

Arabian Gulf Journal of Humanities and Social Studies

ISSN: 3080-4086

Vol 6 - Issue 18 || Issued Date: 20-09-2026



Arabian Gulf Journal
Humanities and Social Studies

The Role of Public Relations and Media in the Success of Commercial Establishments and Companies, and Keeping Pace with Digital Transformation in the Kingdom of Saudi Arabia

دور العلاقات العامة والإعلام في نجاح المؤسسات التجارية والشركات ومواكبة التحول الرقمي في المملكة العربية السعودية

Adnan Alawi Shubar Al-Moussawi

عدنان علوي شبر الموسوي

United Academy for Training and Management (AUTM)

DOI: <https://doi.org/10.64355/agjhss61817>

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™

Crossref doi

ISSN
INTERNATIONAL
STANDARD
SERIAL
NUMBER
INTERNATIONAL CENTRE



Google Scholar

معرفة
e-Marefa



شبكة المعلومات العربية
shamaa
Arab Educational Information Network

AskZad



Scilit

INTERNATIONAL
Scientific Indexing

CC creative commons

Abstract:

This research examines the role of public relations and media in enhancing the success of commercial institutions and companies in the Kingdom of Saudi Arabia, particularly in light of the rapid developments associated with digital transformation. The study highlights the shift in public relations and media from traditional promotional functions toward strategic communication practices that contribute to building institutional reputation, strengthening public trust, improving corporate image, supporting decision-making, and enhancing competitiveness. It also addresses the growing importance of digital media and social media platforms as essential channels for communication with internal and external publics. Furthermore, the research explores the relationship between public relations and media practices and the requirements of digital transformation, focusing on the organizational, human, and technological challenges that may limit effective digital integration. Within the context of Saudi Vision 2030, the study emphasizes the need for commercial institutions and companies to adopt modern communication strategies based on transparency, rapid response, innovation, and effective use of digital technologies. The research aims to provide a theoretical and practical perspective on how public relations and media can support digital transformation, enhance institutional performance, build a positive corporate image, and contribute to sustainable institutional success and competitiveness.

Keywords: Public Relations; Media; Digital Transformation; Commercial Institutions; Corporate Communication; social media; Corporate Reputation; Saudi Vision 2030; Competitive Advantage.

المخلص:

يتناول هذا البحث دور العلاقات العامة والإعلام في تعزيز نجاح المؤسسات والشركات التجارية في المملكة العربية السعودية، ولا سيما في ظل التطورات المتسارعة المرتبطة بالتحول الرقمي. ويسلط البحث الضوء على التحول الذي شهدته العلاقات العامة والإعلام من الوظائف الترويجية التقليدية إلى ممارسات الاتصال الاستراتيجي التي تسهم في بناء السمعة المؤسسية، وتعزيز ثقة الجمهور، وتحسين الصورة الذهنية للمؤسسة، ودعم عملية اتخاذ القرار، وتعزيز القدرة التنافسية. كما يتناول البحث الأهمية المتزايدة للإعلام الرقمي ومنصات التواصل الاجتماعي بوصفها قنوات أساسية للتواصل مع الجماهير الداخلية والخارجية. بالإضافة إلى ذلك، يستكشف البحث العلاقة بين ممارسات العلاقات العامة والإعلام ومتطلبات التحول الرقمي، مع التركيز على التحديات التنظيمية والبشرية والتكنولوجية التي قد تحد من التكامل الرقمي الفعال. وفي إطار رؤية المملكة العربية السعودية 2030، يؤكد البحث ضرورة تبني المؤسسات والشركات التجارية استراتيجيات اتصال حديثة تقوم على الشفافية، وسرعة الاستجابة، والابتكار، والاستخدام الفعال للتقنيات الرقمية. ويهدف البحث إلى تقديم رؤية نظرية وتطبيقية حول كيفية إسهام العلاقات العامة والإعلام في دعم التحول الرقمي، وتعزيز الأداء المؤسسي، وبناء صورة ذهنية إيجابية للمؤسسة، والمساهمة في تحقيق النجاح المؤسسي المستدام وتعزيز القدرة التنافسية.

الكلمات المفتاحية: العلاقات العامة؛ الإعلام؛ التحول الرقمي؛ المؤسسات التجارية؛ الاتصال المؤسسي؛ وسائل التواصل الاجتماعي؛ السمعة المؤسسية؛ رؤية السعودية 2030؛ الميزة التنافسية.

Chapter One: General Framework of the Research

Research Introduction

In light of the rapid transformations witnessed by the world in the fields of communication, media, and technology, public relations and media have become essential elements in building the success of commercial institutions and companies, and in enhancing their ability to survive and compete in a business environment characterized by continuous change and increasing complexity. Public relations and media are no longer mere secondary activities focused on promotion or improving the mental

image; rather, they have transformed into strategic tools that contribute directly to achieving institutional objectives, building trust with audiences, enhancing institutional reputation, and supporting the decision-making process within institutions.

The massive technological development, especially in the fields of digital media and social media, has contributed to reshaping the nature of corporate communication, as the audience has become more interactive, aware, and capable of influencing the reputation and orientations of institutions. In front of this new reality, it has become imperative for commercial institutions and companies to adopt modern strategies in public relations and media based on effective communication, transparency, rapid response, and taking advantage of modern digital technologies in a way that keeps pace with audience aspirations and enhances the institution's position in the market.

In this context, the concept of digital transformation has emerged as one of the most prominent features shaping the future of institutions in the modern era. Digital transformation is not limited to merely using technology; rather, it extends to include a radical change in working methods, communication patterns, corporate culture, and the way services and products are provided. Successful institutions have realized the importance of integrating public relations and media within the digital transformation system, due to their pivotal role in change management and in preparing the internal and external audiences to embrace the new transformations.

In the Kingdom of Saudi Arabia, digital transformation receives great attention within the framework of Saudi Vision 2030, which aims to build a diverse economy based on knowledge and innovation, enhance the efficiency of government and private institutions, and raise the level of quality of services provided. This trend has been reflected in commercial institutions and companies, which have begun to seek to develop their media performance, adopt digital public relations practices, and use electronic platforms and social media as essential channels to communicate with the public, build the brand, and achieve institutional excellence.

From this standpoint, the importance of this research lies in shedding light on the role of public relations and media in the success of commercial institutions and companies, and the extent of their contribution to supporting the digital transformation process in the Kingdom of Saudi Arabia. The research also seeks to explore the roles played by public relations and media in enhancing institutional performance, building a positive mental image, and facing the challenges imposed by the digital environment, in addition to highlighting the opportunities available to institutions to benefit from technological developments in achieving their strategic goals. This research hopes to contribute to enriching both the theoretical and practical aspects in a way that matches the requirements of the digital age, and providing a comprehensive vision that helps institutions and decision-makers enhance the role of public relations and media.

Research Problem

The research problem lies in the increasing challenges facing commercial institutions and companies in the Kingdom of Saudi Arabia in employing public relations and media effectively to support their institutional success and keep pace with the accelerating requirements of digital transformation.

Despite the growing interest in digital transformation and the adoption of modern technologies, many institutions still suffer from a weak integration between public relations and media strategies on the one

hand, and the requirements of the digital environment on the other hand, which limits their ability to achieve effective communication with their various publics.

Problem Statement

The research problem is manifested in the lack of clarity regarding the strategic roles of public relations and media within some organizations, sometimes limiting them to traditional or promotional aspects, without fully utilizing the potential provided by digital media tools and social media in building a positive mental image, enhancing trust, and supporting institutional competitiveness. In addition, there are organizational, human, and technical challenges, such as a shortage of specialized competencies in digital media, weak strategic communication planning, and resistance to change within some organizations.

Accordingly, the research problem revolves around the following main question: To what extent do public relations and media contribute to the success of commercial establishments and companies in the Kingdom of Saudi Arabia, and what is their role in keeping pace with digital transformation and addressing the challenges associated with it? This research seeks to study this problem and analyze its dimensions, with the aim of providing a scientific vision that contributes to enhancing the role of public relations and media in supporting digital transformation and achieving institutional success.

