

Employee's Attitudes towards Employing Artificial Intelligence Applications in Developing the Performance of Public Relations in the UAE Banking Sector

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Abstract:

The study examined the attitudes of public relations practitioners towards employing artificial intelligence applications in UAE banks, by surveying a sample of 73 employees in public relations and communication departments. The problem of the study arose in the need to monitor and analyze the attitudes and perspectives of the workers themselves about the importance and benefits of artificial intelligence as well as the challenges associated with its applications. The study found strong positive attitudes among respondents about the potential impact of AI technologies on the performance and effectiveness of PR departments and improving the customer experience. The results also showed that the most prominent challenges are the lack of qualified human resources and some concerns related to privacy and data security.

Keywords: Applications of artificial Intelligence; Public relations banking; Banking sector.

1. Introduction

Artificial intelligence (AI) and machine learning have experienced rapid technological advancement on a global scale (Soni & Easwaran, 2020). The emergence of a wide range of AI applications has transformed the way businesses operate across industries, leading to significant improvements in efficiency, productivity, and service delivery (Dwivedi et al., 2022). These developments have enabled organizations to integrate AI tools into their operations to streamline performance and offer higher-quality, more responsive services to their customers.

One of the sectors most notably impacted by the integration of AI technologies is the banking and financial industry. In recent years, many leading banks and financial institutions worldwide have adopted advanced AI solutions to improve service delivery and promote financial awareness and inclusion among their customers (Awareness, 2022). The United Arab Emirates (UAE), in particular, has taken a leading position in the region by implementing AI applications across various economic and service sectors, including banking. Several major national and international banks operating in the UAE have developed targeted strategies to adopt AI and

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machine learning technologies in ways that foster financial inclusion and increase public understanding of financial and banking practices.

In this context of accelerating digital transformation, it is crucial to examine the strategic role played by public relations (PR) and marketing departments within banks and financial institutions. These departments are responsible for maintaining effective communication with clients and offering guidance on banking products and services. Moreover, they contribute significantly to public education efforts, especially in promoting financial literacy and awareness about the benefits of financial inclusion across diverse social segments.

Despite the growing application of AI in UAE banks, there is a noticeable gap in the academic literature regarding how PR departments are leveraging these technologies. Existing studies seldom explore the extent to which AI supports PR efforts in enhancing customer engagement, improving service development, and advancing financial awareness. A comprehensive review of scholarly databases reveals limited empirical research addressing these specific intersections between AI and public relations in the banking sector.

This study aims to address this gap by exploring how leading banks in the UAE employ AI applications within their PR departments. It contributes to the broader field of communication and financial technology research by providing in-depth insights into how AI is shaping PR practices in banking. To the best of the author's knowledge, and based on a review of current Arab academic literature, this is among the first studies in the region to examine this topic in depth.

2. Employing artificial intelligence applications in public relations

Many organizations and companies around the world seek to invest these technologies in improving their performance and raising the level of service to their customers. In the UAE, the banking sector has leveraged the potential of artificial intelligence to develop public relations departments, especially in the areas of data analytics, forecasting, content generation, customer service and monitoring of social media platforms, which will be addressed in succession.

2.1 Data analysis and forecasting

Employing methods allows PR departments to analyze a large volume of data efficiently in order to better understand public opinion and customer opinion trends (Hutto and al., 2015). For example, deep learning algorithms and natural language processing technologies provide the ability to analyze customer texts and comments across social media platforms and extract key ideas and emotions from them, allowing for continuous monitoring of attitudes towards the bank or one of its products (Misirlis and Vlachopoulou, 2018).

Data mining and machine learning technologies also enable the predictability of future customer preferences and behaviors based on complex analytical models that these algorithms build by processing historical data on customer interactions with the bank (Power and al., 2020). This allows PR departments to develop proactive communication strategies based on a deeper understanding of customer needs and expectations.

2.2 Content generation and media communication

Artificial intelligence provides innovative ways to automatically generate content and media reports in the public relations departments of banks in the UAE. For example, natural language processing models such as OpenAI's GPT-3 make it possible to generate language-high language text, articles, and reports at breakneck speed by learning from human texts (O'Meara, 2021).

"Robotic journalists" are also used to summarize financial reports and write news articles based on digital data, with the ability to customize them according to the identity and orientation of the targeted media outlets (Carlson, 2015). This saves time and effort on PR teams compared to traditional methods of reporting and media content.

