

Arabian Gulf Journal of Humanities and Social Studies

ISSN: 3080-4086

Vol 5 - Issue 15 || Issued Date: 20-06-2026



Arabian Gulf Journal
Humanities and Social Studies

The use of communication methods and tools in achieving the objectives sustainable economic development

استخدام وسائل وطرق الاتصالات في تحقيق أهداف التنمية الاقتصادية المستدامة

Prof. Dr Ahmed Abdulrazzaq Al-Sayed Omar

الأستاذ الدكتور أحمد عبد الرزاق السيد عمر

Faculty of Business Administration, Department of Business Administration,
Majmaah University – Kingdom of Saudi Arabia

ORCID ID: [0009-0007-3968-5173](https://orcid.org/0009-0007-3968-5173)

DOI: <https://doi.org/10.64355/agjhss5157>

AGJHSS || This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution ([CC BY-NC-SA](https://creativecommons.org/licenses/by-nc-sa/4.0/))

Clarivate | ProQuest

Ulrichsweb™



ISSN INTERNATIONAL
STANDARD
SERIAL
NUMBER
INTERNATIONAL CENTRE



Google Scholar

معرفة
e-Marefa



شبكة المعلومات العربية
Arab Educational Information Network

AskZad

ORCID
Connecting Research
and Researchers

INTERNATIONAL
Scientific Indexing

CC creative commons

Abstract:

This research aims to highlight and focus on certain means and methods of communication, whether through the organization or from outside it, such as the local community (meetings and interviews with citizens, and listening to their opinions, suggestions and complaints) as one of the most important means of achieving sustainable development goals. We have referred to the explanations and logical processes in various administrative literature that address these two concepts in detail, and we have noted the real importance of this, which emphasizes that the role of communication—whether the organization is a party to it or not—in achieving development in all its forms is not merely the transmission of the, but is followed by several processes of influence, persuasion and feedback; this fundamentally depends on the skill with which it is employed. As our research relies solely on the theoretical aspect—that is, qualitative research—it was necessary to combine the deductive approach, through which we sought to address the study's problem, with the descriptive approach in the process of analysis, and in reaching conclusions and recommendations. Thus, the scientific method was applied, utilizing both inductive and deductive approaches. **The results** obtained include, most importantly:

1. Achieving the goals of sustainable economic development has become an inevitable reality in order to keep pace with other nations competing in this field.
2. Administrative processes must be based on the premise of eliminating the effects of communication at all levels (economic, social, environmental, legal, and others)
3. Effective communication contributes significantly to changing the organizational culture and the prevailing lifestyle in society
4. Technological development and artificial intelligence have helped open up new avenues in global trade, necessitating the design and use of modern technological tools for communication and training in all organizational areas

Based on these findings, some of which we have mentioned, a set of recommendations has been drawn up (we also mention some of these), which can be summarized as follows:

1. Organizing new communication programs aimed at raising awareness of the benefits of sustainable development and disseminating information on all related matters, as well as its role in comprehensively improving people's lives
2. Conducting research and development in communication studies by specialists in the field and allocating the necessary budget for this
3. Establishing specialized teams at the national level tasked with engaging the public and explaining the objectives of sustainable development
4. Communication programs in this regard should be designed to raise awareness and engage the public in achieving sustainable development goals, and training should be provided in this regard, with feedback and information utilized in planning and implementation processes
5. Drawing on the expertise of regional and international organizations, whilst prioritizing the use of existing personal and internal capabilities and skills without relying entirely on external assistance.

Keywords: Effective Communication ،Sustainable Development ،Organizational Culture ،Technological Development and Artificial Intelligence

المخلص:

يُهدف هذا البحث إلى تسليط الضوء والتركيز على بعض وسائل وطرق الاتصالات سواء عن طريق المنظمة أم من خارجها مثلاً المجتمع المحلي (الاجتماع والمقابلات مع المواطنين والسماع لرايهم ومقترحاتهم وشكاويهم) كواحدة من أهم الوسائل في تحقيق أهداف التنمية المستدامة وتمت العودة إلى الشرح والعمليات المنطقية في الأدبيات الإدارية المختلفة التي تتناول هذين المفهومين بالتفصيل ولاحظنا الأهمية الحقيقية في ذلك التي تؤكد على أن دور الاتصال سواء كانت المنظمة طرف فيه ام غيره في الوصول الى تحقيق التنمية بكافة أشكالها هو ليس مجرد نقل الرسالة فيه وإنما يتبع ذلك عمليات عدة من التأثير والاقناع والتغذية الراجعة وهذا متوقف اصلاً على المهارة في استخدام ذلك وكون بحثنا يعتمد على الجانب النظري فقط أي بحث نوعي كان لابد من الجمع بين المنهج الاستنباطي الذي حاولنا من خلاله الإجابة على إشكالية الدراسة و المنهج الوصفي في عملية التحليل والاستنتاج والوصول الى النتائج والتوصيات وبذلك طبقت الطريقة العلمية التي تستخدم الطريقة الاستقرائية و الاستنتاجية وقد تم الحصول على نتائج من أهمها :