Research Importance

The importance of this research stems from its addressing a vital and contemporary topic represented by the role of public relations and media in the success of commercial institutions and companies, especially in light of the accelerated digital transformation witnessed by the Kingdom of Saudi Arabia. The importance of the research stands out through its scientific and applied aspects as follows:

First: Scientific Importance The scientific importance of this research lies in its contribution to enriching scientific literature in the fields of public relations, institutional media, and digital transformation, by linking these three fields within a single framework. The research seeks to clarify the modern roles of public relations and media in the digital environment, and to analyze their impact on the success of commercial institutions and companies, which contributes to expanding theoretical knowledge and updating traditional concepts associated with institutional communication.

Introductory Concepts Related to Institutional Communication

Scientific Importance

It highlights scientific in providing a theoretical framework that helps researchers and students understand the nature of the relationship between public relations and media on the one hand, and digital transformation on the other, within a local context that aligns with the specificity of the Kingdom of Saudi Arabia and Vision 2030. It is also expected that this research will constitute an importance scientific reference that can be used in future studies related to digital media, institutional communication, and corporate reputation management in the digital age.

Applied Importance

The applied importance of the research is represented in its results and recommendations, which can contribute to helping administrative fields, public relations and media officials in commercial institutions and companies develop effective communication strategies that suit the requirements of digital transformation. The research provides practical insights on how to employ digital media tools

and social media platforms to enhance the corporate image, build trust with the public, and achieve institutional excellence.

The research also helps diagnose the most prominent challenges facing public relations and media in Saudi institutions and proposes practical solutions to overcome them, thereby contributing to raising the efficiency of institutional performance and improving the quality of internal and external communication. In addition, the research can benefit decision-makers in supporting media and communication policies that align with the targets of Saudi Vision 2030, enhancing the ability of institutions to adapt to digital changes and achieve success and sustainability.

This research aims to achieve a set of scientific and practical objectives that contribute to clarifying the role of public relations and media in the success of commercial institutions and companies, and supporting their alignment with digital transformation in the Kingdom of Saudi Arabia. The research objectives are as follows:

- Defining the concept of public relations and institutional media, and outlining their evolution and importance in the modern institutional environment.
- Illustrating the role of public relations and media in the success of commercial institutions and companies by building a positive public image, enhancing trust, and achieving effective communication with various audiences.
- Analyzing the impact of digital transformation on public relations and media practices within commercial institutions and companies in the Kingdom of Saudi Arabia.
- Examining the extent to which public relations and digital media contribute to supporting digital transformation strategies and achieving institutional goals.
- Identifying the prominent challenges facing public relations and media in light of digital transformation, whether organizational, technical, or human.
- Exploring the opportunities provided by digital transformation to develop the performance of public relations and media, and enhance engagement with audiences across digital platforms.
- Providing a set of findings and recommendations that can contribute to improving the efficiency of public relations and [media to support the goals of Saudi Vision 2030].

Main Research Question

What is the role of public relations and media in the success of commercial institutions and companies, and their alignment with digital transformation in the Kingdom of Saudi Arabia?

Sub-Questions

- What is the concept of corporate public relations and media, and what is the nature of their roles within commercial institutions and companies?
- To what extent do public relations and media contribute to building a positive mental image and enhancing trust among the audiences of enterprises?

- How does digital transformation affect the methods and practices of public relations and media in commercial institutions and companies?
- To what extent do digital public relations and media contribute to achieving corporate success and increasing competitive capability?
- What are the most prominent digital media tools and social media platforms used in Saudi institutions?
- What are the challenges facing public relations and media in keeping pace with digital transformation within commercial enterprises and companies?

What are the opportunities available for public relations and media to develop their performance in light of digital transformation? These questions aim to guide the research path, achieve a comprehensive understanding of the topic's dimensions, and ultimately reach results and recommendations that contribute to supporting institutional performance and enhancing the role of public relations and media in the digital age.

Research Methodology In accordance with the nature and objectives of its subject, this research relied on a systematic scientific methodology appropriate for studying social and media phenomena, ensuring accurate and objective results regarding the role of public relations and media in the success of commercial institutions and companies, and keeping pace with digital transformation in the Kingdom of Saudi Arabia. The research methodology comprises the following elements:

- Research Approach:

The research relies on the descriptive-analytical approach, as it is one of the most suitable methods for studying social and media phenomena. It focuses on describing the reality of public relations and media in commercial institutions and companies, analyzing their roles in supporting institutional success and keeping pace with digital transformation, while interpreting the results and linking them to the theoretical framework and previous studies.

- Research Population:

The research population consists of commercial institutions and companies operating in the Kingdom of Saudi Arabia, focusing on public relations, media, and corporate communication departments, as well as their personnel, given their direct role in media planning, execution, and keeping pace with digital transformation.

What are the opportunities available for public relations and media to develop their performance in light of digital transformation?

These questions aim to guide the research path and achieve a comprehensive understanding of the dimensions of the topic, leading to results and recommendations that contribute to supporting institutional performance and enhancing the role of public relations and media in the digital age.

Research Methodology: This research adopted an organized scientific methodology that suits the nature of its subject and objectives, contributing to sound and objective results regarding the role of public relations and media in the success of commercial institutions and companies and keeping pace with digital transformation in the Kingdom of Saudi Arabia. The research methodology is evident through the following elements:

- **Research Method:** The research relies on the descriptive-analytical approach, as it is one of the most appropriate methodologies for studying social and media phenomena. It focuses on describing the reality of public relations and media in commercial institutions and companies, analyzing their roles in supporting institutional success and keeping pace with digital transformation, while interpreting the results and linking them to the theoretical framework and previous studies.
- **Research Population:** The research population consists of commercial institutions and companies operating in the Kingdom of Saudi Arabia, focusing on public relations, media, and corporate communication departments, as well as their employees, given their direct role in media planning, execution, and keeping pace with digital transformation.

Research Sample

The research sample was selected in a manner appropriate to the nature of the study. It includes a group of public relations and media officials, corporate communication directors, and media professionals within commercial institutions and companies, ensuring a representative reflection of media and digital practices.

Data Collection Tools

The research relied on a set of primary and secondary data collection tools, most notably:

Questionnaires: Used to measure the opinions and attitudes of respondents regarding the role of public relations, media, and digital transformation.

Interviews: Conducted to obtain deeper and more specialized information from specialists and decision-makers.

Document and Source Analysis: Reviewing official reports, media plans, and related previous studies.

Data Analysis Methods

Data was analyzed using appropriate statistical and descriptive methods, with the objective

of interpreting the results and extracting clear indicators regarding the role of public relations and media in institutional success and digital transformation.

Research Boundaries & Scope

Spatial Boundaries: Commercial institutions and companies in the Kingdom of Saudi Arabia.

Temporal Boundaries: The specific timeframe during which the research was conducted.

Thematic Boundaries: Examining the role of public relations and media in institutional success and keeping pace with digital transformation, without delving into other directly unrelated fields.

This methodology contributes to achieving the research objectives, answering its questions, and reaching reliable scientific results to present appropriate recommendations.

(W) Spatial, Temporal, and Thematic Boundaries

Research Boundaries

This research is subject to a set of boundaries defined to control the scope and focus of the study, ensure the scientific and sound achievement of its objectives, and are represented as follows:

First: Spatial Boundaries

The study is limited to commercial institutions and companies in the Kingdom of Saudi Arabia, focusing on their Public Relations, Media, and Corporate Communication departments. This is due to the importance of the Saudi environment and the notable developments it is witnessing in the field of digital transformation under Saudi Vision 2030.

Second: Temporal Boundaries

This research is conducted during a specific timeframe that aligns with the expansion phase of implementing digital transformation in the Kingdom of Saudi Arabia. The reality of public relations and media is analyzed during this period without addressing prior or future timeframes outside the scope of the study.

Third: Thematic Boundaries

The research is limited to studying the role of public relations and media in the success of commercial institutions and companies, keeping pace with digital transformation through addressing administrative or communication and media tools, the digital tools used, and the challenges and opportunities associated with digital transformation, without expanding into purely financial or technical aspects that are not directly related to the research topic.

These boundaries contribute to defining the research framework and controlling its trajectory, helping to reach accurate results appropriate for the objectives of the study.