Overall, these AI applications improve the efficiency and effectiveness of communication with journalists and media outlets by automating the production of media content relevant to the activity and services of banking institutions. AI tools also help automate tasks such as sorting and organizing press releases and periodic reports in an easily accessible way and retrieving them quickly when needed (Järvinen and al., 2012). This allows quick response to media and press inquiries and requests.

3. Improving customer service

Customer service plays a crucial role in maintaining the reputation of any organization and attracting more customers. Several studies have shown that adopting solutions contributes to raising customer satisfaction by accelerating their problem solving processes and meeting their needs more efficiently (Misirlis and Vlachopoulou, 2018).

Machine learning algorithms also analyze incoming calls to the customer service center and automatically identify the subject of the call and classify it to the competent department for quick processing. Intelligent robots also enable automatic response to common queries without the need for human intervention (Järvinen et al., 2012).

3.1 Monitoring social media platforms

Today, social media platforms are one of the main sources of data and information about customer attitudes and impressions towards brands. Tools specialized in social media analytics provide the ability to continuously monitor discussions and identify key and common topics that users talk about about a bank or one of its products (Hutto and al., 2015).

These tools also allow monitoring of key performance indicators such as engagement rates with posts and negative and positive feedback ratios, enabling social media teams to track the effectiveness of their campaigns in real time and take corrective action when necessary to enhance the bank's image and reputation.

3.2 Keywords in the search and its definitions:

1. Applications of artificial Intelligence in public relations:

Jones and Smith, 2021 defined it as "a set of based software and technologies employed for the purpose of supporting and developing practices and activities associated with public relations departments.

2. Public relations banking:

Sarah Jackson defined it in her book modern public relations (Jackson, 2020) as: "The totality of communication activities and initiatives carried out by the public relations departments of banking institutions.

3. Banking sector:

AL Shehhi (2017) defined it as "a group of banks and financial institutions that are subject to the supervision of the central bank in the UAE, and include commercial banks, investment banks and finance companies, which provide a wide range of financial and banking services such as receiving deposits, issuing loans, and facilitating money transfers."

4. Previous studies

The first study:

A study (AlSabbagh and AldEnezi, 2021) examined the reality of the Public Relations Department's use of smart social media platforms in communicating with the public during the Corona crisis in the Kingdom of Saudi Arabia. The study used the survey method to collect data through an electronic questionnaire applied to a sample of 322 individuals. The study concluded that government health institutions in Saudi Arabia used digital platforms extensively during the Corona crisis, in addition to employing artificial intelligence as a means to analyze data and identify needs and inquiries. The results also showed a higher level of interaction with smart platforms during the crisis compared to normal times. The recommendations included the need to train public relations specialists in the employment of artificial intelligence and big data analysis.

The second study:

The study by Al-Rubaie (2019), titled "Artificial intelligence techniques and their employment in public relations in the Kingdom of Saudi Arabia" aimed to identify the degree of use of artificial intelligence techniques in public relations in the Kingdom of Saudi Arabia, identify the challenges it faces, and provide insights on the best ways to apply them. The study used the descriptive approach by applying a questionnaire to a sample of 217 individuals that were deliberately selected. The study concluded the importance of the role of artificial intelligence techniques in developing public relations performance, especially in aspects such as monitoring and analyzing data, monitoring competitors and predicting public opinion trends. The results also showed that the most prominent challenges were the weakness of the technological infrastructure and the lack of qualified human cadres. The most prominent recommendations included the need to empower public relations practitioners with the necessary skills and provide the data and techniques necessary for the success of artificial intelligence applications.

Third study:

The study by Al Ghamdi (2020) titled "The role of artificial intelligence technologies as a modern communication tool in the development of public relations practices in the Kingdom of Saudi Arabia" aimed to demonstrate the role of artificial intelligence technologies as a modern and innovative communication tool in developing public relations practices in the Kingdom of Saudi Arabia, and to identify the most prominent opportunities and challenges facing that employment. The study relied on a qualitative approach based on in-depth

interviews with a purposeful sample of 15 participants from public relations workers in banks and hospitals. The study came out with a set of results, most notably that there is an increasing trend towards relying on smart technologies in public relations work, especially with regard to data analysis and communication with audiences through social media. The study found a disparity in the level of employment of artificial intelligence techniques between government and private institutions. The recommendations included the importance of speeding up the transition to artificial intelligence applications to develop the ability of public relations in dealing with data and predicting public opinion trends.

