

**THE MODERATING EFFECT OF THE ISLAMIC APPROACH
ON THE RELATIONSHIP BETWEEN PUBLIC RELATIONS
ROLES AND CRISIS COMMUNICATION STRATEGIES IN
YEMEN**

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Abstrak

Kajian ini meneliti peranan perhubungan awam dalam pengurusan krisis dalam organisasi kerajaan dan swasta di Yemen, khususnya, pengaruh peranan perhubungan awam, strategi komunikasi dan budaya organisasi dalam menguruskan krisis serta meneliti sama ada terdapat perbezaan antara organisasi kerajaan dan swasta di Yemen dalam konteks peranan perhubungan awam, strategi komunikasi, budaya organisasi dan pengurusan krisis. Kajian ini juga berusaha menentukan sama ada pendekatan Islam bertindak selaku penyederhana kepada perhubungan awam, strategi komunikasi, budaya organisasi dan pengurusan krisis. Kajian ini mengaplikasikan reka bentuk penyelidikan kuantitatif melalui soal selidik tadbir sendiri. Data dikumpulkan daripada sejumlah 200 orang pengurus perhubungan awam di Yemen dengan 73% mewakili organisasi kerajaan dan 27% lagi mewakili organisasi swasta. Data dianalisis menggunakan analisis korelasi dan analisis regresi. Hasil kajian menunjukkan bahawa peranan perhubungan awam, strategi komunikasi krisis, dan budaya organisasi berhubungan secara positif dengan pengurusan krisis. Pendekatan Islam ialah penyederhana bagi sebahagian daripada hubungan antara peranan perhubungan awam, strategi komunikasi, budaya organisasi dan pengurusan krisis. Walau bagaimanapun, kajian ini mendapati tiada perbezaan antara organisasi kerajaan dan swasta dalam konteks peranan perhubungan awam, strategi komunikasi, budaya organisasi dan pengurusan krisis. Berdasarkan hasil kajian, dicadangkan agar kajian akan datang mengambil kira reka bentuk kualitatif untuk memahami hubungan antara peranan perhubungan awam, strategi komunikasi, budaya organisasi dan pengurusan krisis secara lebih mendalam. Adalah dicadangkan juga supaya dimensi pendekatan Islam diteliti melalui pelbagai cara untuk melihat kepelbagaian guna pendekatan Islam selaku penyederhana sepenuhnya dan kesannya dalam hubungan antara peranan perhubungan awam dan pengurusan krisis.

Katakunci: Peranan perhubungan awam, Strategi komunikasi krisis, Budaya organisasi, Pengurusan krisis

Abstract

The general aim of this study is to investigate the role of public relations in crisis management in public and private organizations in Yemen. Specifically, the study examines the relationship among public relations role, crisis communication strategy and organizational culture in managing crisis and determines whether there is any differences between public and private organizations in Yemen in terms of public relations role, crisis communication strategies, organizational culture and crisis management. The study also examines the moderating effects of Islamic approach on public relations role, crisis communication strategies, organizational culture and crisis management. The study employs a survey research design. The data is collected through questionnaires administered to 200 public relations managers; 73% from public organizations and 27% from private organizations in Yemen. The study uses correlation and regression analyses to analyze the data. The findings indicate that public relations role, crisis communication strategy, and organizational culture are positively related to crisis management. In addition, the Islamic approach has been found to partially moderate the relationship among public relations role, crisis communication strategy, organizational culture and crisis management. However, the study does not find any significant differences between public and private organizations in Yemen in terms of public relations role, crisis communication strategy, organizational culture and crisis management. Based on the results of this study, it is recommended that further research be undertaken using qualitative research methodology to understand better the relationship among public relations role, crisis communications strategy, organizational culture and crisis management. It is also recommended that further research be conducted to explore the dimensions of the Islamic approach as a moderating variable to determine its effects in relation to public relations role and crisis management.

Keywords: Public relations role, Crisis communications strategy, Organizational culture, Crisis management

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CHAPTER ONE

INTRODUCTION

1.1 Background

Public relations (PR) have a management function that determines the general policies and strategies of an institution or organization. The organizational policy introduced is normally aimed to provide public understanding and acceptance of the prescribed policies. PR department helps to reduce the negative effects of the policy introduced between the internal and external organizational communication with the public opinion. In most cases during crisis, public relations strategies are helpful in spearheading the return to normality and minimizing the losses in terms of bottom line effect and reputation brought by the crisis (Burnett, 1998).

Public relations, therefore, is the art and science of managing communication between and within an organization. It plays an important role in building, managing and sustaining positive organizational image. In short, PR involves various activities such as the following: (1) evaluating public attitude and opinions toward the organization, (2) overseeing procedures and policies are implemented successfully, (3) communication programmers, (4) developing rapport, good-will through two-way communication, and (5) building and sustaining healthy relationship between the organization and the public (Brown, 2007).

All organizations face various crises and issues within the organizations and with competitors as well as the public. Today it is becoming a common practice that all public relations departments are responsible and constitute the primary team

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