1. تحقيق أهداف التنمية الاقتصادية المستدامة أصبح حقيقة حتمية لا مفر منها من أجل مواكبة باقي الأمم التي تتسابق في ذلك.
 2. يجب ان تنطلق العمليات في الأعمال الإدارية من منطلق التخلص من الآثار التي يتركها الاتصال على كافة المستويات (الاقتصادية -الاجتماعية -البيئية- القانونية وغيرها ----)
 3. الاتصال الفعال يساهم بشكل فعال في تغيير الثقافة التنظيمية ونمط الحياة السائد في المجتمع
 4. ان التطور التكنولوجي والذكاء الاصطناعي قد ساهم في فتح مجالات جديدة في التجارة العالمية الأمر الذي يوجب تصميم واستخدام وسائل تكنولوجية حديثة في الاتصال والتدريب على ذلك في كافة الاتجاهات التنظيمية
- وبناءً على هذه النتائج التي ذكرنا البعض منها تم الخروج بمجموعة من التوصيات (نذكر ايضاً البعض منها) تتلخص في:
1. تنظيم برامج اتصالية جديدة هدفها التعريف بفوائد التنمية المستدامة ونشر كل ما يتعلق بها وعن دورها في تحسين حياة الأفراد بشكل كامل
 2. إجراء البحث والتطوير في الدراسات الاتصالية من قبل أصحاب الاختصاص في ذلك وتخصيص الميزانية المالية اللازمة لذلك
 3. إنشاء فرق مختصة على الصعيد القومي مهمتها الاتصال مع الجمهور وشرح أهداف التنمية المستدامة
 4. يجب أن تحمل البرامج الاتصالية في ذلك طابع التوعية والجانبيه في تحقيق الأهداف من التنمية المستدامة و اجراء التدريب على ذلك والاستفادة من التغذية العكسية والمعلومات المرتردة في عمليات التخطيط والتنفيذ
 5. الاستفادة من خبرة المنظمات الإقليمية والدولية على ان يتم الاعتماد اولاً على الإمكانيات والمهارات الشخصية والذاتية المتوفرة اولاً دون الانتظار على المساعدة الخارجية كليا.
- الكلمات المفتاحية :** الاتصال الفعال، التنمية المستدامة، الثقافة التنظيمية، التطور التكنولوجي والذكاء الاصطناعي.

Introduction:

Development has objectives in several areas, and the **communication mission** in conveying its true image plays an important role in implementing the plans related to it; otherwise, development becomes a **source of crises** and problems and requires huge resources to overcome them, rather than being a factor of prosperity and progress. Hence **the idea** for this research, in which we have attempted to address the necessity of an **effective communication strategy** that achieves the goals of **sustainable development**, meets aspirations and needs, and delivers the desired outcomes. The final conclusion, which must not be overlooked and which was reached at the end of the research, is:

the absence of a successful communication strategy will not achieve the desired objectives and will lead to adverse outcomes

Research Methodology:

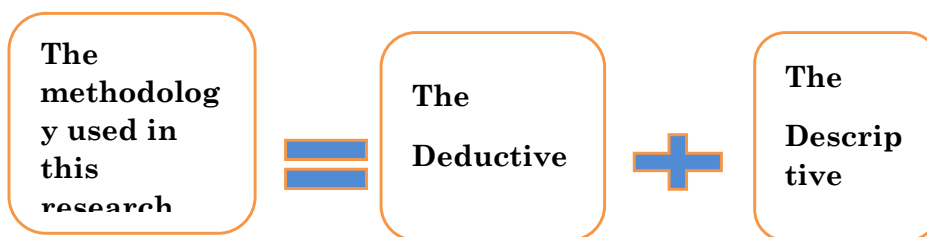
As this research falls under the category of development and growth research, Since the gateway to scientific research is the theoretical framework that guides us in selecting the methodology appropriate to the nature of the subject in order to arrive at results and recommendations, and having consulted numerous specialist sources on scientific research, its methods, tools and applications—which we shall list in the bibliography—the researchers have employed

a deductive method to address the research problem, in which the mind establishes a link between premises and conclusions and explains phenomena on the basis of logic and intellectual reflection; it begins with general principles to arrive at particulars, and the non-applied descriptive method, which is widely used in administrative fields, as it possesses the following features:

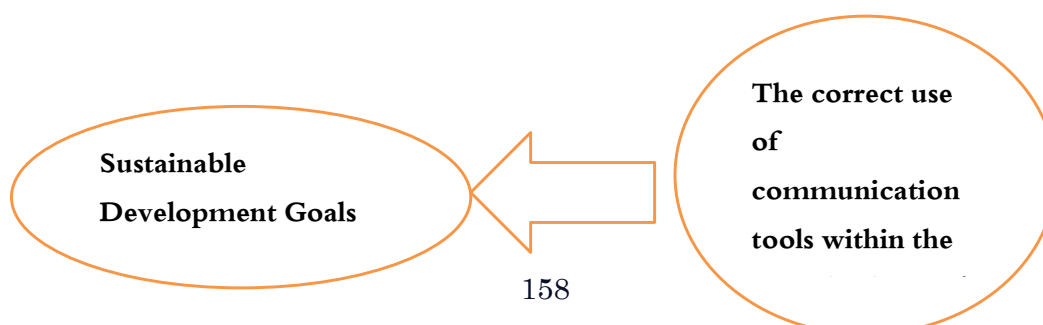
1. It allows for a comprehensive and detailed description of various phenomena, enabling researchers to examine their diversity and their respective strengths and weaknesses
2. and is suitable for studying or observing the impact of behavior in natural environments
3. It generates exploratory ideas for further research, whilst noting that its results have practical applications in various fields, where it assists in various management functions
4. It focuses on studying current phenomena and events
5. It assists in the process of predicting the future of the phenomena and events it studies in an attempt to investigate the relationship between different elements within our research topic, particularly communications and sustainable development.

In summary: The scientific method, which utilizes induction and deduction, was employed to arrive at realistic findings that may lead to proposals and solutions.

The research methodology can be represented as follows (1):



Research problem: By definition, a problem is an undesirable outcome that requires correction or elimination. Problems in scientific research are always intertwined, complex and never simple. The research problem was formulated as a key question: ‘ ’ This can be represented as follows (2):



Research aims:

1. To investigate a relatively recent topic in management science relating to sustainable development and communication.
2. To attempt to make a scientific contribution to the subject under investigation by presenting it in a concise and innovative manner, drawing conclusions from the answers to the questions posed, and putting forward practical proposals
3. To identify the difference between the term 'sustainable development' and other terms related to the same concept. To identify the main difference between communication and contact.
4. To identify the functions of communication in achieving sustainable development goals
5. To identify the means of communication that should be adopted to achieve the dimensions of sustainable development
6. To explain the main issue related to the research's central question, namely an examination of certain communication methods and their relationship to sustainable development, thereby dispelling any ambiguity surrounding this matter, as clearly demonstrated by the main findings obtained
7. Attempting to arrive at proposals based on this study: through this research presentation, we have sought to offer something new in these recommendations via the proposed implementation plan, ensuring that these recommendations do not remain static and merely words on paper, but are instead feasible in practice.