Definition of Key Terms

To clarify the core concepts upon which the research will rely, a concise definition of each key term is provided below to ensure clarity of intent and precise usage throughout the study:

Public Relations

A set of planned activities and efforts undertaken by institutions to build and maintain a positive image, enhance communication with internal and external audiences, manage institutional reputation, and support strategic goals through effective and continuous communication.

Corporate Media

The purposeful media activity conducted by institutions to deliver their messages to various audiences using traditional and digital media, with the aim of enhancing the corporate image, transmitting information, and establishing an effective dialogue with clients, partners, and the general public.

Digital Transformation The integration of digital technology into all areas of an institution's operations to improve performance, develop processes, enhance communication, and bring about fundamental changes in the way services and products are delivered and in how the institution interacts with clients and the public.

Success of Commercial Enterprises and Companies

The achievement of an institution's strategic goals, the enhancement of its competitive capability, the promotion of customer and public satisfaction, and the achievement of sustainable growth and market expansion, alongside the improvement of its reputation and public image.

Digital Media

It is the use of digital platforms, social media, and modern technologies to disseminate media messages and communicate with the public, thereby contributing to enhancing interaction, building relationships, and achieving the media and strategic goals of the institution.

Chapter Two: Public Relations and Media in Commercial Institutions Concept of Public Relations

Public relations is considered one of the most important elements of corporate communication, playing a pivotal role in building the organization's corporate image and enhancing its reputation among its various publics, whether internal publics such as employees and workers, or external publics such as clients, investors, and business partners. The concept of public relations has evolved over time to become a strategic activity that contributes to achieving institutional goals rather than merely acting as a promotional or media tool.

Public relations can be defined as: A set of planned and systematic activities aimed at building positive relationships between the organization and its various publics, improving its public image, managing its reputation, enhancing trust between the organization and its stakeholders, and increasing its competitive capacity.

Key Characteristics

Public relations is characterized by several main features:

- Strategic Communication:

It aims to communicate effectively with various target groups in a way that serves the organization's goals.

- Reputation Management: It helps the organization maintain its reputation and enhance its credibility in the market.

Concept of Corporate Media

Corporate media is considered one of the fundamental pillars of communication strategy within commercial enterprises and companies. It works to convey messages, build a positive public image, and enhance the organization's reputation among its various audiences. Corporate media differs from general media or journalistic media in that it focuses on the organization's interests and objectives, and strives to direct messages in a way that serves its vision and strategy.

- Planning and Organization:

It relies on clear plans and specific methodologies to achieve pre-defined objectives.

- Audience Interaction:

It is not limited to merely broadcasting directional messages; rather, it seeks to establish continuous dialogue and effective interaction with both internal and external audiences.

- Adaptability to Variables:

It requires the ability to respond to changes in the economic, social, and cultural environment, in addition to technological developments and digital transformation.

Researchers point out that the effectiveness of public relations is not limited merely to improving the organization's public image, but also includes enhancing institutional loyalty, increasing customer satisfaction, motivating employees, supporting marketing strategies, and mitigating potential crises.

In the context of commercial enterprises and companies, public relations play a strategic role in building the organization's reputation in the market and creating a competitive advantage through the effective management of media messages, continuous communication with customers and partners, and preparing the organization to face various challenges—including those resulting from digital transformation.

Institutional media can be defined as the set of planned media activities undertaken by an organization to convey its messages to internal and external audiences, utilizing both traditional and digital channels. The goal is to build a positive mental image, enhance credibility, and establish continuous and effective communication with stakeholders.

Key Features of Institutional Media

- Planned and Targeted Messages:

Media messages are crafted according to predetermined objectives and target specific segments of the audience.

- Integration with Public Relations:

Institutional media works hand-in-hand with public relations to achieve strategic communication and enhance corporate reputation.

- Multi-Channel Utilization:

It encompasses traditional media such as newspapers, magazines, radio, and television, alongside digital channels including websites, email, and social media platforms.

- Audience Engagement:

It focuses on establishing an ongoing dialogue with both internal and external audiences, which fosters loyalty and satisfaction while increasing the impact of media messages.

- Supporting Corporate Identity:

Institutional media contributes to strengthening the visual and professional identity of the organization, highlighting its values and mission clearly and uniformly.

Importance of Institutional Media in Commercial Enterprises and Corporations

- **Enhancing Corporate Reputation:** By conveying the organization's achievements, initiatives, and stances in a positive and reliable manner.

Building Comprehensive Relationships with Customers and Partners:

Through the creative promotion of products and services in a manner that aligns with the institution's identity and credibility.

Supporting Marketing and Sales Strategies:

By enhancing the institution's image and value, and providing effective and rapid communication channels to clarify facts to clients.

Contributing to Crisis Management:

And effectively countering rumors.

Public Relations and Their Contribution to Achieving Success:

In short, corporate communication is a strategic tool that supports institutional success, particularly in a competitive environment that demands continuous and effective communication with the public.

This importance grows even further in light of digital transformation and the reliance of institutions on digital platforms and social media as primary channels for communication.

Public Relations and Media Functions in Commercial Enterprises

Public relations and media play a pivotal and fundamental role in enhancing the success of commercial enterprises and companies. They represent the core tools for communicating with internal and external

audiences, building a strong corporate reputation, and ensuring the achievement of the institution's strategic goals.

The functions of public relations in commercial enterprises are outlined as follows:

First: Public Relations Functions

- Building the Corporate Image:

Public relations works to shape a positive image of the institution in the minds of the public—whether they are clients, investors, employees, or partners—through media messages, awareness campaigns, and community activities.

Enhancing the [text cuts off: image/reputation

Through continuous and transparent communication with various audiences, public relations contribute to enhancing the reputation of the institution and the credibility that grants trust with the public.

Crisis Management

Public relations contribute to mitigating the impacts of crises on the institution, through pre-planning to deal with emergency situations and effective communication with the media and the public to clarify facts.

Enhancing Loyalty and Institutional Belonging

Public relations work to strengthen the bonds between employees and the institution through internal programs, continuous communication, and appreciation of achievements, which reflects on the institution's productivity and customer satisfaction.

Supporting Marketing and Sales Objectives

Through improving the public image of the institution, public relations work to create a positive environment that helps marketing and sales succeed, and facilitates access to the targeted audiences.

Second: Functions of Institutional Media Transmission of Institutional Information and Messages

Institutional media transmits accurate and reliable information about the institution's activities, services, and products to the internal and external public, which enhances transparency and reduces rumors.

Communication with Internal and External Public

Media contributes to establishing continuous dialogue with customers, employees, and investors, which enhances trust and positive interaction with the institution.

Supporting Institutional Identity

Institutional media helps in unifying messages and institutional values, and building a clear identity for the institution that reflects its vision, mission, and values.

Contributing to Digital Marketing and Interactive Digital Marketing

Digital institutional media contributes to promoting products and services via digital platforms and social media, with the ability to measure impact and interaction directly.

Assisting in Change Management and Digital Transformation

Media plays a vital role in preparing the institution and its public for new transformations, and explaining new policies and practices, which contribute to the success of digital transformation strategies.

The importance of these functions becomes clear in that public relations and institutional media are not merely media or marketing tools, but rather strategic tools to achieve institutional success, through building a positive image, enhancing trust, crisis management, supporting marketing, and achieving effective communication with all stakeholders. In commercial institutions and companies, the functions of public relations and media integrate to provide an institutional environment capable of competition and innovation, especially in light of the digital transformation which imposes modern communication tools and methods.

The Role of Public Relations in Building the Mental Image of Institutions

Public relations play a vital role in shaping the mental image of the institution among its internal and external public. A positive mental image reflects the credibility of the institution, enhances trust between the institution and its public, and contributes to distinguishing the institution from its competitors. The role of public relations in this context can be clarified through the following patterns:

Institutional Identity Support

Institutional media helps unify messages, values, and build a clear institutional identity for the organization, reflecting its vision, mission, and core values.

Contributing to Digital and Interactive Marketing

Institutional digital media contributes to promoting products and services across digital platforms and social media, with the ability to measure impact and interact directly.

Assisting in Change Management and Digital Transformation

Media plays a vital role in preparing the organization and its audience for new transformations, explaining new policies and practices, which contribute to the success of digital transformation strategies.

