned above:

1. To determine the level of public relations factors and corporate image of the UAE National Archive.
2. To determine the relationship between the public relations factors and the corporate image of the UAE National Archive.
3. To determine the influence of the public relations factors on the corporate image of the UAE National Archive.

#### 1.5 Research Questions

This research is seeking the answers to the following research questions aiming to understand the influence of public relations on the corporate image of government organizations in UAE.






From the above main question, the following questions will be supporting the answer to the main question:

**RQ1:** What is the level of public relations factors and corporate image of the UAE National Archive?

**RQ2:** Is there any significant relationship between the public relations factors and the corporate image of the UAE National Archive?

**RQ3:** What is the influence of the public relations factors on the corporate image of the UAE National Archive?

## 1.6 Research Hypothesis

 05-4506832     Through the research problem and the research objectives, this research recognized two types of variables that have been linked to previous studies as follows:

Public relations may positively influence the corporate image of the business organization. Accordingly, it may be posited that:

**H1:** Public relations through objective alignment is positively influencing the corporate image of the National Archive.

**H2:** Public relations through public engagement is positively influencing the corporate image of the National Archive.

**H3:** Public relations through technology use positively influences the corporate image of the National Archive.

## 1.7 Conceptual Framework

The aim of the public relations factors in any business organization is to ensure public engagement since such practice is considered one of the vital roles for public relations that it will be valuable and able to meet the public expectations, in case they were engaged (Dudo & Besley, 2016). Technology Used in implementing public relations factors is considered one of the tools used to enhance the corporate image of any organization. When technology use is implemented in the factors of public relations, it will enhance public engagement, and build customer satisfaction that will enhance corporate image (Panopoulos, Theodoridis, & Poulis, 2018). Moreover, public relations factors in today’s business are on need to be implemented through the features of developed technologies that provide many benefits to business sectors (Wright, 2017). The above three areas have been targeted to be improved in UAE’s National Archive, as such improvements will enhance the corporate image of the organization through the enhancement of customer satisfaction (Wang, 2017), service quality (Anwar, Min, Dastagir, 2019) and customer loyalty (Dudo & Besley, 2016).

Table 1.1

### *Conceptual Framework*

Independent Variables	Dependent Variable
Objectives Alignment (OA)	Corporate Image (CI)
Public Engagement (PE)	Customer Satisfaction (CS)
Technology Use (TU)	Service Quality (SQ)
	Customer Loyalty (CL)

The theory of social exchange is one of the theories that clarifies how to achieve the vision of customers. The reciprocal relationship between customers and the institution would be included within a social scope, and this scope is what necessitates public relations in the organization to be always activated. The theory of social exchange, which includes rules governing the relationship between individuals in society, makes public relations a tool for achieving the institutional image. This controlling relationship includes emphasizing the presence of factors to enhance this public relation, such as the interactive purpose between individuals, the participatory purpose among them, and the presence of a communication tool (Russell, Erica, Shanna. Alison, 2020).

Research in public relation fields provide benefits for business organization and becomes a tool to enhance their position in the market and increase their corporate image. This study provides a set of recommendations to organizations on how to improve their public relations aspects which could contribute positively to the objectives of the business. This study's main aim is to find the relationship between public relations factors and corporate image and to find the influence of public relations factors on the organization's corporate image. The study will be able to show the different techniques used by the public relations segment nowadays in organizations to enhance the image in front of customers and stakeholders.





With the massive developments that are taking place today in the world of different businesses, organizations in all fields must undertake the planning process to build strong public relations to ensure that the organization is present in the market for businesses and present in society for governmental and service organizations. Hence, it is necessary to undertake such a current study to provide practical frameworks that help these organizations achieve their objectives by activating their public relation, especially by searching for the best applications that make the institutional image of those organizations more effective and able to contribute to the organization's goals.

While other studies have researched the variables of the study, the value of this study was through the attempt to link the selected variables in this study with the corporate image factors as important factors for the organization's success. Therefore, for the academic contribution, this study will be a good tool for further studies to be conducted in the field of public relations, as the current study focuses on three factors, and other research could use the findings of this study to measure further factors in different types of business organization.