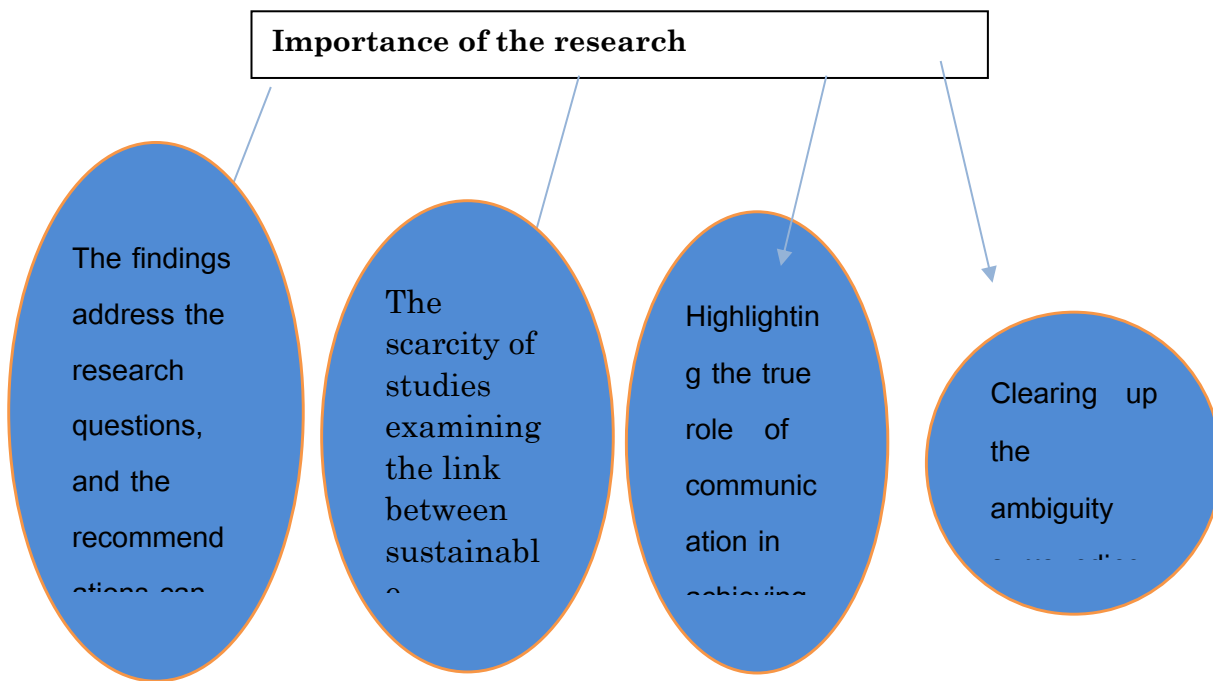
Research questions:

In descriptive research, research questions are used; they **represent the objective** to be achieved as an answer to the question. **Explanatory research**, on the other hand, uses hypotheses that represent an empirical statement of the relationship between two or more variables based on sample statistics. We reiterate to reiterate that research studies are divided into two categories: **basic research**, which aims to expand the boundaries of knowledge regarding a specific phenomenon or problem, and applied research, which is directed towards a specific situation; it assists management in making decisions regarding it. Since the process of moving from the general to the specific and the method used to explain the use of

1. **What is the difference between communication and interaction**, and what are the functions and types of communication?
2. **What are the methods of communication**, and how do they relate to sustainable development?
3. **What is the definition of sustainable development**, and what is the difference between it and other terms with which it is feared there may be overlap in definition? What are its dimensions and objectives?
4. **In the main research question**, which addresses the central research problem **of how communication methods can be utilized to achieve the goals of sustainable development?**

Research importance:

This research study addresses a recent topic in management literature, representing a departure from the traditional approach in management research, which views the use of communication skills as one of the successful means of achieving sustainable development goals. Hence the importance of the study and the motivation for conducting and investigating it. The importance of the research can be illustrated from several perspectives as follows (3):



Theoretical framework of the research:

Without this, there would be no scientific research, and the study would merely become a lengthy presentation devoid of conclusions, recommendations, and any scientific value due to the lack of scientific research within it. Accordingly, the study has been divided into three main themes:

The first theme: examines the connection and answers research questions 1–3

The second section: examines development and sustainable development and addresses research question 4

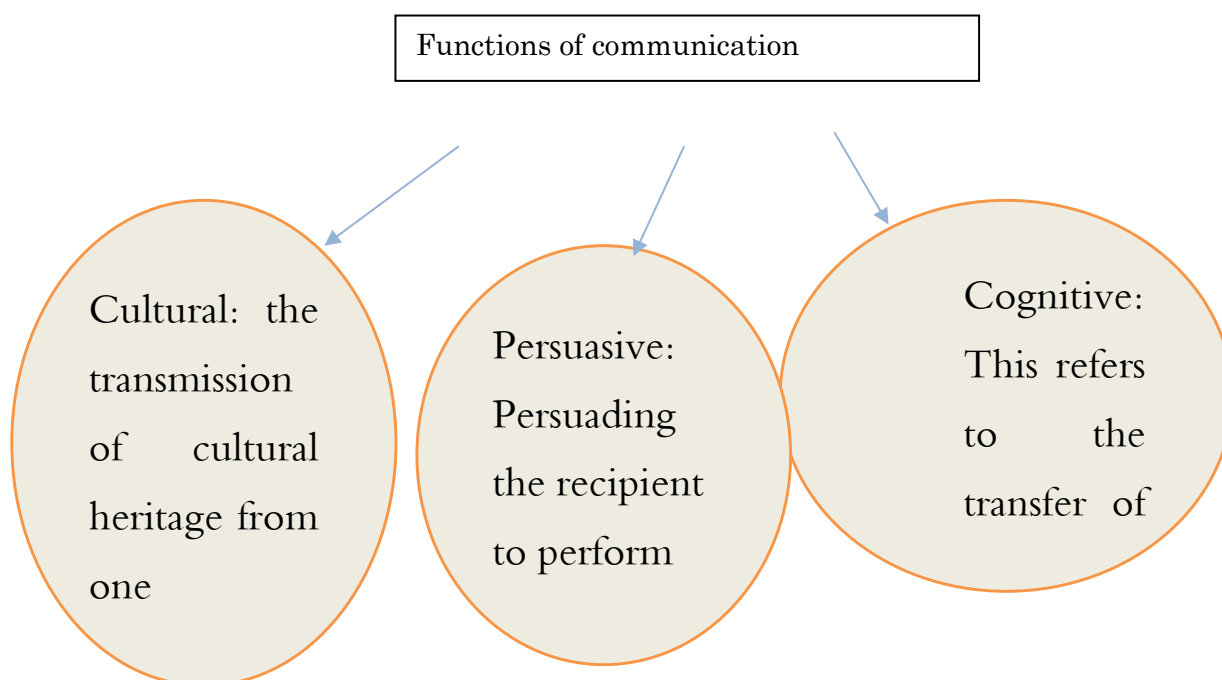
The third theme: examines the main research problem, namely how communication functions are used as a means of achieving sustainable development goals