The importance of these functions becomes clear as Public Relations (PR) and institutional media are not merely promotional or media tools, but rather strategic instruments to achieve institutional success, by building a positive image, enhancing trust, managing crises, supporting marketing, and achieving effective communication with all stakeholders. Especially in light of the digital transformation that imposes competition, innovation, and modern communication methods, particularly for commercial institutions and corporations, the functions of public relations and media integrate to provide an institutional environment capable of competing.

The Role of Public Relations in Building the Corporate Image for Organizations

Public relations plays a vital role in shaping the organization's mental image among its internal and external audiences. A positive mental image reflects the organization's credibility, enhances trust between the organization and its audience, contributes to distinguishing the organization from its competitors, and helps reinforce its standing. The role of PR in this context can be clarified through the following points:

- Enhancing Institutional Identity and Values: Public relations works to convey the organization's values, mission, goals, and vision in a consistent, organized, and coherent manner, contributing to the formation of a clear and unified mental image among the public.
- Strategic Communication with the Audience:

Through continuous and effective communication programs with clients, investors, partners, and the community, public relations helps enhance the public's understanding of the organization's role and achievements.

- Reputation and Crisis Management: Public relations plays a preventive and strategic role in facing crises or negative information, and works to turn challenges into opportunities to enhance the institutional image.
- Creating a Lasting Positive Impression: Public relations contributes to leaving a long-term positive impression on the audience through organizing events, media campaigns, and societal activities.
- Supporting Interaction and Engagement: Public relations helps involve the public in the organization's activities, expressing their opinions, which enhances loyalty and a sense of belonging, and makes the public a part of the organization's success story.

The Relationship Between Public Relations and Institutional Media

Public relations and institutional media are considered two sides of the same coin in achieving effective communication with the audience. They are integrated and work together to achieve the organization's strategic goals. This relationship can be clarified as follows:

Integration in Objectives

Public relations and corporate media aim to enhance the corporate image, build the organization's reputation, and strengthen trust with the public while increasing credibility. Public relations sets the strategy, whereas corporate media executes it to deliver messages to the public.

Integration in Tools and Methods

Public relations relies on the media as a tool to convey its messages through traditional means—such as newspapers and magazines—or through digital means, such as electronic websites and social media platforms.

Integration in Crisis Management and Communication

Public relations and corporate media work together to handle crises by ensuring the transmission of accurate information to the public in a manner that minimizes damage, mitigates risks, and reinforces trust.

Integration in Digital Transformation

With the widespread adoption of technology and digital transformation, digital media has become an essential part of the public relations strategy, enabling rapid, direct access to the public and enhancing the effectiveness of media messages and communication with stakeholders.

Enhancing Corporate Effectiveness

The strong relationship between public relations and corporate media ensures the consistent and integrated delivery of messages. This contributes to enhancing the organization's commercial performance, building a strong brand identity in the market, and driving its overall success.

First: The Concept of Commercial Enterprise Success

The success of commercial enterprises is not limited solely to achieving financial profits; rather, it encompasses a diverse set of dimensions that reflect the capability to compete, ensure sustainability, meet customer and public needs, and maintain continuous performance. The success of commercial enterprises can be defined as:

The ability of an organization to achieve its strategic objectives efficiently and effectively, encompassing profitability, customer satisfaction, building strong relationships with all stakeholders, enhancing the organization's reputation in the market, and ensuring long-term sustainability.

The concept of success in commercial enterprises is characterized by several key dimensions:

- Financial Dimension: Achieving sustainable profits and increasing the market value of the organization.
- Institutional Dimension: The capability for effective administrative organization and the development of internal operations.
- Marketing Dimension: The ability to attract customers, retain them, and acquire them by offering high-quality products and services.
- Social Dimension: Commitment to social responsibility and building a positive reputation within the community.
- Innovative and Technical Dimension: Keeping pace with technological developments and modern innovations to improve performance and enhance competitive capability.

In short, the success of commercial enterprises is the result of an integrated interaction among financial performance, institutional reputation, customer satisfaction, innovation, adaptation to environmental variables, and the ability to cope with change.

Second: Factors of Success for Enterprises and Companies

The factors that contribute to achieving the success of commercial enterprises and companies are numerous. The most important of these factors can be summarized as follows:

Effective Leadership and Strategic Vision

The presence of leadership capable of setting clear objectives, making rational decisions, and directing resources effectively is considered one of the most important factors for institutional success.

Public Relations and Corporate Media

Public relations and media contribute to building a positive image for the organization, enhancing trust with the public, and creating a competitive edge through continuous communication with the target audience.

Innovation and Continuous Development

Successful institutions rely on innovation in products and services, developing working methods, and keeping pace with technological advancements, ensuring adaptation to changes in the market.

Customer Focus and Service Quality

Understanding customer needs and providing high-quality products and services is considered a pivotal factor in enhancing customer loyalty and ensuring sustainable success.

Effective Human Resources Management This includes selecting appropriate competencies, developing employee skills, and motivating them in a way that raises their productivity and enhances institutional performance.

Adaptation to Capacity Changes

This includes responding to economic, social, and technological transformations, as well as the digital transformation and the adoption of modern digital tools.

Financial Resources and Funding Management

The ability to manage financial resources effectively, achieve a balance between revenues and expenses, and manage funding serves as a fundamental factor in achieving sustainability and success.

Strong Institutional Culture

This encompasses shared values, commitment to ethics, and collaboration among employees, which enhances institutional stability and stimulates high performance.

In short, the success of business enterprises is the product of a synergy among a set of internal and external factors—including administrative, strategic, marketing, media, and technological integration. Public relations and media play a pivotal role in enhancing these factors, particularly in building reputation and effective communication with the public, thereby elevating the enterprise's competitive edge and success in the market.

Third: The Role of Corporate Communication in Achieving Success Corporate communication is considered a vital element that directly contributes to the success of enterprises, as it represents the

essential medium connecting the organization with its internal and external stakeholders, including commercial companies. Corporate communication is defined as: The set of activities and means used by the organization to convey messages, objectives, and policies to various stakeholders, with the

aim of fostering a shared understanding, enhancing internal harmony and alignment, and achieving positive engagement with the external public.

The Importance and Role of Corporate Communication in Institutional Success:

- Achieving Internal and External Understanding: Corporate communication ensures the clear and accurate delivery of information to employees, customers, and investors, thereby reducing errors and enhancing work efficiency.
- Supporting Decision-Making:

By providing accurate information and feedback from both internal and external audiences, corporate communication assists leadership in making well-considered strategic decisions.

- Enhancing Institutional Performance:

Corporate communication works to improve coordination among various departments within the organization, which increases work effectiveness and contributes to achieving strategic objectives.

- Reputation Management and Crisis Handling:

Corporate communication plays a fundamental role in facing media crises and challenges by conveying appropriate messages to the public and minimizing negative impacts on the organization's reputation.

- Promoting Products and Services:

Corporate communication contributes to supporting marketing strategies and sales by delivering messages related to products and services in a manner consistent with the corporate image.

Fourth: The Impact of Public Relations and Media in Enhancing Trust and Loyalty

Trust and loyalty are among the most important elements of institutional success, both internally and externally. Public relations and media play a pivotal role in fostering and strengthening them among internal and external audiences. Their impact can be outlined as follows:

Building Trust with the External Public

Public relations enhance the organization's services and products by conveying accurate and transparent information to the public, investors, and media, which leads to increasing the organization's credibility.

Enhancing Customer Loyalty

Targeted media campaigns, continuous media messages, and ongoing communication programs play a role in reinforcing customers' connection with the organization, increasing their frequency of interaction, and building loyalty.

Strengthening Employee Belonging

Through continuous internal communication, appreciating achievements, involving employees in decisions or institutional initiatives, and public relations contribute to fostering loyalty and belonging within the organization.

Improving Corporate Image and Reputation

Public relations and media work to highlight the organization's achievements and community initiatives, which enhances public respect for the organization and long-term trust in it.

Positive Impact on the Purchasing Decision and Corporate Behaviors

The trust and loyalty resulting from public relations and investors. In short, while institutional communication provides a framework for delivering messages and institutional objectives, public relations and media work on building trust and loyalty among the public, which enhances the organization's competitive edge, increases its chances of success, and ensures its sustainability in the market.