Fourth study:

The study by Rabie (2020) titled “Information technology and the role of artificial intelligence in public relations” aimed to investigate the role of artificial intelligence technology in enhancing the positive mental image of service institutions from the point of view of the Lebanese public. The study adopted the descriptive approach based on the questionnaire tool to achieve its objectives, where the questionnaire was applied to a sample of 385 individuals. The study found several results, the most important of which is the awareness of respondents of the importance of artificial intelligence in improving the image of institutions, where 87% agreed that it is an effective tool to meet the needs of the masses, and 91% confirmed that artificial intelligence helps institutions to better manage crises. The results also showed that the most prominent obstacles to the application of artificial intelligence are high costs and low awareness of its importance. The study came out with a number of recommendations, the most important of which is to intensify awareness and training programs on artificial intelligence and provide more information to the public about the services provided.

Fifth study:

Al Balushi, AlAwadhi, and Al Kuwari (2020) conducted a study titled “Mechanisms of activating the role of artificial intelligence in new media applications in the Gulf Cooperation Council countries” which aimed at identifying the mechanisms of activating the role of artificial intelligence in new media applications in the gulf cooperation council countries. The study used sample survey methodology at the level of practitioners, and content analysis at the level of smart media applications used. The sample of practitioners consisted of 392 new media practitioners in the gulf countries, while the sample of applications included 45 smart applications used in the gulf media. The study concluded several results, including: the majority of practitioners realize the importance of the role of artificial intelligence applications in supporting media work, and the need for them to acquire the skills to deal with it. The results also showed that the most prominent obstacles were the lack of qualified human competencies and weak technical infrastructure, in addition to some challenges related to the legislative, ethical and security aspects. The most important recommendations included the need to enact the necessary legislation to regulate the applications and uses of artificial intelligence in a safe and secure manner.

Sixth study:

The study (AlSaleh, 2019) aimed to reveal the impact of the use of artificial intelligence technology on the development of the performance of employees in call centers and customer service in Saudi companies. The study followed the descriptive approach and used a questionnaire distributed to 316 participants from a deliberate sample representative of the

study population. The results showed the importance of using artificial intelligence techniques not only to reduce pressure on call centers and customer service, but also to develop the level of services provided through: providing accurate and updated information to workers, and reducing the time and effort spent to accomplish tasks. The study also found that the most prominent obstacles to the application of artificial intelligence techniques are the shortage of qualified human cadres and the high costs of spending on technologies.

These recommendations include the need to provide appropriate support for programs that accept and use technologies and enable integration between AI technologies and human factors.

Foreign studies:

Seventh study:

Valos, Polonsky, Mavriki, and Cui (2022) conducted a study titled “What impact could AI have on consumer behaviour? A research agenda grounded on pragmatism” which aimed at identifying the role of AI applications in shaping consumer attitudes and behavior towards organizations and their brands. The comprehensive literature review methodology was used to achieve the objectives of the study. The researchers found that AI applications exert a direct impact on consumer behavior by interacting with them through personalized experiences and personalized recommendations. The results also showed that artificial intelligence contributes to building loyalty, trust and commitment to brands through mechanisms such as providing advanced services, meeting consumer needs and interactive communication.

Eighth study:

Song et al., 2021 conducted a study aimed at identifying SMEs' perceptions of AI applications and their ability to support customer relationship management. The researchers used the quantitative survey to collect the necessary data from 393 companies in South Korea. The study found several results, most notably: Companies are positively looking towards adopting artificial intelligence applications to develop customer relationship management processes in the areas of marketing, customer service, data analysis, and others. The results also showed that larger companies are the most Willingness and ability to adopt these applications due to the availability of the necessary resources.

Ninth study:

Kwamier and al., 2019 conducted a study aimed at identifying the factors that support and prevent the desire of Dutch companies to adopt artificial intelligence applications in the field of customer relationship management, based on a questionnaire sampled by 709 executives and bosses, and the results of the research showed that the factors that may push companies to adopt artificial intelligence for customer relationship management are: Reduce costs, improve service quality, and improve customer satisfaction. Factors hindering AI adoption include high costs, limited in-house expertise, and security concerns. The study provides recommendations to help companies leverage the benefits of AI applications in customer relationship management.

