

BIBLIOGRAPHY

Al-Quran. Al-Baqarah 2:83.

Al-Quran. Al-Nahl 16:53.

Al AbdAllah, A.A (1992). *Evaluation of the Performance of Public Relations in the Jordanian Government Agencies*. (Unpublished Master Thesis). University of Jordan.

Al Adwan, Y (1996). Level of achievement and effectiveness of the Public Relations Units of the Government Agencies in Jordan. *Al Drasa* 23 (1), 49-59

Al Faishani, AM.H (2000). *Measuring performance of the public relations units in Yemen's government ministries: An empirical study*. (Unpublished Master Thesis). University of Jordan.

Al Nagi, E., & Hamdan, M. (2009). Computerization and e-government implementation in Jordan: Challenges, obstacles and successes. *Government Information Quarterly*, 26(4), 577-583.

Al Qudhah, O.A (2004). *Evaluating the activity and real function of the public relations in the central agencies of public administration in Jordan*. (Unpublished Master Thesis). Mutah University.

Al Shpol, S. (1995). *Assessment of the administrative needs required for the departments of public relations in the Directorates of Education in Jordan*. (Unpublished Master Thesis). University of Jordan.

Al-Enad, A. (1990). Public relations role in developing countries. *Public Relations Quarterly*, 35, 24-26.

Al-Jenaibi, B. (2011). The use of social media in the United Arab Emirates: An initial study. *European Journal of Social Sciences*, 23(1), 87-100.

Alniacik, E., Alniacik, U. & Erdogmus, N. (2012). How do the dimensions of corporate reputation affect employment intentions?. *Corporate Reputation Review* 15 (1), 3-19.

Amos, D. & Bulos, N. (2013 July 01). In A Rough Neighborhood, Jordan Clings To Its Stability. Retrieved from

- http://www.npr.org/blogs/parallels/2013/07/01/196656296/stability-or-democracy-in-jordan-its-a-fragile-balance
- Argenti, P. & Forman, J. (2004). The power of corporate communication: Crafting the voice and image of your business. *Corporate Reputation Review* 7 (1), 96-98.
- Atkin, C. K. & Rice, R. E. (2013). Advances in public communication campaigns. In E. Scharrer (ed.), *The international encyclopedia of media studies* (Vol. 5). London, UK: Wiley-Blackwell.
- Austin, E. W. & Pinkleton, B. E. (2006). *Strategic Public Relations Management: Planning and Managing Effective Communication Programs*. Mahwah, N.J.: Lawrence Erlbaum Associates.
- Bdear, M. 25 May 2008. "Public relations in Islam". <<http://parabic.com/site/?p=44>>.
- Bean, J. & Hussey, L. (2011). *Quality in the public sector: Essential skills for the public sector* (2nd ed.). London, England: HB Publications.
- Bergmann, K. (2002). *Dealing with consumer uncertainty: Public relations in the food sector*. Berlin: Springer.
- Bertot, J. C., Jaeger, P. T., & Grimes, J. M. (2010). Using ICTs to create a culture of transparency: E-government and social media as openness and anti-corruption tools for societies. *Government Information Quarterly*, 27(3), 264-271.
- Bhuiyan, S. I. (2011). Social media and its effectiveness in the political reform movement in Egypt. *Middle East Media Educator*, 10(3), 14-20.
- Bowen, S. A. (2012). *Ethics in government public relations*. In M. Lee, G. Neeley, & K. Stewart (eds.), *The practice of government public relations* (pp. 157-178). Boca Raton, FL: CRC Press.
- Bowen, S., Rowlinson, B. & Martin, T. (2010). *An overview of the public relations function*. New York, NY: Business Expert Press, LLC.
- Breakenridge, D. K. (2012). *Social media and public relations: Eight new practices for the PR professional*. Upper Saddle River, NJ: FT Press/Pearson Education, Inc.
- Bromley, D. (2000). Psychological aspects of corporate identity, image and reputation. *Corporate Reputation Review* 3 (3), 240-252.
- Brown, R. (2009). *Public relations and the social web: How to use social media and web 2.0 in communications*. London, UK: Kogan Page Limited.

- Brunner, B. & Brown, M. (2007). *Web sights: Images of diversity on college and university home pages*. In S. Duhe (Ed.). *New media and public relations* (pp. 357-370). New York, NY: Peter Lang Publishing, Inc.
- Bureau of Near Eastern Affairs. 30 December 2011. "Background note: Jordan. Washington, DC: US Department of State". Retrieved from <<http://www.state.gov/r/pa/ei/bgn/3464.htm#gov>>
- Carlson, G. (1999). *Total exposure: Controlling your company's image in the glare of the business media explosion*. New York: AMACOM.
- Carroll, C. & McCombs, M. (2003). Agenda-setting effects of business news on the public's images and opinions about major corporations. *Corporate Reputation Review* 6 (1), 36-46.
- Central Intelligence Agency (CIA). (2012). The world factbook. Middle East: Jordan. Retrieved from <<https://www.cia.gov/library/publications/the-world-factbook/geos/jo.html>>.
- Ciborra, C., & Navarra, D. D. (2010). Good governance, development theory, and aid policy: Risks and challenges of e-government in Jordan. *Information Technology for Development*, 11(2), 141-159.
- Coombs, W.T. (2007) *Ongoing crisis communication: Planning, managing, and responding*. Thousand Oaks, CA: Sage
- Currstine, T., Lonti, Z., & Joumard, J. (2007). Improving public sector efficiency: Challenges and opportunities. *OECD Journal on Budgeting*, 7(1), 1-41.
- Curtis, L., Edwards, C., Fraser, K. L., Gudelsky, J., Holmquist, J., Thornton, K., & Sweetser, K. D. (2009). Adoption of social media for public relations by nonprofit organizations. *Public Relations Review*, 35(1), 90-92.
- Daley, D. M. (1992). *Performance appraisal in the public sector: The techniques and applications*. Westport, CT: Greenwood Publishing Group.
- Decker, W. (2012). A firm's image following alleged wrongdoing: Effects of the firm's prior reputation and response to the allegation. *Corporate Reputation Review* 15 (1), 20-34.
- Dickson, D. A. (2011). *Fostering employee engagement: Practical tools and best practice techniques*. Amherst, MA: HRD Press, Inc.