Global and Local Models for Institutional Success from a Media Perspective

Practical models are among the best ways to understand the role of media and public relations in institutional success, as they demonstrate how to employ media strategies to build reputation, foster trust, and achieve brand loyalty. Below is a presentation of the most prominent models:

First: Global Models

1. Apple Inc.

○ Media Success:

Apple relies on an integrated media strategy focused on innovation and product quality.

○ Role of Public Relations:

Organizing product launch events and managing digital and traditional media to build a positive image.

○ Result:

High customer loyalty, a strong global reputation, and continuously enhanced sales.

2. Coca-Cola

○ Media Success:

Utilizing innovative global media campaigns that combine traditional and digital channels.

○ Role of Public Relations:

Highlighting community initiatives and strengthening institutional identity.

○ Result:

A strong reputation, customer loyalty, and positive public engagement on a global scale.

3. Microsoft

- Media Success:

Relying on digital and traditional media to promote digital products and services.

- Role of Public Relations:

Managing crises, communicating with partners and customers, and promoting innovation.

Global. Competitive and strong standing, institutional image of trust, outcome enhancement:

Saudi local models, second:

- Saudi Telecom Company (STC)

- Media Success: Using digital platforms and social media for interaction with customers.

- Role of Public Relations:

Managing media campaigns, new services, and initiatives, and communicating with internal and external audiences.

- Outcome:

Enhancing trust and loyalty, and improving the institutional image locally.

- Majid Al Futtaim Group

- Media Success:

Integrating traditional and digital media to promote products and commercial centers.

- Role of Public Relations:

Organizing marketing events, community initiatives, and strengthening the relationship with customers.

- Outcome:

A strong reputation, customer and partner satisfaction, and increased institutional loyalty.

- Saudi Aramco Company

- Media Success:

Highlighting the company's achievements in energy and society through digital and institutional media.

- Role of Public Relations:

Managing media campaigns, communicating with the media, and clarifying policies and initiatives.

- Outcome:

Enhancing trust, a prestigious and reputable status locally and globally, and a strong strategic position.

These models illustrate that the success of institutions is closely tied to efficiently managing the media and public relations, as successful institutions rely on:

- Building a positive mental image, a strong reputation, enhancing trust and loyalty among customers and partners, and effectively integrating digital and traditional media, alongside focusing on social responsibility and community initiatives.
- Models demonstrate that employing public relations and media intelligently represents one of the most critical elements of institutional success in the modern era, particularly regarding the challenges associated with digital transformation and market competition.

The Concept of Digital Transformation

Digital transformation refers to the operational process through which organizations employ digital technology to radically change how they operate, improve performance, increase efficiency, develop customer experiences, and create added value across various levels of the organization. Digital transformation is considered much more than merely using technology; it is a comprehensive strategic transformation that reshapes operations, institutional culture, and business models.

Digital transformation can be defined as:

The process of integrating digital technology into all areas of an organization's work with the aim of improving institutional performance, enhancing competitiveness, developing services and products, achieving effective interaction with customers and the public.

The Importance of Digital Transformation in Organizations

- Operational Efficiency: Elevating efficiency through process automation, improving information flow, reducing waste, and optimizing resource management.

Enhancing Customer Service: Improving the customer experience by providing faster, more accurate, and easily accessible services across digital platforms.

Enhancing Competitive Capability: Enabling digital institutions to rapidly respond to fast-paced market changes and innovate new products and services.

Supporting Decision-Making: Empowering management to make more accurate and effective decisions using digital data and analytics.

Enhancing Transparency and Communication:

Allowing direct communication channels with the public through digital transformation, which fosters trust and loyalty.

Digital Transformation in the Context of the Kingdom of Saudi Arabia Digital Transformation has become a core pillar within the strategy of Saudi Vision 2030 in the Kingdom of Saudi Arabia, aiming to develop the digital economy, improve government and private services, and

increase the competitiveness of institutions both locally and globally. Key elements of this strategy include:

- Digital Transformation for Government and Private Sectors: Advancing e-services and digital applications.
- Infrastructure Development:

Upgrading telecommunications and technological infrastructure.

- Support for Innovation and Entrepreneurship: Fostering digital business initiatives.

The Relationship Between Digital Transformation and Public Relations and Media

Improving institutional performance through automation, reducing waste in processes, and accelerating the execution of tasks

Improving the quality of services provided

Focusing on providing more accurate, faster, and easier access to services in both the private and public sectors

On the user experience Send feedback

Digital transformation is a fundamental pillar for developing institutional performance and promoting sustainable development within the Kingdom of Saudi Arabia. It aims to achieve a set of strategic goals that enhance the Kingdom's standing economically, socially, and technologically. The most prominent of these goals include:

- Raising Operational Efficiency for Institutions:
- Improving institutional performance by automating operations, reducing resource waste, and accelerating task execution.
- Improving the Quality of Provided Services:
- Delivering more accurate, rapid, and accessible services—whether in the government or private sector—with a strong focus on the user experience.

Digital transformation is a fundamental pillar for developing institutional performance and promoting sustainable development within the Kingdom of Saudi Arabia. It aims to achieve a set of strategic goals that enhance the Kingdom's standing economically, socially, and technologically. The most prominent of these goals include:

- Raising Operational Efficiency for Institutions:

Improving institutional performance by automating operations, reducing resource waste, and accelerating task execution.

- Improving the Quality of Provided Services:

Delivering more accurate, rapid, and accessible services—whether in the government or private sector—with a strong focus on the user experience.

- Enhancing Institutional Competitiveness:

Empowering institutions to innovate, introduce new products and services, and increase their competitive capacity both locally and globally.

- Supporting the Knowledge-Based Digital Economy:

Developing a digital business environment, encouraging entrepreneurship and innovation, and increasing reliance on technical solutions to boost productivity.

- Enhancing Transparency and Accountability:

Utilizing technology to track procedures and decision-making, which strengthens public trust in institutions.

Strategies for Developing Institutional Performance and Realizing Digital Transformation

- Empowering institutions to monitor and analyze feedback instantly: Improving interaction with the internal and external public, and optimizing communication strategies.
- Empowering institutions to innovate, introduce new products and services, and increase their competitive capacity both locally and globally.
- Supporting the Knowledge-Based Digital Economy:

Developing a digital business environment, encouraging entrepreneurship and innovation, and increasing reliance on technical solutions to boost productivity.

- Enhancing Transparency and Accountability:

Utilizing technology to track procedures and decision-making, which strengthens public trust in institutions.

Strategies for Developing Institutional Performance and Realizing Digital Transformation

- Empowering institutions to monitor and analyze feedback instantly: Improving interaction with the internal and external public, and optimizing communication strategies.

Empowering the digital community:

Spreading digital culture among individuals and institutions, and developing the necessary digital skills to keep pace with technological changes.

Supporting institutional and developmental sustainability:

Improving resource use, reducing reliance on traditional procedures, and contributing to the sustainability of institutional performance and economic development.

Digital transformation in the Kingdom of Saudi Arabia seeks to achieve a set of strategic goals that enhance sustainable development, develop institutional performance, and improve the customer and public experience. The most important of these goals include:

Digital transformation is considered one of the core pillars for developing institutional performance and enhancing sustainable development in the Kingdom of Saudi Arabia. It aims to achieve a set of strategic goals that enhance the Kingdom's position economically, socially, and technically. The most important of these goals include:

Raising operational efficiency for institutions:

Improving institutional performance through process automation, reducing resource waste, and accelerating task execution.

Improving the quality of provided services:

Delivering faster, more accurate, and more easily accessible services, whether in the governmental or private sector, with a focus on the user experience.

Enhancing Competitive Capability

Digital transformation enables institutions to foster innovation, introduce new products and services, and enhance their competitive edge both locally and globally.

Supporting the Digital Knowledge-Based Economy

Developing a digital business environment, encouraging entrepreneurship and innovation, increasing reliance on technological solutions, and supporting the digital economy to boost productivity.

Enhancing Transparency and Accountability

Utilizing technology in tracking procedures and decision-making, which enhances transparency and accountability, thereby strengthening public trust in institutions.

Empowering the Digital Society

Spreading digital culture among individuals and institutions, developing the necessary digital skills, and empowering the society to keep pace with technological changes.