The first section:

In answering the first question regarding the difference between communication and interaction, and what are the functions and types of communication?

Some psychologists view **communication** as a means of influence, and the term '**communication**' is used here when one party attempts to influence the other. The concept of **communication** also refers to the exchange of ideas and information through writing, symbols or speech. What is important to the researchers is the following concept: that managers prefer to use **the word 'interaction'** rather than 'communication' because 'communication' may be understood, whereas '**interaction**' provides feedback from the recipient. It is impossible to conceive of a successful management process without communication, as **communication** is influence, and the term 'influence' is used here to refer to one party attempting to influence the other

As for the functions of communication, they can be represented as follows (4):



We shall now continue with the answer to the first question: According to the researchers' brief classification of the types of communication that must be identified

in the context of answering this question, we include below Table 1, prepared by us, which sets out the answer in detail:

Sequence	Type of communication	Explanation
1	External communication	Communication with other organizations or with the public, as they are part of the environment that influences and is influenced by it
2	Official communication:	<p>This refers to communication that takes place within the organization's organizational environment; that is, it operates within the organization's organizational structure. More precisely, it is the organization's management that establishes lines of communication and ensures the flow of information through official channels. Examples of this type of communication include:</p> <ul style="list-style-type: none"> • Upward, from a lower management level to a higher one • Downward, from a higher management level to a lower one • Horizontal, at the same management level
3	Informal communication	<p>This takes place outside the formal communication channels and may occur within or outside the organization through trips, informal gatherings, meetings and parties. Examples of such communication also include:</p> <ul style="list-style-type: none"> -Conversations between colleagues -Complaints systems that bypass the official channel - Direct communication with the organization's owner, bypassing all official channels

The researchers believe that the best forms of communication for achieving sustainable development goals are those based on bottom-up communication. Listening to the views, suggestions, ideas and complaints of subordinates and citizens, and understanding their problems, will certainly help to better explain and clarify the benefits to society as a whole through the application of its dimensions and concepts.

The answer to the second question What are the methods of communication and what is their relationship to sustainable development?

In response to this question regarding communication methods and their relationship to sustainable development, Table 2 has been prepared by the researchers:

Means of communication	Advantages	Disadvantages	Relationship to sustainable development:
1- Written: Memoranda. Instructions. Decisions. Reports	Can be referred to at any time	One of their disadvantages is that they may be open to more than one interpretation or meaning	One of the main reasons for the failure to achieve sustainable development goals is that the message is not fully understood or there is a lack of information
2-Verbal: such as meetings, telephone calls and face-to-face interviews	Receiving feedback	Information is susceptible to misinterpretation due to a lack of documentation	One of the best ways to explain the positive benefits of sustainable development
3-Mechanical: resulting from scientific and technical development, e.g. fax, computer, and audio-visual communications	Speed of information delivery	One of its drawbacks is that it does not allow for full participation and does not provide feedback	It carries with it an element of coercion and compulsion
4-Non-verbal communication Examples include the use of body language to convey a message	It is well suited to supervisory roles	Cultural differences, particularly when moving towards globalization	In explaining the Sustainable Development Goals, they reduce social interaction

In my personal opinion, effective communication is that which provides information at the right time and ensures feedback that helps gauge the recipient's reaction, whilst using the appropriate means of communication according to the situation. Formality is not suitable for all occasions; some communications require formality, such as meetings, whilst others require less formality, such as internal memos, for example. Sometimes speed is required in the communication process, so the use of automated communication methods

Regarding the answer to the third research question concerning clarification on development and sustainable development?

And what are the dimensions and areas of sustainable development?

Curiosity drives us to understand the concept of development clearly, particularly since several concepts of development have come to light, including political, economic, social and environmental development. This necessitates delving into the essence of the subject and defining development in the form of Table 3, which facilitates this given the multitude of definitions and perspectives offered by experts:

M	In terms of	its relationship to development
1	Change	Development is change associated with the progress and improvement of the status quo; it is a set of structural and functional changes in society that enable it to move from a state of stagnation and backwardness to a state of progress and growth
2	Growth	Development: a word derived from 'growth', from the verb 'to grow' (nama, yunma); a thing grows so that it becomes more advanced
3	Available options	The process of expanding the range of options available to an individual
4	Efforts by the local community	Development is a set of means and methods used to unite the efforts of the community and public authorities with the aim of improving the economic, social and cultural standards in national and local communities. It is the result of scientific efforts used to organize joint governmental and popular activities at various levels
5	Human needs	Development that meets the needs of present generations without compromising the ability of future generations to meet their own needs
6	Behavior	Based on encouraging certain patterns and behaviors with the aim of production
7	Improvement processes	Uniting the efforts of local residents and public authorities with the aim of raising the economic, social and cultural standards of national and local communities

There are several types of development worth exploring in order to grasp the concept of **sustainable development**. To examine this further, we also illustrate this in Table 4:

Type	Definition	Examples
Environmental development	Achieving a degree of awareness and understanding of environmental issues and the complex, intertwined and interdependent relationships between elements of the ecosystem, and forming mental attitudes and principles for preserving the environment and utilizing its resources rationally	Conservation of agricultural land and combating desertification
Human development	Building human capacity to improve health, knowledge and skills	for productive purposes and for engagement in the fields of culture, society and politics