- Diefenbach, F. E. (2011). *Entrepreneurship in the public sector: When middle managers create public value*. Wiesbaden, Germany: Gabler Verlag.
- Diga, M., & Kelleher, T. (2009). Social media use, perceptions of decision-making power, and public relations roles. *Public Relations Review*, 35(4), 440-442.
- Doh, J. P., & Guay, T. R. (2006). Corporate social responsibility, public policy, and NGO activism in Europe and the United States: An institutional-stakeholder perspective. *Journal of Management Studies*, 43(1), 47-73.
- Eisend, M., & Küster, F. (2011). The effectiveness of publicity versus advertising: A meta-analytic investigation of its moderators. *Journal of the Academy of Marketing Science*, 39(6), 906-921.
- El-Shamayleh, M. 05 Jun 2012. "Jordan clerics protest against government". Retrieved from <<http://www.aljazeera.com/news/middleeast/2012/06/201206594810880584.html>>
- Elsheikh, Y., Cullen, A., & Hobbs, D. (2008). E-Government in Jordan: Challenges and opportunities. *Transforming Government: People, Process and Policy*, 2(2), 83-103.
- Emam, I. (1980). *Islamic media: Verbal stage*. Cairo: Angelo Egyptian Library.
- Fearn-Banks, K. (2007) *Crisis communications: A casebook approach*. Mahwah, NJ: Lawrence Erlbaum.
- Ferguson, D. P., Wallace, J. D. & Chandler, R. C. (2012). Rehabilitating your organization's image: Public relations professionals' perceptions of the effectiveness and ethicality of image repair strategies in crisis situations. *Public Relations Journal*, 6(1), 1-19.
- Fillis, I. (2003). Image, reputation and identity issues in the arts and crafts organization. *Corporate Reputation Review* 6 (3), 239-251.
- Fink, A. (2006). *How to conduct surveys: A step-by-step guide*. Thousand Oaks: Sage.
- Georgellis, Y., Iossa, E., & Tabvuma, V. (2011). Crowding out intrinsic motivation in the public sector. *Journal of Public Administration Research and Theory*, 21(3), 473-493.
- Gordon, A. E. (2011). *Public relation*. New York, NY: Oxford University Press.
- Grantam, S, Vieira, E. T., & Trincherio, C. (2011). Are we practicing what we preach? Perspectives on public relations evaluation from practitioners. *Public Relations Journal*, 5(3). Retrieved from

http://www.prsa.org/intelligence/prjournal/documents/2011granthamvieiratrincher_o.pdf

- Grunig, J. (1992a). *Communication, public relations, and effective organizations: An overview of the book*. In J. Grunig (Ed.). *Excellence in public relations and communication management* (pp. 219-256). Hillsdale, New Jersey: Lawrence Erlbaum Associates, Inc., Publishers.
- Grunig, J. (1992b). *What is excellence in management?* In J. Grunig (Ed.). *Excellence in public relations and communication management* (pp. 219-256). Hillsdale, New Jersey: Lawrence Erlbaum Associates, Inc., Publishers.
- Grunig, L. (1990). *Power in the public relations department*. In J. Grunig & L. Grunig (Eds.). *Public relations research annual*, volume 2 (pp. 115-157). Hillsdale, New Jersey: Lawrence Erlbaum Associates, Inc., Publishers.
- Grunig, L., Grunig, J. & Dozier, R. (2002). *Excellent public relations and effective organizations: A study of communication management in three countries*. Mahwah, New Jersey: Lawrence Erlbaum Associates, Inc., Publishers.
- Hoeken, H. & Renkeman J. (1998). Can corrections repair the damage to a corporate image caused by negative publicity. *Corporate Reputation Review* 2 (1), 1358-1988.
- Hung, C-J. (2007). *Toward the theory of relationship management in public relations: How to cultivate quality relationships?* In E. Toth (Eds.). *The future of excellence in public relations and communication management: Challenges for the next generation* (pp. 443-476). Mahwah, New Jersey: Lawrence Erlbaum Associates, Inc.
- Hung, C-J. (2008). The effect of brand image on public relations perceptions and customer loyalty. *International Journal of Management* 25 (2), 237-246.
- International Labor Organization (ILO). (2010). *Pay equity in Jordan* (Policy Brief 9). Amman, Jordan: ILO Regional Office for Arab States.
- Johnson, R. B., Onwuegbuzie, A. J. & Turner, L. A. (2007). Towards a definition of mixed methods research. *Journal of Mixed Methods Research*, vol, 1, no. 2, pp. 112-133.
- Johnston, J., Zanawi, C. & Brand, J. (2009). *Public relations: An overview*. In J. Johnston & C. Zanawi (Eds.). *Public relations: Theory and practice* (3rd Ed.). Crows Nest, NSW, Australia: Allen & Unwin.

- Kahil, Abd al-Wahhāb .(2009). Comparison between the Islamic Public Relations and the modern of public relations.Retrieved from <<http://www.balagh.com/oldsite2/mosoa/ejtma/ro0ort0t.htm>>.
- Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons*, 54(3), 241-251.
- Kirat, M. (2005). Public relations practice in the Arab World: A critical assessment. *Public Relations Review*, 31(3), 323-332.
- Kirdar, Y. (2007). The role of public relations for image creating in health services: A sample patient satisfaction survey. *Health Marketing Quarterly* 24 (3/4), 33-53.
- Kosar, K. R. (2012). *Doing right and avoiding wrong with the law and politicians*. In M. Lee, G. Neeley, & K. Stewart (eds.), *The practice of government public relations* (pp. 179-196). Boca Raton, FL: CRC Press.
- Kruckeberg, D. (1996). "A global perspective on public relations ethics: The Middle East," *Public Relations Review*, 22, 181-189.
- Krull, D. (2001). *On partitioning the fundamental attribution error: Dispositionalism and the correspondence bias*. In G. Moskowitz (ED.), *Cognitive social psychology: The princeton symposium on the legacy and future of social cognition* (pp. 211-228). Mahwah, NJ: Lawrence Erlbaum Associates, Inc., Publishers.
- Kumar, R. (2005). *Research methodology: A step-by-step guide for beginners*. (2nd ed.). Frenchs Forest, NSW: Pearson Longman. Ch 2. 'The research process: a quick glance'. pp. 15-25.
- Larocci, M. (2011). *Putting your local government on a \$ diet*. Bloomington, IN: Author House.
- Ledingham, J. & Brunning, S. (2000). *Public relations as relationship management: A relational approach to the study and practice of public relations* (pp. 55-70). Mahwah, New Jersey: Lawrence Erlbaum Associates, Inc., Publishers.
- Ledingham, J. A. (2001). Government-community relationships: Extending the relational theory of public relations. *Public Relations Review*, 27(3), 285-295.
- Lee, J., Kim, S., & Wertz, E. K. (2014). How Spokesperson Rank and Selected Media Channels Impact Perceptions in Crisis Communication. *Public Relations Journal*, 8(2). Retrieved from <http://www.prsa.org/Intelligence/PRJournal/Vol8/No2/>