Supporting Institutional and Developmental Sustainability

Improving resource utilization, reducing reliance on traditional procedures, and contributing to the sustainability of institutional performance and economic development.

Raising Institutional Performance Efficiency and Improving Service Quality

Enabling institutions to deliver faster, more accurate, and easily accessible services to the public—whether governmental or commercial—while focusing on the user experience.

Enhancing Competitive Capability and Supporting Entrepreneurship Digital transformation contributes to developing innovative products and services, supporting entrepreneurship, and empowering institutions to compete locally and globally.

Enhancing Transparency and Accountability

The use of digital technology in tracking procedures and decisions ensures greater transparency, reinforcing trust between institutions and the public.

Developing the Business Environment and the Digital Economy Supporting innovation and digital transformation, transitioning to a knowledge-based economy, increasing reliance on digital solutions, and improving institutional performance.

Empowering the Digital Society

Promoting digital culture among individuals and institutions, and encouraging the use of modern technologies in daily life and work.

Third: Saudi Vision 2030 and its Role in Supporting Digital Transformation

Saudi Vision 2030 is considered a comprehensive strategic plan aimed at developing the Kingdom economically, socially, and culturally. Digital transformation constitutes one of the foundational pillars of this vision.

Importance of Vision 2030 in Supporting Digital Transformation:

Developing Digital Infrastructure

Investing in communication networks and the internet, and expanding the use of modern technology across both government and private institutions.

Digital transformation is considered one of the fundamental pillars for developing institutional performance and enhancing sustainable development in the Kingdom of Saudi Arabia. It aims to achieve a set of strategic goals that strengthen the Kingdom's standing economically, socially, and technologically. The most important of these goals include:

Government Digital Transformation

- Launching electronic government platforms and services to facilitate transactions, improve service quality, reduce paper-based procedures, and minimize bureaucracy.

Strengthening the Digital Economy

- Supporting innovation, business entrepreneurship, and encouraging companies to adopt technological solutions to enhance their productivity and competitiveness.

Empowering the Digital Society

- Spreading digital awareness, developing digital skills among individuals, and preparing human capital to keep pace with technological change.

Enhancing Integration between the Public and Private Sectors

- Encouraging private institutions to adopt digital transformation, participate in developing digital services, and support the national economy.

Saudi Vision 2030 plays a pivotal role in accelerating the pace of digital transformation within the Kingdom through establishing strategic frameworks, supporting digital infrastructure, and empowering institutions and individuals. This in turn contributes to enhancing the performance of commercial and service enterprises, utilizing modern technology, and creating a competitive environment driven by innovation and efficiency.

Objectives of Institutional Performance Development:

- Raising Operational Efficiency for Institutions:

Improving institutional performance through process automation, reducing resource waste, and accelerating task execution.

- Improving the Quality of Provided Services:

Delivering, more accurate, and more accessible services—whether in the public or private sector—with a strong focus on the user experience.

- Enhancing Competitiveness for Institutions:

Empowering institutions to innovate, introduce new products and services, and increase their ability to compete locally and globally.

- Supporting the Knowledge-Based Digital Economy:

Developing a digital business environment, encouraging entrepreneurship, innovation, and increasing reliance on technical solutions to boost productivity.

- Enhancing Transparency and Accountability:

Utilizing technology in tracking procedures and decision-making, which strengthens public trust in institutions.

- Empowering the Digital Society:

Spreading a digital culture among individuals and institutions, and developing the necessary digital skills to keep pace with technological changes.

- Supporting Institutional and Developmental Sustainability: Improving resource utilization, reducing reliance on traditional procedures, and contributing to the sustainability of institutional performance and economic development.

After that, it is possible to move to Saudi Vision 2030 and its role in supporting digital transformation to link these goals to the national strategic framework.

Fourth: The Role of Digital Media and Digital Public Relations

With the significant expansion in the use of technology and digital transformation, digital media and digital public relations have become essential tools for both commercial and governmental organizations, playing a pivotal role in building brand image, enhancing trust, and increasing audience engagement.

First: The Role of Digital Media

- Expanding Audience Reach:

Digital media enables reaching a broad and diverse audience, locally and globally, quickly and at a lower cost compared to traditional media.

- Instant Interaction with the Audience:

Audience reactions can be monitored and analyzed in real time, allowing the organization to adapt quickly to market changes and demands.

- **Enhancing Corporate Reputation:**

Publishing news, initiatives, and achievements across digital platforms helps build a positive image for the organization.

- **Managing Crises Effectively:**

Digital media enables organizations to respond quickly to rumors or misinformation, minimizing their negative impact on reputation.

Second: The Role of Digital Public Relations

- **Building Interactive Relationships with the Audience:**

Direct dialogue can be established with customers, employees, and investors through digital platforms, enhancing loyalty and organizational belonging.

- **Strategically Promoting Products and Services:**

Designing targeted digital campaigns aimed at specific audience segments to maximize the impact of media messages.

- **Supporting Digital Corporate Identity:**

Maintaining the consistency of corporate messaging and values across digital channels reinforces the organization's identity, making it clearer to the audience.

- **Measuring Media Campaign Effectiveness:**

Utilizing digital analytics tools to evaluate campaign performance, measure audience engagement, and optimize future strategies.

Third: Using Digital Platforms and Social Media in Organizations

Digital platforms and social media play a pivotal role in media and digital public relations, and are utilized as follows:

- **Managing Digital Media Campaigns:** Designing and publishing diverse media content—including text, images, and videos—on digital platforms to reach the target audience.

Direct communication with customers

Quickly address their problems and resolve their feedback, receive customer inquiries, and respond to them Digital. Platforms

Enhancing community participation

Utilizing social media to spread community initiatives and services

Increasing credibility Interaction

Monitoring and analyzing trends

To improve social media communication, audience and competitors, market opinions, and follow trends Institutional. Strategies

Supporting digital transformation

Employing digital communication tools in all processes within the organization, promoting a digital culture Institutional. Achieving goals and raising efficiency

In short, digital public relations and digital media have become essential strategic tools for institutions

With effective interaction and achieving trust, they contribute to building a positive image, enhancing loyalty, and fostering a positive mindset

Comprehensive. Supporting digital transformation with the audience Digital public relations and digital media

The role of digital public relations and digital media. The role of digital public relations and digital media in supporting digital transformation

Digital public relations and digital media has become one of the essential pillars for the success of commercial institutions

Digital communication and media have become widely used in modern and governmental eras, especially with the widespread use of digital platforms

Understanding social communication and increasing loyalty and building a positive mindset Audience. Trust

The Role of Digital Media

- Expanding Audience Reach:

Digital media enables organizations to reach a broader audience, locally or internationally, quickly and at a lower cost compared to traditional methods.

- Enhancing Audience Interaction:

Digital platforms allow for real-time interaction and engagement through messages, comments, and feedback, helping institutions quickly understand and respond to audience needs.

- Building Institutional Reputation:

Publishing news, initiatives, and content enhances the organization's corporate image, increases its credibility, and strengthens its standing.

- Managing Digital Crises:

Digital media can be used to quickly counter rumors and misinformation, mitigating the negative impact on the organization's reputation.

The Role of Digital Public Relations

- Building Sustainable Relationships with the Public:

Establishing direct communication channels with customers, employees, investors, and the public to foster loyalty and institutional belonging.

- Strategic Promotion of Products and Services:

Designing targeted digital campaigns to reach specific audience segments, thereby increasing the impact of media messaging.

Building a digital identity relies on maintaining consistency of messages and values across all digital channels to ensure they are clear and cohesive.

Measuring Performance and Analyzing Data

Using digital analytics tools to track audience engagement with content, evaluate campaign effectiveness, and assess performance in order to improve future strategies.

Third: Using Digital Platforms and Social Media in Institutions

Digital platforms, such as official websites, smart phone applications, and social media (Twitter, LinkedIn, Instagram, Facebook), play a pivotal role in public relations and digital media. They are used as follows:

- Managing Digital Media Campaigns:

Publishing diverse media content including texts, images, and videos to promote the institution and its services.

- Instant Communication with the Audience:

Responding to inquiries, receiving customer feedback, and resolving issues quickly and effectively.

- Enhancing Community Engagement:

Publishing community initiatives, activities, and corporate interactions to increase engagement and credibility.