While the variables used in this study were discussed in previous literature, the current study was able to use more comprehensive measurements for public relations and its influences on corporate image. Furthermore, this study is considered the first study to address the corporate image of the UAE's National Archive.



## 1.9 Definition of Terms

### 1.9.1 Public Relations

Broom & Tucker (2008) defined public relations as the management process to attain and maintain positive and enhanced behaviors among the social grouping on which the organization depends to achieve its mission and vision through its fundamental responsibilities to build up an appropriate relationship with the public. In addition, Cohen (2011) gave another definition for public relations referring to the tendency to be in a critical position in the business sector due to the power it has in communication. Public relations tends to be the number one communication tool between the organization and stakeholders that tends to build a supportive community

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Regarding the current study, public relations is considered one of the measurement tools in organizations that are used to seek to enhance the position of the organization in society through maintaining the corporate image of the organization by conducting different factors related to the appropriate strives to build up an efficient relationship between the organization and its users.

### 1.9.2 Corporate Image

The corporate image is controlled by major elements which are the core business of the organization, the reputation of the organization, the way the organization treats its



clients, the way the organization treats its employees and workers, and the use of technology in the organization (Hamilton, 2016).

Corporate image used to have different components depending on the business organization's role and factors, while the most common roles of the corporate image of a typical business organization used to be seen through the following three areas: customer satisfaction, service quality, and customer loyalty.

In this study, corporate image is defined as the descriptions to be given to the organization that is well known and has a positive reputation in society. Such image is used to give the business organization one of the success factors to enable it to maintain its brand name in society and capability to grow through its user's and stakeholders' trust and satisfaction. The corporate image of an organization is used to reflect its organizational culture and ethical conceptions, as these two aspects are used to give the organization its image in front of the public, and used to give a descriptive image for the organization that the public will recognize the organization through it (Brooke, 2020).

### 1.9.3 Technology Use

Technology use in an organizational business concept refers to the procedures and functions that used to be conducted through one or more of the technology features. Technology use contributes one of the features that it used to enhance the business





organization factors and enable it, to achieve its objectives through the use of technologies with massive benefits for the business (Hamilton, 2016).

Technology as a public relations activity used to be conducted through the use of the technology features that the management of the public relations department will be coordinating and ensuring its implementation as one of the factors of the department to enhance the public relations influence on building appropriate corporate image to the organization (McQuerrey, 2018).

In this study technology use is defined as the process to be implemented in the organization through the use of the technology features to design and integrate a unique portal for public use and other social media platforms, and it used to be engaged with many operational and structural aspects to store, and retrieve archives to enhance its conductions and drive the organization success.

#### **1.9.4 Objective Alignment**

Objective alignment refers to the process of building up a solid and firm objective that will reflect the functions of the business organization, such objectives used to be built into the considerations of different factors to ensure its right conductions and achievements (Ferguson, 2018).

Objectives alignment as one of the public relations factors, refers to the process of the public relations department to set up the objectives of its factors in



alignment with the organization's mission, vision, and values. Implementing the factors of public relations through the objective's alignment will ensure that the public relations targeting to achieve the organization's objectives (Ameen, Almari & Isaac, 2018).

In this study, objective alignment is defined as a process that used to be conducted in a typical business organization to ensure that each department in the organization set up its objectives according to the general objectives of the organization, as each objective should be linked to the organization objective, such practice used to support the business organization contribution to ensure achieving its objectives through each department contribution.

### **1.9.5 Public Engagement**

Public engagement refers to the process of building a relationship between the business organization and the public, such a relationship will need to be built by engaging the public on the services that the organization used to provide to the public. Such practices used to be conducted through the continuance of communication with the public and engage them in different aspects related to the services that they are gaining from the organization (Dudo & Besley, 2016).