- Lee, M. (2012). *Government public relations: What is it good for?* In M. Lee, G. Neeley, & K. Stewart (eds.), *The practice of government public relations* (pp. 9-28). Boca Raton, FL: CRC Press.
- Lewis, P., Goodman, S., Fandt, P. & Michlitsch, J. (2007). *Management: Challenges for tomorrow's leaders* (5th ed.). Mason, OH: Thomson South-Western.
- Liu, B. F., & Horsley, J. S. (2007). The government communication decision wheel: Toward a public relations model for the public sector. *Journal of Public Relations Research*, 19(4), 377-393.
- Loda, M. D., & Coleman, B. C. (2005). Sequence matters: A more effective way to use advertising and publicity. *Journal of Advertising Research*, 45(04), 362-372.
- Marra, F. J. (1998). Crisis communication plans: Poor predictors of excellent crisis public relations. *Public Relations Review*, 24(4), 461-474.
- Martinelli, D. K. (2012). *Strategic communication planning*. In M. Lee, G. Neeley, & K. Stewart (eds.), *The practice of government public relations* (pp. 143-156). Boca Raton, FL: CRC Press.
- Matten, D., & Moon, J. (2008). "Implicit" and "explicit" CSR: A conceptual framework for a comparative understanding of corporate social responsibility. *Academy of Management Review*, 33(2), 404-424.
- Mofleh, S., Wanous, M., & Strachan, P. (2008). The gap between citizens and e-government projects: The case for Jordan. *Electronic Government, an International Journal*, 5(3), 275-287.
- Monette, D.R., Sullivan T. J., & DeJong, C.R. (2002). *Applied Social Research*. Orlando, FLA: Harcourt Press.
- Moon, J. (2004). *Government as a driver of corporate social responsibility: the UK in comparative perspective*. (No. 20-2004 ICCSR Research Paper Series). Nottingham, UK: International Centre for Corporate Social Responsibility.
- Morgeson III, F. (2004). *Citizen satisfaction: Improving government performance, efficiency, and citizen trust*. New York, NY: Palgrave Macmillan.
- Neuman, W.L. (1997). *Social Research Methods: Qualitative and Quantitative Approaches*. (3rd ed.). Boston: Allyn and Bacon.
- Omari, H. A. (2006). E-government architecture in Jordan: A comparative analysis. *Journal of Computer Science*, 2(11), 846-852.

- Organisation for Economic Co-operation and Development. (2010). *Directory of Bodies of the OECD 2010*. Paris: OECD Publishing.
- Othman, N. (2011). *Introduction to Public relations and advertisement*. Amman: Al-Afaq Al-Mushriqah for publishing and distribution.
- Perry, J. L., & Wise, L. R. (1990). The motivational bases of public service. *Public Administration Review*, 50(3), 367-373.
- Perry, J. L., Hondeghem, A., & Wise, L. R. (2010). Revisiting the motivational bases of public service: Twenty years of research and an agenda for the future. *Public Administration Review*, 70(5), 681-690.
- Picazo-Vela, S., Gutiérrez-Martínez, I., & Luna-Reyes, L. F. (2012). Understanding risks, benefits, and strategic alternatives of social media applications in the public sector. *Government Information Quarterly*, 29(4), 504-511.
- Pierre, J. (2012). *Governance and institutional flexibility*. In D. Levi-Faur (ed.), *The Oxford handbook of governance* (Chapter 19). Oxford, UK: Oxford University Press.
- Piotrowski, C. (2002). *Professional practices for interior designers*. Hoboken, New Jersey: John Wiley & Sons, Inc.
- Prowle, M. (2011). *The changing public sector: A practical management guide*. Hampshire, UK: Gower Publishing Limited.
- Pruzan, P. (2001). Corporate reputation: Image and identity. *Corporate Reputation Review* 4 (1), 50-64.
- Riel, C., Stroecker, N. & Maathuis, O. (1998). Measuring corporate images. *Corporate Reputation Review* 1 (4), 313-326.
- Robertson, J. (2012). Tell it all: Challenging crisis communications' rules. *Public Relations Journal*, 6(1), 1-19.
- Saia, D. & Cyphert, D. (2003). The public discourse of the corporate citizen. *Corporate Reputation Review* 6 (1), 47-57.
- Salem, F. & Jarar, Y. (2008). Failed revolution?: Exploring e-government failures in the Arab states. In D. Remenyi (ed.), *Proceedings of the 4th International Conference on E-government*, RMIT University, Melbourne, Australia (pp. 363-370). Reading, UK: Academic Publishing Limited.