- Monitoring Trends and Analyzing Feedback:

Tracking audience opinions, reactions, and market trends to improve institutional performance and support strategic decision-making.

Supporting Institutional Digital Transformation

Employing digital tools across all aspects of institutional work—including marketing, customer service, internal communication, and boosting efficiency—helps achieve organizational goals.

In short, digital media and public relations are vital strategic tools that contribute to building a strong mental image, enhancing trust and loyalty, and achieving effective audience engagement. They are also an integral part of the success of digital transformation in modern institutions.

The Role of Digital Public Relations in Supporting Digital Transformation

Digital public relations play a pivotal role in supporting digital transformation within commercial, governments, and other institutions. They act as a bridge connecting digital technology with the internal and external public, contributing to the achievement of strategic digital transformation goals.

First: Enhancing Effective Digital Communication

Digital public relations help institutions establish direct and continuous communication channels with customers, partners, and employees using digital platforms and social media. This enables the instant publication of institutional information and news, supporting the speed of decision-making and responsiveness to market changes.

Second: Building the Digital Mental Image of the Institution

This contributes to enhancing the institutional identity on the internet through publishing consistent digital content aligned with the institution's values and mission.

With positive interaction, it enhances loyalty and increases public trust, which in turn increases trust and loyalty. Digital reputation management helps in the organization's digital environment.

Third: Supporting Innovation and Cultural Transformation Within the Institution

Digital public relations work to enhance employee acceptance of new technologies and change institutional culture toward adaptation with the digital environment. Digital communication platforms are employed to exchange ideas, encourage innovative thinking, and share modern practices among work teams.

Fourth: Interacting with Customers and Beneficiaries in an Innovative Way Digital analysis tools enable institutions to understand audience needs, behaviors, and feedback reactions. This allows the design of customized digital services and products based on customer expectations and needs, which enhances the digital experience.

Fifth: Enhancing Institutional Sustainability and Digital Performance

Digital public relations contribute to integrating digital transformation strategies with institutional goals. They work on continuously monitoring the digital performance of the institution, improving communication methods and services provided, which supports the continuity of development and improvement.

Conclusion

It can be said that digital public relations are not merely a communication tool, but rather a strategic instrument to support the institution's digital transformation. They ensure the effective delivery of institutional messages, build digital identity, enhance interaction and trust with the public, making institutions more capable of competition and success in a changing digital environment.

Modern Media Strategies in Commercial Enterprises

Modern media has become an essential tool for the success of commercial enterprises in the digital age, as it contributes to enhancing corporate reputation, building loyalty, and increasing audience interaction. Modern media strategies differ from traditional media in terms of speed, interactivity, and

the ability of commercial enterprises to measure results accurately. The most important modern media strategies in commercial enterprises include:

First: Digital and Interactive Media Strategies

- Continuous Digital Presence:

Establishing multiple digital platforms, such as official websites, applications, and social media accounts, to ensure a permanent presence before the audience.

- Targeted and Customized Content:

Designing content that suits the interests and needs of target segments, such as video clips, infographics, and interactive blogs.

- Real-Time Audience Interaction:

Utilizing instant response tools, comments, digital surveys, and direct communication with customers to understand and meet their needs.

- Data Analysis and Performance Evaluation:

- Employing digital analysis tools to monitor audience interaction with content and adjust strategies based on the results.

Second: Digital Public Relations Strategies

- Digital Reputation Management: Monitoring what is published about the organization on digital platforms and responding quickly to rumors or criticisms.
- Promoting Institutional Activities: Publishing news about the organization and its community initiatives in an engaging way via digital media to enhance the corporate image.
- Fostering Loyalty and Institutional Belonging:

Involving customers, employees, and investors in digital campaigns to create a sense of belonging and continuous interaction.

Third: Social Media Strategies

- Social Media Marketing:

Utilizing platforms such as Twitter, Instagram, LinkedIn, and Facebook to promote products and services.

- Building a Digital Community:

Creating digital groups and forums to facilitate communication and the exchange of experiences and opinions among customers regarding products and services.

- Digital Influencer Strategy:

Collaborating with influential digital personalities to promote products and services and increase reach to the target audience.

Fourth: Trends, Market Competitors, and Digital Monitoring Analysis

Planning based on data using digital analysis tools—such as monitoring customer trends, competitor strategies, and follower behavior—ensures the effectiveness of marketing and media strategies, drives decision-making, and establishes performance indicators for media campaigns, thereby enhancing the customer experience and utilizing analytics to deliver content and services that align with customer expectations and preferences.

Successful commercial and institutional organizations rely on integrating modern public relations and marketing strategies across digital platforms. This includes targeted content, interactive digital performance analysis, building a robust reputation, enhancing loyalty, and increasing competitive capability within the modern business environment.

Challenges Facing Public Relations and Media in the Digital Age

Public relations and media institutions face complex and innovative challenges amidst rapid digital transformation, requiring flexible strategies to keep pace. The most prominent challenges include:

1. The Rapid Spread of Information and Misleading News:

In the digital era, information spreads rapidly and enormously across social media and digital platforms. This poses a significant challenge in institutional reputation management, as rumors or false information can negatively impact an organization's image if not addressed quickly and effectively.

2. Rising Digital Audience Expectations:

Digital audiences now expect immediate response, high transparency, and high service quality from institutions. Delayed responses or failure to interact with customer inquiries can lead to a loss of trust and loyalty.

3. The Vast Diversity of Digital Platforms:

There is a wide variety of digital communication channels, such as Twitter, Facebook, Instagram, LinkedIn, and YouTube. This creates a challenge in unifying institutional messaging and ensuring consistent reach across all platforms.

4. Maintaining Privacy and Digital Security:

Handling digital data for customers and employees requires strict privacy protection and information security. Any security breach or data leak can lead to a loss of trust and damage the organization's reputation.

5. Accurately Measuring the Impact of Digital Campaigns:

Although digital analysis tools provide metrics on the reach of public relations and digital campaigns, determining their exact impact on behaviors and decisions remains a challenge. Institutions need to develop precise performance indicators to measure and improve strategic media performance.

Sixth: Adapting to Continuous Technological Changes

Digital transformation and innovations require continuous updates in social media communication tools and analytics. This demands continuous training for employees and ongoing monitoring of the latest developments.

Seventh: Managing Negative Public Interaction

In the digital age, the public can express criticism publicly and rapidly, posing a challenge to managing public relations in a professional manner to preserve institutional image.

Public relations and media in the digital era face complex challenges, including the speed of information spread, rising public expectations, audience diversity, and data security. To overcome these challenges, organizations need integrated digital media strategies, advanced analytics tools, and continuous training for human resources to ensure the preservation of their reputation and the achievement of institutional goals.

Opportunities Available to Enhance Institutional Performance Through Digital Media

Digital media offers significant opportunities for commercial and governmental institutions to enhance institutional performance, whether through improving communication with the public, developing internal operations, or building a strong mental image. The most important of these opportunities include:

First: Reaching a Wider and More Diverse Audience

Digital platforms, such as social media networks and electronic websites, provide the ability to reach a local and global audience quickly and effectively. Specific segments can be targeted accurately through digital campaigns, which enhances the effectiveness of institutional messages.

Second: Enhancing Interaction and Effective Engagement

Digital media enables real-time interaction with the public through comments, messages, and polls. This interaction allows institutions to

understand public needs, which enhances loyalty and institutional belonging, and improves services.

Third: Improving Transparency and Building Trust

Digital media can enhance institutional transparency by publishing information periodically, clearly, and regularly. This contributes to increasing trust among customers, investors, employees, and the public, which positively reflects on the institution's reputation.

Fourth: Supporting Innovation and Institutional Development

Digital media allows the collection of accurate data and analytics regarding customer behavior and market trends. This data helps in making strategic decisions based on information, and developing innovative products and services.

Fifth: Reducing Costs and Increasing Efficiency

The use of digital media reduces reliance on costly traditional methods, such as traditional printing and advertising. Furthermore, it can automate certain media operations, such as publishing and responding to public inquiries, thereby increasing the operational efficiency of the institution.

Sixth: Building a Strong, Sustainable Institutional Image

Digital media allows institutions to shed light on their community achievements and initiatives in a continuous and engaging manner. This contributes to enhancing the corporate identity, the institutional reputation, and the audience's preference and loyalty toward the institution and its customers.