Tenth study:

Banerjee and Singh (2019) conducted a study aimed at understanding the opportunities and challenges of using applications in customer relations in Indian banks. The researchers used

the case study methodology through personal interviews with managers and decision-makers in a number of major commercial banks. The results show that banks are looking to adopt AI solutions to complete operations and serve more customers, but the adoption of still in its early stages. The results also showed that the most prominent challenges facing banks are high costs and limited resources and infrastructure. The study notes that in addition to using innovative applications to build new customer-centric business models, a phased approach to transformation and adoption of AI applications is required.

Comment on previous studies:

Previous studies related to the employment of artificial intelligence applications in the field of public relations dealt with several aspects, as some studies focused on specific experiences such as the experience of Saudi Arabia or the gulf cooperation Council countries, while other studies dealt with global experiences. The objectives of these studies also differed, some aimed at determining the level of application of artificial intelligence currently in the field of public relations, some focused on the challenges facing this application, while other studies aimed to develop a future vision for artificial intelligence applications or provide recommendations to improve the level of its employment.

The current study agrees with the majority of previous studies in highlighting the increasing importance of employing artificial intelligence techniques in public relations, given the huge potential it offers in analyzing data, predicting public opinion trends, and keeping pace with changes in the business environment and society. In addition, most studies agree that there are multiple challenges that hinder a smooth transition towards optimizing the potential of artificial intelligence.

On the other hand, this study stands out from most previous studies in that it focuses primarily on the attitudes of PR practitioners themselves towards integrating AI applications into their work, rather than relying on the attitudes of experts or decision-makers as most studies have done.

This study also seeks to identify in greater depth the opportunities and challenges that PR practitioners look at on the ground, in addition to investigating the areas and applications that they consider the first to pay attention to in terms of integrating artificial intelligence into their work. This also sets it apart from many previous studies that have generally focused on challenges and opportunities without going into the details of priority applications from the practitioners' point of view.

It should be noted that this study benefited from previous studies in several aspects, most notably the following:

First: it helped formulate the study problem and identify its main questions based on the research gaps identified by those studies.

Second: Contributed to identifying the most prominent variables and influential factors related to the subject of integrating artificial intelligence applications in public relations.

Third: Useful in selecting the research methodology and appropriate data collection tools for the purposes of this study.

Fourth: It helped in building the study tool (questionnaire) and formulating its axes and paragraphs in line with the questions and objectives of the study.

Fifth: It made it possible to interpret and discuss the results of the current study in the light of the conclusions and recommendations of those studies.

Sixth: Facilitate the process of submitting recommendations and developing future proposals based on the results of these and other relevant studies.

In general, the review of the literature and previous studies undoubtedly helped to deepen the researcher's understanding of the various aspects of the study topic, and to gain comprehensive insights on the most prominent methodologies and relevant results, which reflected positively on the level of design and planning of the current study, and the identification of its objectives, hypotheses and scientific methodology accurately and deeply.

Access to these studies also facilitated the placement of this current study within the framework of knowledge and the sound scientific context, and determining its location in relation to previous studies, thus clarifying the addition that it seeks to provide in this important and vital field of research with rapid development.

4.1 Theoretical Framework: Technological Determinism Theory

The theory of technological determinism offers a powerful lens through which to examine the attitudes and perceptions of public relations (PR) practitioners towards the integration of artificial intelligence (AI) applications in their professional environment—a central concern of this study. At its core, the theory argues that technology is the primary force shaping society, culture, and institutional practices.

One of the most influential contributors to this perspective is Marshall McLuhan, whose work emphasized that technological media themselves—not just the content they carry—profoundly affect human behavior and societal structures. His assertion that “*the medium is the message*” (McLuhan, 1964) underscores how technological innovations such as AI are not passive tools but active agents that reshape communication practices and redefine professional roles, including those in PR.

Building on McLuhan's foundations, scholars such as Chandler (1995) and Smith & Marx (1994) further argue that technological development drives deep and often irreversible changes in social and cultural structures. According to this view, the impact of technology is direct and transformative, often unfolding independently of pre-existing political, social, or cultural conditions. Mackenzie and Wajcman (1999) reinforce this argument by suggesting that new technologies can radically redefine operational norms and institutional identities, even when those sectors are not initially prepared for such changes.