Administrative development	The process aimed at increasing the efficiency and effectiveness of the administrative apparatus	Introducing necessary improvements in staff behavior, administrative organization, or administrative methods and objectives
Economic development	Aims to provide solutions to the problem of economic underdevelopment over time It focuses on the more comprehensive use of resources	Improving the quality of human life
Social development	Efforts made to bring about a series of functional and structural changes necessary for the growth of society	Increasing individuals' ability to make the most of available resources

As for sustainable development in terms of its concept, objectives and areas, this can be illustrated by comparing the components of the concept of development; we have therefore prepared Table 5 to explain this:

Components of development	Differences
Change	Sustainable development is development that meets the needs of the present whilst ensuring that the needs of future generations are met; it is a dynamic process characterized by continuity, which contributes to the effective development of development programs
Balance	This refers to the balance between the poor and the rich, between the current generation and future generations, and between humanity and nature
Growth	Focuses on integrated, sustainable economic growth, environmental stewardship, social responsibility, and ensuring that future generations have the same development opportunities as the present generation, by guaranteeing the stability or continuous increase of total capital over time
Available options	Integrated development based on coordination and integration between resource use policies, investment trends and testing, and taking into account the right of future generations to the natural resources of the Earth's biosphere
Efforts by local communities	This is comprehensive development in the sense that it cares <u>for the land</u> and its resources on the one hand, and for <u>human resources on the other</u>
Human needs	It meets the needs of present generations without compromising the ability of future generations to meet their own needs
Behavior	Development based on encouraging productive patterns and behaviors within the limits and capacity of <u>the environment</u>

Components of development	Differences
Improvement processes	This is development that prioritizes meeting the needs of individuals; its priorities are to meet basic and essential needs such as food, clothing and health services, etc., and everything related to improving the material and social quality of human life.

We arrive at our definition of sustainable development after having familiarized ourselves with the concept of development and the distinctions between them, which leads us to agree with the following among the various definitions found in different management texts:

- 1) Sustainability is a model for thinking about the future
- 2) Sustainable development refers to the many processes and pathways towards achieving a better world in terms of sustainable agriculture, production and consumption, good governance, etc.
- 3) It meets the needs of the present without compromising the ability of future generations to meet their own needs
- 4) It is a form of development in which the temporal dimension is fundamental; it is long-term development
- 5) It relies on an assessment of current potential and is planned for the longest possible future period
- 6) It operates systematically within the ecological system.
- 7) The utilization and development of all available Earth’s resources in a manner that makes them permanent resources, achieving development between present and future generations that ensures a sustainable life

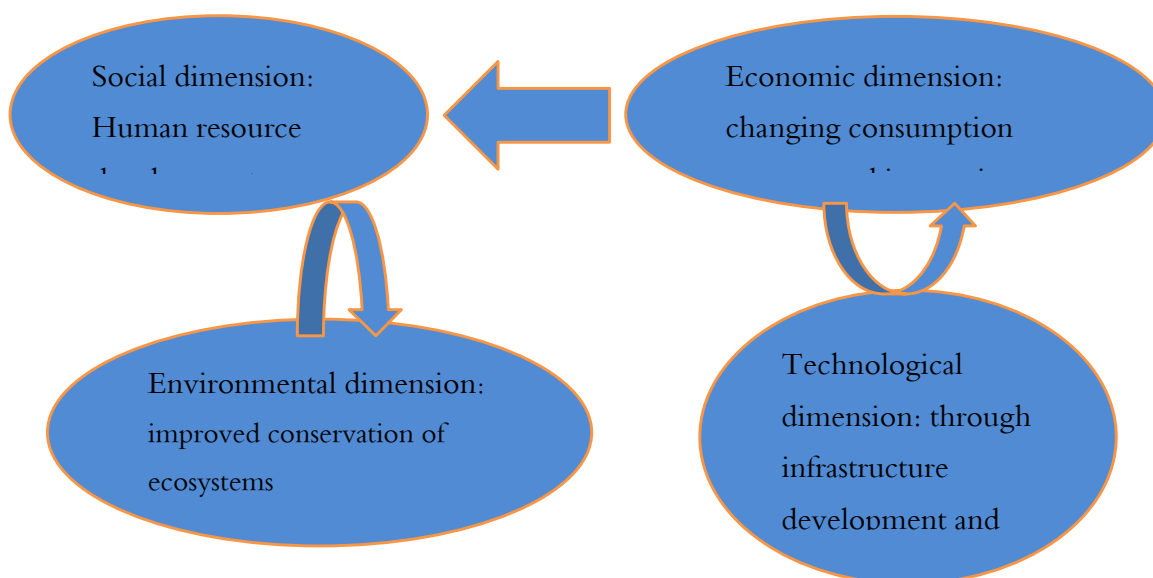
Dimensions of sustainable development:

We can define the dimensions of development through several points; therefore, we have prepared Table 6 to explain this, based on our own design and personal opinion

Order of the dimensions	Importance of the dimension
The environmental dimension	The environmental dimension of sustainable development focuses on respecting environmental limits. The importance of the environment stems from international concern for improving the conservation of ecosystems, which requires unified global efforts to protect green spaces and international waters and combat all forms of desertification
The social dimension	The social dimension of sustainable development focuses on human resource development, recognizing that people are at the heart of development and seeking to meet the basic needs of the population

The economic dimension	<u>For wealthy nations</u> , this involves seeking to reduce consumption of resources and energy, and attempting to change consumption patterns by altering lifestyles; <u>for poorer nations</u> , it involves improving the standard of living for the poor
The technological dimension of development	It has become essential to utilize technology to upgrade the infrastructure of communities in order to ensure sustainable development, particularly as investing in technology to shape the future is tantamount to providing the requirements for a decent life for future generations in all areas

In our personal view, and after examining these dimensions, it is possible to conclude that priority should first be given to the economic dimension, which is influenced by the technological dimension, followed by the social dimension in third place, and finally the environmental dimension. This can be illustrated in Figure 5 below, in order of importance:



Sustainable Development Goals:

It is natural for every endeavor to have objectives it seeks to achieve, and identifying these objectives will inevitably lead to success in the planning process, so that the work takes on an administrative character and becomes part of its working framework. Sustainable development has several objectives, which we have taken care to mention at the outset of this presentation and have organized into a table accordingly (7) which we have prepared to explain this in detail:

Type	Objective
Environment	- Researching environmental developments and examining, in particular, their implications for countries, whilst exchanging views on how to benefit from successful experiences in the field of environmental protection and waste management
Agriculture	To promote a culture of tree planting and combat desertification
Clean Energy	Meeting clean energy requirements and working to promote its use.
Democracy	Organizing and developing democratic practices, thereby reducing practical disparities within society.
Economy	Achieving economic prosperity, keeping pace with economic developments, and ensuring the optimal use of natural and human resources.
Poverty	Striving to reduce global poverty, with the aim of eradicating poverty and improving living standards
Water	Economic sustainability aims to ensure an adequate water supply and protect all water bodies, as well as to provide food, ensure sustainable use, and conserve land, forests and water
Human resources	Highlighting the importance of human resources, improving education and health standards, meeting human needs, and providing a decent standard of living within a framework of justice and equality
Technology	To investigate key issues primarily linked to bridging the technological divide between developed and developing countries
Natural resources	Protecting natural resources
Social welfare	Achieving social welfare through its enhancement and the eradication of poverty

In response to the main research question: How are different forms of communication used as a means of building a culture of for sustainable development that effectively contributes to the achievement of its objectives?

In our personal view, the most important forms of communication that help organizations and the local community achieve sustainable development goals and provide relevant information about them

1. Complaints systems: These are a means of social interaction, given the significance and implications of complaints, which must be examined and not overlooked
2. Interview systems: These facilitate positive interaction between managers and staff if used as a means of persuasion, problem-solving and understanding employees' feelings, and if the discussion is realistic
3. Managing meetings: Managers should only hold meetings to exchange experiences and information, discuss outstanding issues and find solutions to them. For a meeting to be effective,

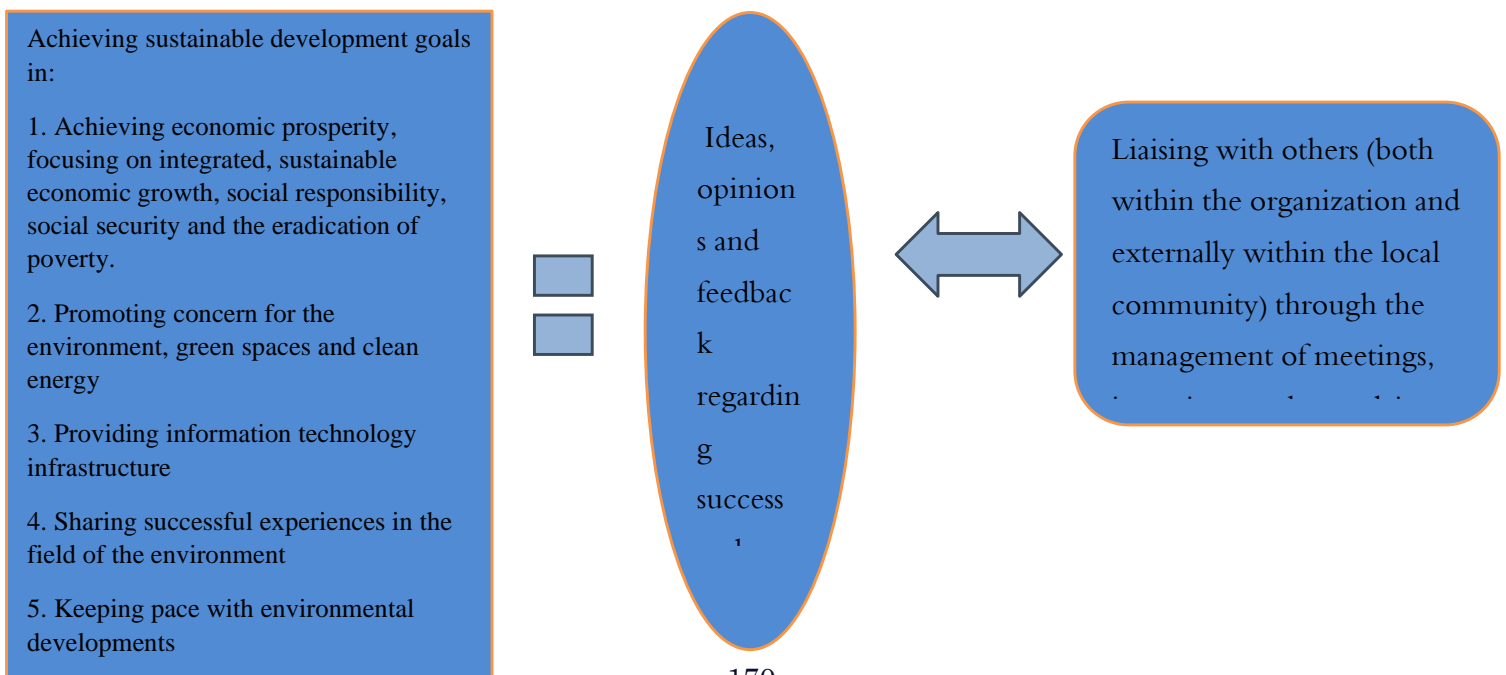
it must be time-bound and yield positive outcomes. To ensure the meeting is productive, the objective must be clearly defined. It is important to announce the agenda items, identify the participants and invite those to express their views and make suggestions. Sufficient time must be allocated to each agenda item, as the outcomes are paramount. Furthermore, having the meeting chaired by a chairperson helps in reaching specific decisions

As for its impact on the Sustainable Development Goals – which is the core of this study for us – we have included below Table 8, prepared by us and divided into two sections, detailing the type of communication method and its impact on