- Schuler, M. (2004). Management of the organizational image: A method for organizational image configuration. *Corporate Reputation Review* 7 (1), 37-53.
- Schultz, M. & Ervolder, L. (1998). Culture, identity and image consultancy: Crossing boundaries between management, advertising, public relations, and design. *Corporate Reputation Review* 2 (1), 29-50.
- Shamakhi, K.A (2000). *Performance evaluation of governmental public relations departments in the Sultanate of Oman from the perspective of other departments' directors*. (Unpublished Master Thesis). Al al-Bayt University.
- Sims, R. R. (2002). *Managing organizational behavior*. Westport, CT: Quorum Books.
- Sjovall, A. & Talk, A. (2004). From actions to impressions: Cognitive Attribution Theory and the formation of corporate reputation. *Corporate Reputation Review* 7 (3), 269-281.
- Smith, B. G. (2010). Socially distributing public relations: Twitter, Hoot, and interactivity in social media. *Public Relations Review*, 36(4), 329-335.
- Smith, R. (2013). *Public relations: The basics*. London, UK: Routledge.
- Spicer, C. (2013). *Organizational public relations: A political perspective*. Oxon, UK: Routledge.
- Sriramesh, K., Rhee, Y., & Sung, M. (2011). *Aligning public relations with the demands of globalization: Conceptual foundations for theory of global public relations*. In K. Sriramesh, A. Zerfass, J-N Kim (eds.), *Public relations and communication management: Current trends and emerging topics* (pp. 108-126). London, UK: Routledge.
- Stacks, D. W. (2011). *Primer of public relations research*. (2nd Ed.). New York: Guilford.
- Supa, D. W. (2014). A qualitative examination of the impact of social media on media relations practice. *Public Relations Journal*, 8(2), 2.
- Taylor, M. (2012). *Using monitoring and evaluation to measure public affairs*. In M. Lee, G. Neeley, & K. Stewart (eds.), *The practice of government public relations* (pp. 213-228). Boca Raton, FL: CRC Press.
- The Conference Board (2000). *Executive briefing: The millennium poll on corporate social responsibility*. New York, NY: Conference Board.
- The Hashemite Kingdom of Jordan. (2012). Keys to the kingdom government. Retrieved from <http://www.kinghussein.gov.jo/government.html>

- Toth, E. (2009). *The future of excellence in public relations and communication management: Challenges for the next generation*. Mahwah, NJ: Lawrence Erlbaum Associates, Inc., Publishers.
- Waldt, G. (2004). *Managing performance in the public sector: Concepts, considerations and challenges*. Lansdowne, South Africa: Juta and Co. Ltd.
- Waters, R. D., Burnett, E., Lamm, A., & Lucas, J. (2009). Engaging stakeholders through social networking: How nonprofit organizations are using Facebook. *Public Relations Review*, 35(2), 102-106.
- Watson, T. & Noble, P. (2007). *Evaluating public relations: A best practice guide to public relations planning, research and evaluation*. London, UK: Kogan Pages.
- Wei, Y. (2002). Corporate image as collective ethos: A poststructuralist approach. *Corporate Communications: An International Journal* 7 (4), 269 – 276.
- Wigley, S., & Zhang, W. (2011). A study of PR practitioners' use of social media in crisis planning. *Public Relations Journal*, 5(3), 1-16.
- Wigley, S., & Zhang, W. (2014). Does planning and practice make perfect? A study of communication culture, autonomy and PR practitioners' confidence in handling crises. *Public Relations Journal*, 8(2). Retrieved from <http://www.prsa.org/intelligence/prjournal/documents/2014wigleyzhang.pdf>
- Wright, B. E., & Pandey, S. K. (2011). Public organizations and mission valence when does mission matter? *Administration & Society*, 43(1), 22-44.
- Wright, H. & Fill, C. (2001). Corporate images, attributes and the UK pharmaceutical industry. *Corporate Reputation Review* 4 (2), 99-110.
- Yin, R. K. (2006). *Case study research: Design and methods* (3rd ed.). Thousand Oaks, CA: Sage.
- Yunus, T. (2008). *Management of public relations (concepts, principles and policies) from Islamic and Arab Perception*. Amman: Ethraa
- Zahradnik, A. (2012). *Internal public relations for personal and program success*. In M. Lee, G. Neeley, & K. Stewart (eds.), *The practice of government public relations* (pp. 197-212). Boca Raton, FL: CRC Press.
- Zain, M.O. (15 January 2008). "Public Relations in the Islamic perspective" <http://www.iua.edu.sd/ar/>.

Zhao, J. (1999). The importance of image survey: Improving effectiveness of communication programs. *Public Relations Quarterly Summer*, 27-31.

UNIVERSITI SAINS ISLAM MALAYSIA
جامعة العلوم الإسلامية الماليزية
ISLAMIC SCIENCE UNIVERSITY OF MALAYSIA

APPENDICES

UNIVERSITI SAINS ISLAM MALAYSIA
جامعة العلوم الإسلامية الماليزية
ISLAMIC SCIENCE UNIVERSITY OF MALAYSIA

APPENDIX A: Interview Questions





Interview Questions

Dear Respondent,

Assalamu 'alaikum warahmatullah wabarakatuh,

I am conducting a research on *the role of Public Relations Departments in enhancing the image of Jordanian Ministries* as part of the requirement of PhD in Communication program in Islamic Science University of Malaysia (USIM). I believe that your participant in this research will provide a representative picture of "the current image for the Jordanian government in order to help the public relations managers to enhance it". The interview will take 15-20 minutes.

The information you provide will help me to better understand the image of Jordanian Ministries because you are essential part in the ministry and I believe that you will provide me with honest answers.

Rest assured that all of your answers will be used only for scholarly purposes and will be kept completely confidential. If you have any questions regarding this research, I will be happy to clarify. Thank you for your kind cooperation.

Supervisory Committee:

Dear Prof. Dr. Musa Bin Abu Hassan.

Dear Prof. Dr. Zulkiple Bin Abd Ghani.

Researcher: Ali Yahya Bader Al Hadeed

Mobile: 0797378880

This research is used only for academic purposes. All information is considered as confidential.