In this study, public engagement is defined as one of the factors that public relations used to ensure conducting its components to ensure that the users of the organization are aware of the organization's factors, and such activity is used to



enhance the corporate image of the organization by ensuring the satisfactory of the public through customer feedback and customer engagements.

#### **1.9.6 Customer satisfaction**

Customer satisfaction is a metric used to assess a company's customers' level of satisfaction with its goods, services, and capabilities. Information about customer satisfaction, such as surveys and ratings, can assist a business in deciding how best to adjust or enhance its goods and services. Customer satisfaction must be the organization's core objective. This rule applies to every division of a company, including industrial corporations, retail and wholesale businesses, government agencies, service providers, and non-profit organizations (Pokryshevskaya & Antipov, 2017).

In this study, customer satisfaction is defined as the outcome from the organization to ensure that the users of the organization are happy through the services provided by the organization, and they are expressing their interest in giving positive feedback about the organization that will enhance the corporate image of this organization.





### 1.9.7 Service quality

In general, service quality relates to how customers evaluate service expectations in light of business performance. A company that provides high-quality customer service is more likely to be able to meet customers' expectations while continuing to be financially competitive in its sector. To make sure they are satisfying the demands of their consumer base, successful companies that stay competitive and relevant in the market proactively try to acquire information from both their current and future customers (Shoaib, Salam, & Fayolle, 2018).

In this study, service quality is defined as the total implementations that the organization conducts to ensure the quality provisions of its services to its customers; this will enhance the organization's reputation and give positive trends to its corporate image in the community.

### 1.9.8 Customer Loyalty

A consumer's propensity to do business again with a company or brand is measured by their level of customer loyalty. Customer contentment, pleasant consumer experiences, and the total value of the products or services the client receives from the business all contribute to customer loyalty. Customers who are devoted to a certain brand are not readily persuaded by availability or cost. If consumers receive the same high-caliber goods or services they have come to know and love, they are prepared to spend extra. (Carter, 2018).



In this study, customer loyalty is defined as a description that used to be given to the customers of an organization that they are fully satisfied and express their loyalty to the organization's provided services.

### **1.10 Research Structure**

This research will include five chapters, while this chapter one designated for the introduction, the second chapter will review the pieces of literature and previous studies for the term of Public Relations and the term of the corporate image of a business organization.

The third chapter will go through the research methodology, and the fourth is about the data collection and analysis to be followed the fifth chapter related to the findings, and finally, the research will present a set of recommendations and a conclusion to cover what the study presented and discussed.

The study depends on a specific literature review that will show the role of Public Relations on the organization's image, and it will provide a better understanding of the topic discussed.

It will also include previous studies that discussed the topic showing the differences the public relations segment had in the business sector previously. The study will also include previous literature reviews that discuss the influence public relations have on organizations in the marketplace and how it affects the organization





financially. Finally, the study will also discuss the advantages of having a public relations segment in every organization.

### 1.11 Limitation of Study

This study will be conducted to measure the influence of public relations factors on the corporate image by measuring the performance of the selected organization by presenting the variables concluded from previous studies and theoretical frameworks. Therefore, these study findings will apply to the governmental sector in the UAE. While the data will be selected from specific organizations in the governmental sector, these organizations are still similar to a higher range of other organizations in the same sector. Therefore, the applications of the findings and the recommendations will be valid for such organizations. Although many factors related to Public Relations Factors used to enhance the corporate image through its implementation, the limitation of this study will be through the selected public relations factors, namely: (organization objectives alignment, public engagement, and technology use). Moreover, through the Corporate Image Factors, namely: (customer satisfaction, service quality, and customer loyalty). As these factors and factors are the most relevant to the current case to be studied. Therefore, the limitation of the study will be to the selected organizations and for the time being that it witnesses the need to look after these factors and factors.



## 1.12 Summary

Through this chapter, the study introduced the research backgrounds, objectives, problem, and questions, in addition to identifying the hypotheses and the planned structure to go forward with the study, as this introduction gave the study the map plan to start the research aiming to identify the role of the public relation on building the corporate image of the business organization.