Type of appropriate communication method	Impact on the achievement of the Sustainable Development Goals
Complaints systems:	<p>Organizations, regardless of the nature of their activities, must not neglect the content, meaning and vocabulary contained in complaints; they must investigate, analyses and draw conclusions regarding the motivation behind them, focusing on the obstacles to implementation in relation to the Sustainable Development Goals and the proposals put forward to overcome them</p> <p>Ultimately, this is one of the indirect means of communication that may hold practical solutions for the reality of implementation</p>
Interview systems:	<p>Interviews must not be conducted randomly; rather, the following must be observed:</p> <ul style="list-style-type: none"> ▪ The interview must be planned in advance, with initial questions (the introduction) covering the interviewee's views and the information they possess regarding sustainable development, as well as the positive returns and benefits resulting from its application at the level of society as a whole ▪ Planning must primarily include the objective of the interview, as an interview without objectives is of no value; the interviewer must bear in mind and focus on the fact that the interview is ultimately not an examination but a theoretical and practical exploration ▪ It is preferable to conduct interviews on an individual basis rather than in groups in order to increase scientific knowledge ▪ Achieving satisfactory results, such as increased self-confidence in the interviewee and the ability to be creative and achieve ▪ Eliminating confusion and anxiety resulting from misleading and incorrect information. ▪ Dispelling preconceived negative notions about a party and striving to achieve objectives once they have been explained and organized.

Type of appropriate communication method	Impact on the achievement of the Sustainable Development Goals
<p>Managing meetings, whether within organizations or with others</p>	<p>Managing meetings is one of the most effective means of personal communication when achieving sustainable development goals. To succeed in this, <u>the following must be taken into account:</u></p> <ol style="list-style-type: none"> 1. Ensuring there is sufficient time for all attendees to express their views 2. Invite those responsible for implementing sustainable development goals, along with the methods and approaches for implementation, to draw up an implementation plan and link it to a timeline in well-considered steps 3. Begin the meeting by outlining the benefits to be gained from engaging in development and sustainable development at the level of society as a whole, and it is essential to move forward with the development process before presenting the proposed sustainable development plan and its feasibility, and to include this in the meeting agenda. We believe the reason for this is a psychological factor: the positive always outweighs the negative in the presentation, and it is certain that many of those present do not have sufficient information about the benefits of this matter and view it from a negative perspective, namely the possibility of non-implementation 4. Trust: By this we mean trust in the chair of the meeting 5. The chair of the meeting must avoid imposing their opinions and ideas by force or coercion, and we see here the need to adopt modern brainstorming methods and techniques

Personal opinion: The relationship between the process of and communication, whether within or outside the organization, and **sustainable development** can be represented as follows (6), linking both concepts



Research findings:

After reviewing specialist sources of scientific research and collecting the necessary data by referring to various administrative literature related to the research topic and the methodology adopted in the study—whether deductive or non-applied descriptive—and using the scientific method that employs induction and deduction, we arrived at the following results, which we present in Table 9, which is dedicated to this purpose:

Sequence	Question	Scientific conclusion
Question 1?	What is the difference between communication and interaction?	Communication may be understood as one-sided, whereas interaction is indispensable to the success of the administrative process
	What are the functions of communication?	Cognitive: in the transfer of information and experience; persuasive: in responding to communication; and cultural: in the transfer of cultural heritage from one individual to another and from one society to another
	What are the types of communication?	It is divided into external, formal and informal, and success depends on the type of communication used, which in turn depends on the type and nature of the managerial situation
Second question?	What are the methods of communication and how do they relate to sustainable development?	Mechanism
		Non-verbal communication
		Written
		The success of a communication method depends on providing the right information at the right time and ensuring feedback that helps gauge the recipient's reaction, so that the goals of sustainable development can be achieved
The third question?	How does sustainable development differ from other types of development?	Sustainable development differs in terms of its objective from other terms when applied in practice, as the objective there is political, economic, social and environmental development
	What is the difference between development and sustainable development?	They differ from one another in several areas, the most important of which is human resource management improvement processes

Sequence	Question	Scientific conclusion
		Behavior Human needs Efforts by local communities.....
	What are the dimensions of sustainable development?	It has three dimensions, which are useful in planning objectives: the environmental dimension of sustainable development, the social dimension and the economic dimension
	Areas of sustainable development?	It has several areas, which are explained in a dedicated table, including: social welfare, natural resources, technology, human resources, water and poverty
The main research question?	How are different types of communication used as a means of building a culture of sustainable development that contributes practically to achieving its goals?	The types of communication used to achieve sustainable development goals include complaint systems, interview systems and meeting management systems, most of which facilitate positive social interaction and the exchange of experiences and information

Research recommendations:

As these are linked to the researchers’ views and include proposals for certain solutions in the form of general recommendations presented to the relevant authorities for practical application, we have presented these recommendations in tabular form (10) and have included a new element: our proposed plan for practical implementation, provided that the objectives are linked to implementation over time. Ultimately, this is a personal opinion, as our study is purely theoretical:

Recommendations	Proposed Plan
Increase interest in social media platforms and utilize them to engage with the public	Promote a culture of engagement with these platforms and highlight their positive aspects through seminars, workshops and introductory meetings, whilst working to deliver targeted programs on social media, where the media content and its message focus on the concepts of sustainable development,
Focus on information and communication technologies, as they offer significant opportunities to accelerate progress towards achieving the Sustainable Development Goals and radically improve people’s lives.	Highlighting the significant role played by information and communication technologies in facilitating the flow of information, promoting the exchange of knowledge and technical cooperation, and strengthening capacity-building through the three pillars of sustainable development: economic growth, social inclusion and a sustainable environment; building local technical infrastructure that identifies the types of technology that can be transferred; modernising the education system and raising its

Recommendations	Proposed Plan
	standards, and working to achieve a qualitative leap that contributes to preparing new generations of scientists and researchers capable of dealing efficiently with the latest developments in science and technology
Activating the role of universities, schools, educational institutions, research centres and non-governmental organisations in disseminating a culture of sustainable development within them.	Designing communication programmes on all aspects of sustainable development, which must be both informative and engaging in order to achieve sustainable development goals, providing training in this regard, and utilising feedback and information in planning and implementation processes
Devising new approaches to presenting sustainable development topics	Relying on communication through new methods that provide comprehensive coverage of government and global campaigns on sustainable development, and organising new communication programmes aimed at raising awareness of the benefits of sustainable development, disseminating information on all related matters, and highlighting its role in comprehensively improving people's lives
Establishing specialist teams within every government ministry and non-governmental organisation	These teams will specialise in sustainable development, particularly in the health, environmental and consumer sectors, and their role will be to engage with the public and explain the objectives of sustainable development
Leveraging the expertise of regional and international organisations in achieving sustainable development goals	Planning in this regard should be based primarily on the personal and individual capabilities and skills already available, without relying entirely on external assistance.
Conduct research and development in communication studies, sustainable development and practical application	<p>This must be carried out by specialists in the field, and the necessary financial budget must be allocated</p> <p>This must be done on a continuous and regular basis, i.e. it must not be random, and studies must be developed in line with rapidly occurring developments in the surrounding environment</p>