Interview Questions

Section A: Respondent Profile

1. Gender

- Male Female

2. Marital Status

- Married Single Divorced Widowed

3. Age

- 25 years or under 26 - 35 years 36 - 45 years 46 years or older

4. Education Background

- Less than High School High School 2 Years College Degree
 Bachelor's Degree Master's Degree Doctoral Degree

5. Ministry

- Ministry of Interior Ministry of Youth and Sport

6. Job Title

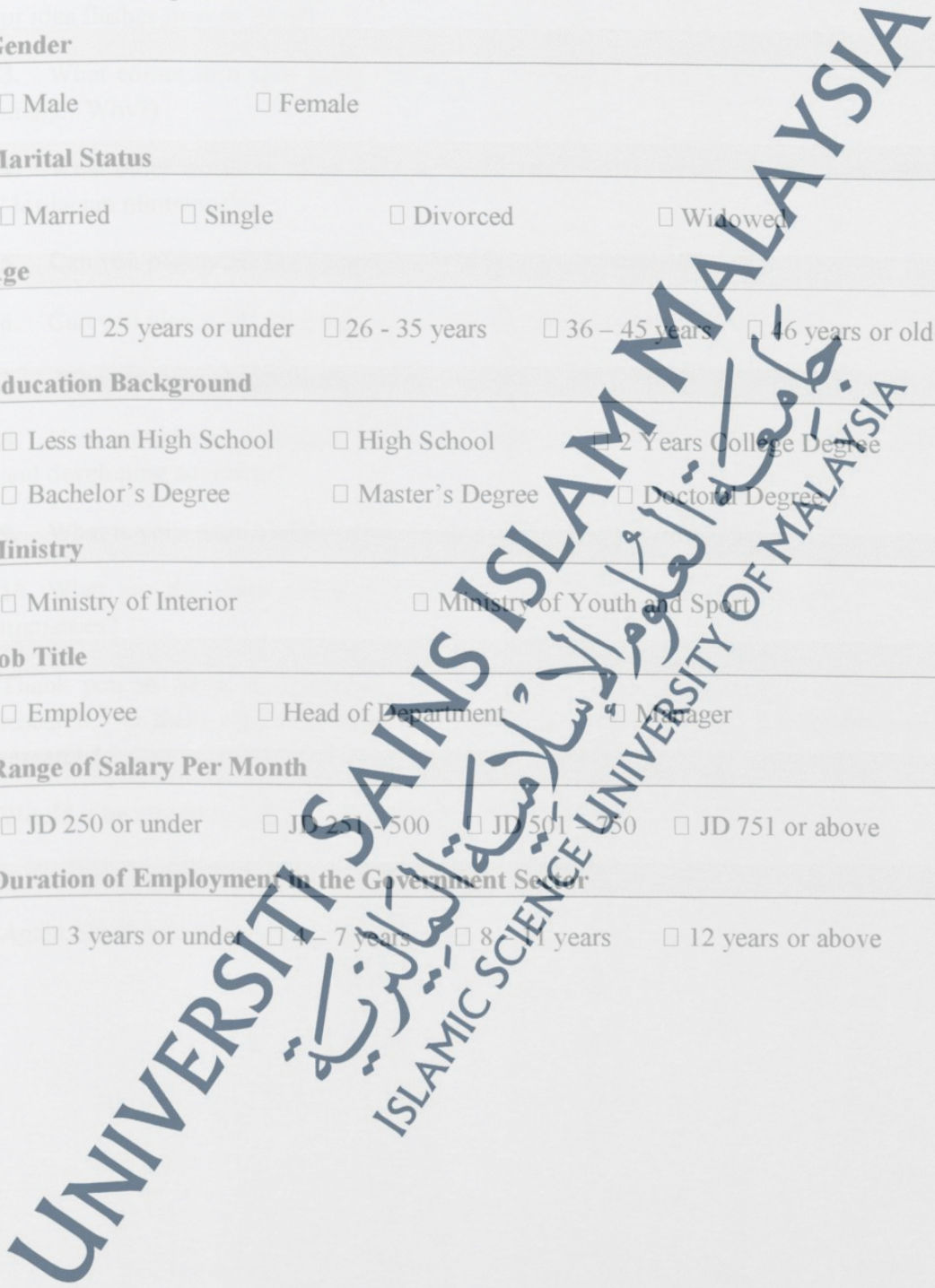
- Employee Head of Department Manager

7. Range of Salary Per Month

- JD 250 or under JD 251 - 500 JD 501 - 750 JD 751 or above

8. Duration of Employment in the Government Sector

- 3 years or under 4 - 7 years 8 - 11 years 12 years or above



Section B: Interview Questions

1. What does this term 'Jordanian ministries' represents to you?
2. When you come in contact with this term 'Jordanian ministries', what is the first word or idea flashes in your mind?
3. What comes into your mind when I say 'Jordanian ministries' (Positive or negative image? Why?)
4. What other words or ideas come to your mind while having a contact with this term 'Jordanian ministries'?
5. Can you please tell me what you like about 'Jordanian ministries'?
6. Can you please tell me what you dislike about 'Jordanian ministries'?
7. What can you say about the overall image or reputation of this ministry?
8. How would you compare 'Jordanian ministries' with ministries of other developed and developing countries?
9. What is your source of information regarding 'Jordanian ministries'?
10. What are the main characteristics that constitute the overall image of Jordanian ministries?

Thank you so much. I appreciate the time you've given me in this interview for my research. Is there any additional information you'd like for me to incorporate in my research?

Would it be alright to call or e-mail you if I have any follow-up questions?

Again, thank you and wish you a good day.

APPENDIX B: Questionnaire

Dear Respondent,

Assalamu 'alaikum warrahmatullahi wabarakatuh,

I am conducting a research

for Doctoral Programme in Islamic

Science, University of

Malaysia. I would like to

invite you to participate in my

research.

The information that you

provide will be used for

academic

purpose only. Your

participation is

entirely voluntary. If you

have any

queries, please

contact me at

011-29310000

ext. 2222

or email me at

fatmahaniff@uis.edu.my

Thank you for your

cooperation.





Questionnaire

Dear Respondent,

Assalamu 'alaikum warahmatullah wabarakatuh,

I am conducting a research on *the role of Public Relations Departments in enhancing the image of Jordanian Ministries* as part of the requirement of PhD in Communication program in Islamic Science University of Malaysia (USIM). I believe that your participant in this research will provide a representative picture of "the current image for the Jordanian government in order to help the public relations managers to enhance it". The questionnaire will take 15-20 minutes to complete it.

The information you provide will help me to better understand the image of Jordanian Ministries because you are essential part in the ministry and I believe that you will provide me with honest answers.