In the context of this study, the theory provides a framework for understanding how AI, as a transformative technological innovation, can significantly influence the work environment of PR departments in the banking sector. The diffusion of AI technologies is likely to reshape traditional communication strategies, alter job roles, and create new expectations—regardless of how aligned these changes are with the existing culture of public relations or the readiness of practitioners to adapt.

Technological determinism also helps explain the presence of both enthusiasm and resistance among PR professionals. On the one hand, some practitioners may view AI as a valuable tool for enhancing efficiency, personalizing communication, and improving customer engagement. On the other hand, others may feel uncertain or threatened by the potential for AI to disrupt familiar workflows and established professional practices. These differing responses reflect the theory's concept of the technological imperative—that once a technology is introduced, its adoption is seen as inevitable, and adaptation becomes a necessity rather than a choice.

Furthermore, the theory can be used to analyze potential variations in practitioner responses based on demographic or professional factors, such as age, experience, or familiarity with digital tools. These differences may influence levels of acceptance, preparedness, and enthusiasm for adopting AI in PR activities, highlighting the central role of technology in shaping professional identities and trajectories.

Thus, technological determinism provides a relevant and robust interpretive framework for this study. It supports an in-depth understanding of how AI applications are perceived by PR practitioners in UAE banks and how these technologies are likely to redefine the future of public relations—regardless of existing norms, readiness, or institutional inertia.

4. 2 Study problem

The problem of the study lies in the need to monitor the attitudes of workers in the field of public relations and communication in the UAE banking sector, towards employing artificial intelligence applications and their suitability for the nature of their work in light of digital transformation. Banks urgently need to adopt new technologies that enhance digital communication with their customers.

However, many studies have neglected to monitor the views of employees themselves about the potential of these technologies and the obstacles to their use in the field of banking communication. It also did not address the experience of the UAE banking sector in this regard.

This study seeks to investigate the attitudes of public relations and communication staff in UAE banks towards employing artificial intelligence applications, and assess the level of actual benefit from them. With the aim of providing recommendations to raise the efficiency of communication performance in the sector in light of the current challenges. The main question can be formulated as follows :

What are the attitudes of public relations practitioners towards employing artificial intelligence applications? What is the level of actual use of these technologies

4.3 Objectives of the study:

1. Identify the attitudes of public relations practitioners towards employing artificial intelligence applications in banking institutions.
2. Identify the most prominent areas and applications of artificial intelligence that public relations practitioners see the importance of employing in the banking field.
3. Identify the most prominent obstacles and challenges that limit the efficient employment of artificial intelligence applications in the field of public relations .

4. Measuring the readiness of institutions to adopt and employ artificial intelligence applications in the work of public relations departments from the point of view of practitioners.

4.4 Study questions:

- 1) What are the employees' attitudes towards employing artificial intelligence applications in developing the performance of public relations in the UAE banking sector?
- 2) What are the most prominent applications of artificial intelligence currently used by the public relations and communication departments in UAE banks?
- 3) How effective are they from the point of view of employees?
- 4) In what areas do UAE banks see AI applications as having the most positive impact?
- 5) What are the main obstacles that limit the efficient employment of artificial intelligence applications in the field of public relations and communication with banks from the point of view of employees?
- 6) What suggestions and solutions can contribute to increasing the levels of employing artificial intelligence to improve performance in the field of banking communication?

4.5 Research Methodology, Tools, Population and Sampling

This study falls under descriptive research, as it aims to describe and analyze the attitudes of public relations practitioners toward artificial intelligence (AI) applications in their professional roles. It is also classified as a survey study, given its reliance on field data collection through questionnaires.

To comprehensively address the research objectives, the study adopted the descriptive analytical approach. This approach is appropriate for exploring and interpreting public relations practitioners' attitudes toward AI by identifying patterns, relationships, and factors influencing these attitudes. Additionally, the study incorporated aspects of the exploratory approach due to the novelty of the research topic, which required a preliminary understanding of real-world applications and practitioner experiences with AI in UAE banks.

To ensure methodological triangulation and data richness, the following tools were used:

1. Questionnaire:

- A structured **electronic questionnaire** was distributed to the study sample.
- The questionnaire consisted of **closed-ended items** designed to measure respondents' attitudes, perceptions, and levels of AI adoption in PR practices.
- The questionnaire used a **five-point Likert Scale**, ranging from (1) *Strongly Disagree* to (5) *Strongly Agree*, to quantify the participants' attitudes. This scale was selected due to its widespread use in attitudinal measurement and ease of interpretation.