Conclusion:

As we live in countries suffering from environmental degradation, sustainable development appears more than necessary and requires the formulation of a comprehensive strategy for the communication process, the contribution of traditional and modern media and communication, and awareness-raising through personal communication, particularly given the increased focus on communication, as its role relates to forecasting the future, social responsibility, and linking sustainable development to the

requirements of the environment and society, in accordance with priorities respected by every member of the local and international community. As communication work leaves a range of impacts at all levels, it is important for specialists in the field to identify these in order to pinpoint mistakes, attempt to avoid them, and capitalize on the positives

Arabic and foreign references

First – Arabic References:

- Dr Omar Wasfi Aqili et al., 2004, Organizational Behavior, Aleppo University Publications, Syria, pp. 325–356
- Dr Fatima Badr and Dr Muath Al-Sabbagh, 2020, Fundamentals of Management, Syrian Virtual University, Syria, pp. 162–167
- Omar Muhammad Durra, 2009, Introduction to Management, Publications of the University of Ebla for Tourism and Hotel Sciences, Aleppo, Syria, pp. 48–62
- Prof. Fathi Mohammed Ahmed, 2014, Research Methodology in Business Administration: General Guidelines for Novice Researchers, Arab Organization for Administrative Development, League of Arab States, pp. 23–25
- Prof. Dr. Ahmed Abdulrazzaq Al-Sayed Omar, 2025, Human Resource Management: Skills and Strategies, King Fahd Library catalogue entry pending publication, Saudi Arabia, pp. 59–79
- Prof. Dr. Ahmed Abdulrazzaq Al-Sayed Omar, 2025, Change Management and Organizational Development, King Fahd Library Catalogue, in press, Saudi Arabia, pp. 69–81
- Collective authorship, 2019, Methodology and Techniques of Scientific Research in the Social Sciences, Arab Democratic Centre for Strategic, Political and Economic Studies, Berlin, Germany, pp. 104–13
- Najla Mohammed Ibrahim Bakr, 2025, Fundamentals of Logical Thinking and Scientific Research, Tayba Academic, Maadi, Egypt, pp. 51–57
- Faraj Muhammad Sawan, 2017, Scientific Research: Concepts and Processes, Ibn al-Nadim for Publishing and Distribution, Oran, Algeria, p. 41
- Dr Fadel Deliou, 2024, Methodology of Scientific Research, free electronic edition, University of Algiers, Algiers, pp. 86–100
- Iman Abdullah Al-Kahlout, 2012, The Art of Interpersonal Relations and Communication Skills, Al-Waraq Foundation for Publishing and Distribution, Jordan
- Ghazi Farhan Abu Zaytun, 2015, Business Communication: Concepts and Skills in Oral and Written Communication, Dar Al-Hamid Publishing, Jordan
- Translated book by Dr Taha Youssef, 2022, The Future of Management in the World of Artificial Intelligence, Dar Hamithra Publishing, Egypt
- Iman Al-Kahlout, 2024, The Art of Interpersonal Relations: Effective Communication Skills, Al-Warraaq Publishing House, Jordan

Second – Foreign References:

Jean-Marc Decaudin: Internal Communication: Strategies and Techniques, 2017, 4th the edition, France

The Sustainable Development Goals Report 2025, UN, pp. 4–26

ASDA Stores Limited. (2012). Green is Normal: Sustainability Study, p. 302

Expert Group Meeting on Innovation and Technology for Achieving the 2030 Development Agenda, UN House, Beirut, 5–7 December 2017, United Nations Economic and Social Commission for Western Asia, pp. 1–5

Tracey Strange-Anne Bayley, Sustainable Development: Linking Economy, Society, Environment, OECD, pp. 20–29

The Government of the Republic of the Union of Myanmar, Ministry of Planning and Finance, Myanmar Sustainable Development Plan (2018–2030), 2018, p. 9

Geir B. Asheim, 2018, Policy Research Working Paper 1302: Sustainability: Ethical Foundations and Economic Properties, Norwegian School of Economics and Business Administration, N-5035 Bergen-Sandviken, Norway, p. 9

Learn About the Sustainable Development Goals. 2015, UNDP, pp. 4–21

RAFAŁ BAUM, 'Sustainable Development – A Modern Understanding of the Concept', ANNA LS of the Polish Association of Agricultural and Agribusiness Economists, Annals PAAAE • 2021 • Vol. XXIII • No. (2) pp. 10–29

Third – Articles, Journals and Scientific Research:

Dr Barwaksani Rashid and Aichouch Omar, 2017, 'The Role of Sustainable Development in Promoting Communication', Ma'arif Journal, Section: Economic Sciences, Vol. 11, No. 32, pp. 75–88

Dr Al-Arabi Hajjam and Samiha Tary, 2019, "Sustainable Development in Algeria: An Analytical Review of the Concept and Obstacles", Journal of Development Research and Studies, Vol. 6, No. 2, pp. 121–140

Ibtihal Abdullah Sarg Shuaib, 2019, published article entitled "The Contributions of Social Media to Building a Culture of Sustainable Development from the Perspective of Postgraduate Students at Taiba University", Arab Journal for Scientific Publishing (AJSP), Issue 16, Website: www.ajsp.net pp. 114–121

Khalaf Karim Kayoush, 2023, "Empowering Public Relations Practitioners to Achieve Sustainable Development Goals", Al-Bahith Al-I'lami Journal, Vol. 15, No. 62, pp. 14–37, Iraq