Rest assured that all of your answers will be used only for scholarly purposes and will be kept completely confidential. If you have any questions regarding this research, I will be happy to clarify. Thank you for your kind cooperation.

Supervisory Committee:

Dear Prof. Dr. Musa Bin Abu Hasan,

Dear Prof. Dr. Zulkiple Bin Abd Ghani.

Researcher: Ali Yahya Bader Al-Hadeed

Mobile: 0797378880

This research is used only for academic purposes. All information is considered as confidential.

Section A: Respondent Profile

(Please tick the box or fill out your answer on the relevant space provided)

1. Gender

- Male Female

2. Marital Status

- Married Single Divorced Widowed

3. Age

- 25 years or under 26 - 35 years 36 – 45 years 46 years or older

4. Education Background

- Less than High School High School 2 years College Degree
 Bachelor's Degree Master's Degree Doctoral Degree

5. Ministry

- Ministry of Interior Ministry of Youth and Sport

6. Job Title

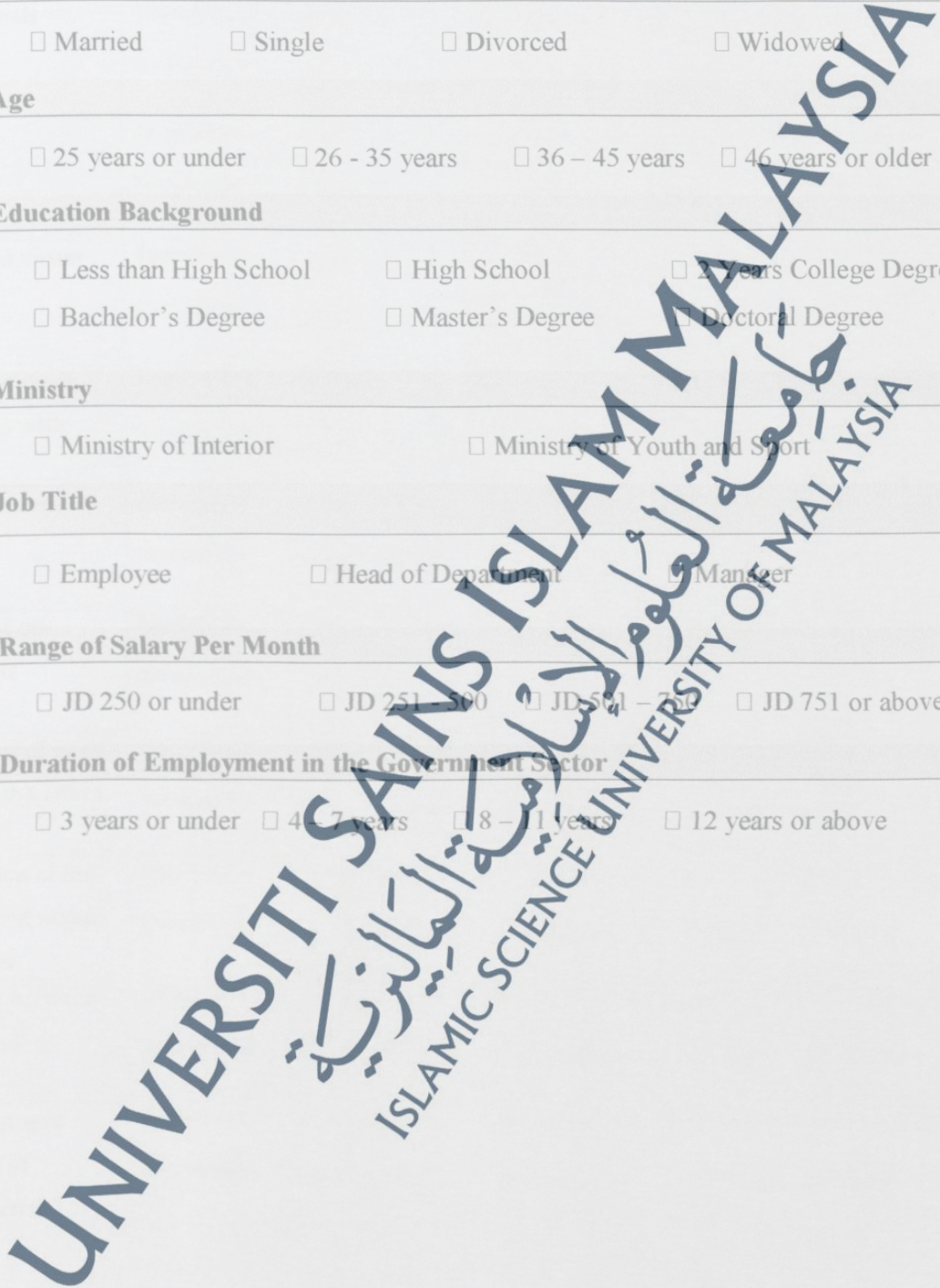
- Employee Head of Department Manager

7. Range of Salary Per Month

- JD 250 or under JD 251 – 500 JD 501 – 750 JD 751 or above

8. Duration of Employment in the Government Sector

- 3 years or under 4 – 7 years 8 – 11 years 12 years or above



Section B: Please rank the following image attributes of the Jordanian Ministries according to Importance and Satisfaction level, 5 being the highest and 1 being the lowest.