Seventh: Supporting Digital Transformation

Digital media can serve as a pivotal tool in implementing digital transformation strategies within the institution. Through continuous digital communication, employee training, and the promotion and marketing of a digital culture, the adoption of technology and the achievement of digital goals can be enhanced more effectively.

Digital media tools offer golden opportunities for institutions to enhance corporate performance through:

- Reaching a wider audience with greater interaction.
- Improving transparency and institutional trust.
- Supporting innovation and making data-driven decisions.
- Reducing costs and increasing efficiency.
- Building a strong and sustainable mental image.

In short, digital media is not merely a communication tool, but a strategic instrument to enhance institutional growth and digital transformation.

Results and Recommendations

First: Results

The Importance of Digital Media and Digital Public Relations

Digital media and digital public relations have become two fundamental elements in building a mental image and enhancing the reputation of institutions among the public. These tools help in effective communication with customers, employees, partners, and stakeholders, which increases loyalty and institutional belonging.

Supporting Digital Transformation

Digital media and digital public relations play a pivotal role in accelerating the adoption of digital transformation within institutions. Digital media can be used to spread digital culture, train employees, stimulate innovation, and introduce new products and services.

Enhancing Institutional Performance

Digital media contributes to improving operational efficiency, facilitating customer reach, and analyzing data to make accurate strategic decisions. The optimal use of digital media can also lead to reducing operational costs and increasing the institution's competitive edge.

Challenges

Institutions face significant challenges such as the rapid spread of misinformation, high public expectations, the vast diversity of digital platforms, and the paramount importance of protecting privacy and digital security. These challenges require flexible strategies and effective analytical tools to ensure reputation management and maintain institutional trust.

Second: Recommendations

- **Develop an Integrated Media Strategy**

Institutions must design a strategy that bridges digital media, digital public relations, social media, content management, and reputation management.

- **Enhance Employees' Digital Capabilities**

Organize training programs to develop employee skills in digital media and digital analysis to ensure the efficiency of implementing digital transformation strategies.

- **Focus on Targeted and Interactive Content**

Produce digital content that focuses on audience interests and needs, encouraging engagement and participation to foster institutional loyalty.

- **Utilize Digital Analytics Tools**

Adopt analytics platforms to monitor the performance of media campaigns and measure audience interaction, contributing to improved strategic decision-making.

- **Enhance Transparency and Data Protection**

Publish institutional information transparently while committing to digital privacy and security standards to build trust with customers and the public.

- **Leverage Digital Opportunities to Develop Products and Services** Use digital data to develop innovative products and services that meet customer needs and keep pace with market changes.

- **Keep Pace with Ongoing Technological Shifts**

Monitor the latest digital innovations and update media and public relations strategies to align with technological trends and ensure sustainable success.

Research confirms that digital media and digital public relations constitute a strategic tool for achieving success, keeping pace with digital transformation, and effectively employing these tools enables institutions to achieve:

- A strong mental image

- Audience trust and loyalty
- High operational efficiency
- A competitive sustainable edge in the local and global markets

Conclusion and References

First : References :

This research confirms the growing importance of public relations and digital media in supporting the success of public and commercial institutions, keeping pace with digital transformation in the Kingdom of Saudi Arabia. Digital public relations and digital media have become two essential strategic elements that no institution can do without today to achieve institutional excellence, enhance its market position, and ensure the sustainability of its success in a business environment characterized by high competitiveness and rapid technological changes.

The research results showed that traditional institutional public relations and media are no longer sufficient in the current digital era. Rather, it has become necessary to integrate digital media strategies with digital public relations tools, including the use of digital platforms, social media, and digital analysis techniques to accurately understand

customer behavior and audience needs. The ability to communicate effectively with the public, transparently and reliably publish institutional information, and professionally manage digital reputation has become one of the most important factors of institutional success at the present time.

As the research also showed, digital transformation is not just a use of technology, but rather a comprehensive operational process that includes developing digital infrastructure, re-engineering business processes, adopting a culture of innovation, and developing and fostering digital skills among employees. Saudi Vision 2030 has significantly contributed to enhancing digital transformation, supporting the digital economy, developing digital infrastructure, and employing digital tools for institutions to improve performance and services.

Through reviewing global and local models, it became clear that successful institutions rely heavily on digital media and digital public relations to build a strong mental image, enhance trust and loyalty among the public and partners, and achieve continuous interaction with customers. Global companies like Apple, Microsoft, and Coca-Cola, as well as local institutions like Saudi Aramco and STC, have proven that investment in digital public relations and digital media is not just a choice, but a strategic necessity for sustainable success.

The research also touched upon the challenges facing digital media and digital public relations, such as the rapid spread of misinformation, the rise in audience expectations, the large diversity of digital platforms, privacy protection, and digital security. However, these challenges also represent a great opportunity to develop institutional performance through adopting integrated strategies, improving digital content, enhancing interaction with the public, and utilizing digital analytics to make accurate decisions.

In addition to that, the research offers practical recommendations to enhance institutional performance via digital media and digital PR, most notably: developing an integrated media strategy, training employees on digital skills, utilizing digital analysis tools, enhancing transparency, protecting data, utilizing targeted and interactive content, and leveraging digital opportunities in product and service development. Commitment to these recommendations can contribute to achieving sustainable growth, raising operational efficiency, and enhancing the competitive capability of institutions in local and global markets.

In conclusion, it can be said that digital media and digital public relations have become core tools to support digital transformation and institutional success. Institutions that cleverly and effectively employ these tools are capable of facing the challenges of the digital era, building strong and sustainable relationships with the public, enhancing their reputation, and achieving their strategic goals in the long run. Therefore, investing in digital public relations and digital media represents a visionary future necessity for any institution aspiring to excellence and sustainability in a fast-paced and complex business environment.

References

Second:

Abu Omar, M. A. H. (n.d.). The impact of digital transformation strategies on the efficiency of employees in public relations departments and its effect on enhancing competitive advantage. *Egyptian Journal of Public Opinion Research, Pharos University in Alexandria, Egypt*.

Al-Omairi, M. S., Sarah Wafaa, & Abdul Aziz, A. A. (2025). Mechanisms of digital transformation to achieve competitive advantage in Saudi universities. *Arab Educational Journal*.

[Author(s) unavailable]. (n.d.). A study on the frameworks and strategies necessary to facilitate digital transformation in all sectors. *Academic Journal of Contemporary Commercial Research, Umm Al-Qura University, Saudi Arabia*.

[Author(s) unavailable]. (n.d.). Analysis of public relations functions in health institutions: A field study on the role of public relations in hospitals in Algeria, Jordan, and comparisons with Saudi experiences (within its reviews).

[Author(s) unavailable]. (n.d.). Communication strategies for digital public relations in Saudi government universities: An applied study on Taibah University and Islamic University in Saudi Arabia. *Journal of Social and Islamic Sciences, Saudi Arabia*.

[Author(s) unavailable]. (n.d.). Institutional communication in the digital era: Contemporary strategies to enhance interaction with the public. *Journal of Human and Social Sciences, Morocco*.

[Author(s) unavailable]. (n.d.). Roles of public relations practitioners in the digital media environment in the Kingdom of Saudi Arabia: A scientific study in the Department of Media, King Saud University, Saudi Arabia.

[Author(s) unavailable]. (n.d.). The role of digital transformation in enhancing the performance of the government sector in the Kingdom of Saudi Arabia: A reference study. *Journal of Economic Studies, Zagazig University, Egypt*.

[Author(s) unavailable]. (n.d.). Digital transformation and its impact on Arab media and its means: A critical study on the developments and digital transformation (detailed report and analysis).

Saqut, A. A. (2024). Digital transformation in organizations: Public relations (An applied study on the Ministry of Health in the Kingdom of Saudi Arabia). *Journal of Economic, Administrative and Legal Sciences*.

Shalaby, A. H., & Hussein, [initial unavailable]. (n.d.). The use of digital transformation in public relations activities and its relationship to shaping impressions among students. *Egyptian Journal of Communication and Media Research, Digital Egypt*.

Various Internet websites. (n.d.). *Various Internet websites*.