Comparing the roles of PR practitioners
in the public and private sectors in the UAE

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This article compares public relation practices of experts working in public and private sectors of the UAE based firms. It casts light on the challenges that practitioners face in both sectors and the necessary skill set they need to excel in their field. Qualitative research techniques were used to get insights into the research problem. Qualitative questionnaires and in depth interviews with the target respondents were conducted. Questionnaire was filled by government institutions, public sector insurance companies, schools, private banks, and other organizations. In depth face to face interviews and qualitative questionnaire were used in this study. Out of 60 questionnaires, 30 were distributed and collected face to face in 15 different workplaces in the public sector and 30 were distributed in 12 workplaces in the private sector. The research concluded that the PR sector is well developed in private firms who cater to their publics at an advanced level using the tools and devices necessary for physical and virtual world practice. When it comes to the public sector, PR departments and PR practitioners were not very aware of the contemporary PR concept, and they need better qualifications to improve their PR practices.

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