Image Attributes	Importance	Satisfaction
1. Clarity of goals	① Not important ② A little important ③ Quite important ④ Important ⑤ Very important	① Very dissatisfied ② Dissatisfied ③ Neutral ④ Satisfied ⑤ Very satisfied
2. Sense of responsibility	① Not important ② A little important ③ Quite important ④ Important ⑤ Very important	① Very dissatisfied ② Dissatisfied ③ Neutral ④ Satisfied ⑤ Very satisfied
3. Well derived vision	① Not important ② A little important ③ Quite important ④ Important ⑤ Very important	① Very dissatisfied ② Dissatisfied ③ Neutral ④ Satisfied ⑤ Very satisfied
4. Alignment of goals and objectives with vision	① Not important ② A little important ③ Quite important ④ Important ⑤ Very important	① Very dissatisfied ② Dissatisfied ③ Neutral ④ Satisfied ⑤ Very satisfied
5. Strategic process management	① Not important ② A little important ③ Quite important ④ Important ⑤ Very important	① Very dissatisfied ② Dissatisfied ③ Neutral ④ Satisfied ⑤ Very satisfied
6. Execution of on-paper projects	① Not important ② A little important ③ Quite important ④ Important ⑤ Very important	① Very dissatisfied ② Dissatisfied ③ Neutral ④ Satisfied ⑤ Very satisfied
7. Achievement of goals, mission and objectives	① Not important ② A little important ③ Quite important ④ Important ⑤ Very important	① Very dissatisfied ② Dissatisfied ③ Neutral ④ Satisfied ⑤ Very satisfied
8. Manifestation of the directing board about the employees'	① Not important ② A little important ③ Quite important ④ Important ⑤ Very important	① Very dissatisfied ② Dissatisfied ③ Neutral ④ Satisfied ⑤ Very satisfied
9. Integration between employees and direction	① Not important ② A little important ③ Quite important ④ Important ⑤ Very important	① Very dissatisfied ② Dissatisfied ③ Neutral ④ Satisfied ⑤ Very satisfied
10. Involvement and commitment of managing board	① Not important ② A little important ③ Quite important ④ Important ⑤ Very important	① Very dissatisfied ② Dissatisfied ③ Neutral ④ Satisfied ⑤ Very satisfied

UNIVERSITI SAINS ISLAM MALAYSIA
 جامعة العلوم الإسلامية
 ISLAMIC SCIENCE UNIVERSITY OF MALAYSIA

11. Commitment of employees	Importance	① Not important	② A little important	③ Quite important	④ Important	⑤ Very important
	Satisfaction	① Very dissatisfied	② Dissatisfied	③ Neutral	④ Satisfied	⑤ Very satisfied
12. Employee training	Importance	① Not important	② A little important	③ Quite important	④ Important	⑤ Very important
	Satisfaction	① Very dissatisfied	② Dissatisfied	③ Neutral	④ Satisfied	⑤ Very satisfied
13. Reward and incentives	Importance	① Not important	② A little important	③ Quite important	④ Important	⑤ Very important
	Satisfaction	① Very dissatisfied	② Dissatisfied	③ Neutral	④ Satisfied	⑤ Very satisfied
14. Number of employees	Importance	① Not important	② A little important	③ Quite important	④ Important	⑤ Very important
	Satisfaction	① Very dissatisfied	② Dissatisfied	③ Neutral	④ Satisfied	⑤ Very satisfied
15. Personal and professional valorization of employees	Importance	① Not important	② A little important	③ Quite important	④ Important	⑤ Very important
	Satisfaction	① Very dissatisfied	② Dissatisfied	③ Neutral	④ Satisfied	⑤ Very satisfied
16. Job condition equality	Importance	① Not important	② A little important	③ Quite important	④ Important	⑤ Very important
	Satisfaction	① Very dissatisfied	② Dissatisfied	③ Neutral	④ Satisfied	⑤ Very satisfied
17. Form of personnel hiring	Importance	① Not important	② A little important	③ Quite important	④ Important	⑤ Very important
	Satisfaction	① Very dissatisfied	② Dissatisfied	③ Neutral	④ Satisfied	⑤ Very satisfied
18. Form of charging responsibilities	Importance	① Not important	② A little important	③ Quite important	④ Important	⑤ Very important
	Satisfaction	① Very dissatisfied	② Dissatisfied	③ Neutral	④ Satisfied	⑤ Very satisfied
19. Fast communication networks	Importance	① Not important	② A little important	③ Quite important	④ Important	⑤ Very important
	Satisfaction	① Very dissatisfied	② Dissatisfied	③ Neutral	④ Satisfied	⑤ Very satisfied
20. Effective external Communication	Importance	① Not important	② A little important	③ Quite important	④ Important	⑤ Very important
	Satisfaction	① Very dissatisfied	② Dissatisfied	③ Neutral	④ Satisfied	⑤ Very satisfied
21. Effective internal communication	Importance	① Not important	② A little important	③ Quite important	④ Important	⑤ Very important
	Satisfaction	① Very dissatisfied	② Dissatisfied	③ Neutral	④ Satisfied	⑤ Very satisfied
22. Advertisement and publicity	Importance	① Not important	② A little important	③ Quite important	④ Important	⑤ Very important
	Satisfaction	① Very dissatisfied	② Dissatisfied	③ Neutral	④ Satisfied	⑤ Very satisfied
23. Social communication work	Importance	① Not important	② A little important	③ Quite important	④ Important	⑤ Very important
	Satisfaction	① Very dissatisfied	② Dissatisfied	③ Neutral	④ Satisfied	⑤ Very satisfied

24. Openness to suggestions and innovative ideas	Importance	① Not important	② A little important	③ Quite important	④ Important	⑤ Very important
	Satisfaction	① Very dissatisfied	② Dissatisfied	③ Neutral	④ Satisfied	⑤ Very satisfied
25. Motivation of employees	Importance	① Not important	② A little important	③ Quite important	④ Important	⑤ Very important
	Satisfaction	① Very dissatisfied	② Dissatisfied	③ Neutral	④ Satisfied	⑤ Very satisfied
26. Personal well-being in the workplace	Importance	① Not important	② A little important	③ Quite important	④ Important	⑤ Very important
	Satisfaction	① Very dissatisfied	② Dissatisfied	③ Neutral	④ Satisfied	⑤ Very satisfied
27. Salary and career plan	Importance	① Not important	② A little important	③ Quite important	④ Important	⑤ Very important
	Satisfaction	① Very dissatisfied	② Dissatisfied	③ Neutral	④ Satisfied	⑤ Very satisfied
28. Present salaries	Importance	① Not important	② A little important	③ Quite important	④ Important	⑤ Very important
	Satisfaction	① Very dissatisfied	② Dissatisfied	③ Neutral	④ Satisfied	⑤ Very satisfied
29. Pride in working for the organization	Importance	① Not important	② A little important	③ Quite important	④ Important	⑤ Very important
	Satisfaction	① Very dissatisfied	② Dissatisfied	③ Neutral	④ Satisfied	⑤ Very satisfied
30. Significance of the job	Importance	① Not important	② A little important	③ Quite important	④ Important	⑤ Very important
	Satisfaction	① Very dissatisfied	② Dissatisfied	③ Neutral	④ Satisfied	⑤ Very satisfied
31. Employees' autonomy in the workplace	Importance	① Not important	② A little important	③ Quite important	④ Important	⑤ Very important
	Satisfaction	① Very dissatisfied	② Dissatisfied	③ Neutral	④ Satisfied	⑤ Very satisfied
32. Hope and confidence in the future of the organization	Importance	① Not important	② A little important	③ Quite important	④ Important	⑤ Very important
	Satisfaction	① Very dissatisfied	② Dissatisfied	③ Neutral	④ Satisfied	⑤ Very satisfied
33. Process innovation	Importance	① Not important	② A little important	③ Quite important	④ Important	⑤ Very important
	Satisfaction	① Very dissatisfied	② Dissatisfied	③ Neutral	④ Satisfied	⑤ Very satisfied
34. Quality of control management	Importance	① Not important	② A little important	③ Quite important	④ Important	⑤ Very important
	Satisfaction	① Very dissatisfied	② Dissatisfied	③ Neutral	④ Satisfied	⑤ Very satisfied
35. Quality of services	Importance	① Not important	② A little important	③ Quite important	④ Important	⑤ Very important
	Satisfaction	① Very dissatisfied	② Dissatisfied	③ Neutral	④ Satisfied	⑤ Very satisfied
36. Publics satisfaction	Importance	① Not important	② A little important	③ Quite important	④ Important	⑤ Very important
	Satisfaction	① Very dissatisfied	② Dissatisfied	③ Neutral	④ Satisfied	⑤ Very satisfied

UNIVERSITI SAINS ISLAM MALAYSIA
 جامعة العلوم الإسلامية
 ISLAMIC SCIENCE UNIVERSITY OF MALAYSIA

37. Consideration of evaluation of work done	Importance	① Not important ② A little important ③ Quite important ④ Important ⑤ Very important
	Satisfaction	① Very dissatisfied ② Dissatisfied ③ Neutral ④ Satisfied ⑤ Very satisfied
38. Evaluation of employees' performance	Importance	① Not important ② A little important ③ Quite important ④ Important ⑤ Very important
	Satisfaction	① Very dissatisfied ② Dissatisfied ③ Neutral ④ Satisfied ⑤ Very satisfied
39. Acquisition of furniture and equipment	Importance	① Not important ② A little important ③ Quite important ④ Important ⑤ Very important
	Satisfaction	① Very dissatisfied ② Dissatisfied ③ Neutral ④ Satisfied ⑤ Very satisfied
40. Computerization	Importance	① Not important ② A little important ③ Quite important ④ Important ⑤ Very important
	Satisfaction	① Very dissatisfied ② Dissatisfied ③ Neutral ④ Satisfied ⑤ Very satisfied
41. Workspace	Importance	① Not important ② A little important ③ Quite important ④ Important ⑤ Very important
	Satisfaction	① Very dissatisfied ② Dissatisfied ③ Neutral ④ Satisfied ⑤ Very satisfied
42. Indoor (physical) climate	Importance	① Not important ② A little important ③ Quite important ④ Important ⑤ Very important
	Satisfaction	① Very dissatisfied ② Dissatisfied ③ Neutral ④ Satisfied ⑤ Very satisfied
43. Sound (Positive sound)	Importance	① Not important ② A little important ③ Quite important ④ Important ⑤ Very important
	Satisfaction	① Very dissatisfied ② Dissatisfied ③ Neutral ④ Satisfied ⑤ Very satisfied
44. Ability to maintain political stability	Importance	① Not important ② A little important ③ Quite important ④ Important ⑤ Very important
	Satisfaction	① Very dissatisfied ② Dissatisfied ③ Neutral ④ Satisfied ⑤ Very satisfied
45. Ability to generate good fiscal and monetary policies	Importance	① Not important ② A little important ③ Quite important ④ Important ⑤ Very important
	Satisfaction	① Very dissatisfied ② Dissatisfied ③ Neutral ④ Satisfied ⑤ Very satisfied
46. System stability	Importance	① Not important ② A little important ③ Quite important ④ Important ⑤ Very important
	Satisfaction	① Very dissatisfied ② Dissatisfied ③ Neutral ④ Satisfied ⑤ Very satisfied
47. Employment	Importance	① Not important ② A little important ③ Quite important ④ Important ⑤ Very important
	Satisfaction	① Very dissatisfied ② Dissatisfied ③ Neutral ④ Satisfied ⑤ Very satisfied
48. Social welfare and responsibility	Importance	① Not important ② A little important ③ Quite important ④ Important ⑤ Very important
	Satisfaction	① Very dissatisfied ② Dissatisfied ③ Neutral ④ Satisfied ⑤ Very satisfied
49. Decency	Importance	① Not important ② A little important ③ Quite important ④ Important ⑤ Very important
	Satisfaction	① Very dissatisfied ② Dissatisfied ③ Neutral ④ Satisfied ⑤ Very satisfied

50. System flexibility	Importance	① Not important	② A little important	③ Quite important	④ Important	⑤ Very important
	Satisfaction	① Very dissatisfied	② Dissatisfied	③ Neutral	④ Satisfied	⑤ Very satisfied
51. Modernization	Importance	① Not important	② A little important	③ Quite important	④ Important	⑤ Very important
	Satisfaction	① Very dissatisfied	② Dissatisfied	③ Neutral	④ Satisfied	⑤ Very satisfied
52. Ministries performance	Importance	① Not important	② A little important	③ Quite important	④ Important	⑤ Very important
	Satisfaction	① Very dissatisfied	② Dissatisfied	③ Neutral	④ Satisfied	⑤ Very satisfied

😊 Thank You 😊

UNIVERSITI SAINS ISLAM MALAYSIA
 جامعة العلوم الإسلامية الماليزية
 ISLAMIC SCIENCE UNIVERSITY OF MALAYSIA