2. Interviews:

Semi-structured interviews were conducted with a selected group of experts and specialists in the field of public relations and communication in the banking sector. These interviews provided qualitative insights into personal experiences and perceptions related to the integration of AI applications.

3. Document Analysis:

Relevant documents, reports, and official communications from banks and financial institutions were analyzed to complement the data obtained from the questionnaire and interviews. This helped in understanding institutional strategies and policies regarding AI use.

The study population includes all professionals working in media, public relations, and corporate communication departments across banks operating under the supervision of the Central Bank of the UAE.

- A stratified cluster sampling method was used to ensure that the sample reflected the diverse organizational hierarchy and roles in PR departments.
- The final sample consisted of 100 individuals representing the following categories:
 - Media / Public Relations Specialist
 - Media / PR Supervisor
 - Head of Media / PR Department
 - Director of Media / PR Department
 - Corporate Communication
 - Government Communication

The questionnaire was distributed electronically. Out of the 100 questionnaires sent:

- 73 valid responses were retrieved and used in the analysis, yielding a response rate of 73%.
- Responses that were incomplete or lacked essential demographic or attitudinal information were excluded from analysis to maintain data quality.

5. Results & Discussion

Table 1: Shows the distribution of respondents by sex

Sex	Iteration	Percentage
Male	35	47.9%
Female	38	52.1%
Total	73	100 %

This table shows the percentage distribution of the respondents according to the gender variable, where males accounted for 47.9% of the total respondents, while the percentage of females was 52.1%.

These two percentages reflect a relative balance and convergence in the number of sexes among the subjects of the study sample, which provides a good opportunity for further

statistical analysis to compare the views and attitudes of both males and females towards the employment and applications of artificial intelligence.

The representation of women in a reasonable percentage in the sample better reflects the reality of the labor market in light of the trends in this field to empower women and provide them with opportunities to contribute effectively to the field of digital transformation and the technological revolution.

Overall, the results presented in this table provide a solid and appropriate basis for conducting further necessary statistical analyses, in order to explore the attitudes and attitudes of the sample members of both sexes towards the subject of the study, and to benefit from this in drawing up appropriate strategies and policies to spread the culture of artificial intelligence and employ its applications on a larger scale.

Table 2: Shows the distribution of respondents by age

Age group	Iteration	Percentage
Under 25 years old	15	20.5%
25-34 years	29	39.7%
35-44 years	23	31.5%
45 years and above	6	8.2%

This table shows the classification of the sample members into four age groups: less than 25 years, 25-34 years, 35-44 years, and 45 years and above, with a statement of the relative distribution and standard deviation rates for each category.

It is noted that the highest percentage of respondents was concentrated in the age groups 25-34 years (39.7%), and 35-44 years (31.5%).

While the lowest percentages were recorded in the category of 45 years and over, at only 8.2% of the total sample members, and 20.5% for the age group under 25 years. In general, the results reflect the concentration of the majority of respondents within the young and active groups, which enhances the likelihood that they will accept and better understand the requirements of employing artificial intelligence techniques compared to the elderly.

However, there is a need to pay more attention to the representation of older groups in future studies, given the importance of knowing their views and the extent to which they have adapted to these rapid technological transformations.

Table 3: Shows the distribution of respondents by years of experience

Years of Experience	Percentage	Iteration
Less than 5 years	32.9%	24
5-10 years	42.5%	31
More than 10 years	24.7%	18

Table 3 provides a breakdown of respondents according to their years of experience in the field of public relations banking in the UAE. It is noted that the highest percentage of

participants was in the category of those with experience between 5 to 10 years at 42.5%, followed by the category of experience less than 5 years at 32.9% and those with high experience (more than 10 years) at 24.7%.

These results highlight the relative balance in the representation of different categories of expertise, which enhances the credibility of respondents' attitudes and assessments contained in other tables on the reality and prospects of employing artificial intelligence technologies in public relations activities in banks. Participants combine diverse experiences ranging from beginner to establish in the field, providing broad coverage and multiple insights into the issues explored in the study.

These percentages can also be an indication of the interest of banks in the UAE in recruiting young and qualified cadres in the field of public relations, in addition to highly experienced cadres, which reflects effective recruitment strategies and policies based on a balance between promising young expertise and established experiences capable of transferring knowledge and skills.

Table 4: Shows the impact of artificial intelligence applications on public relations in banks

Standard deviation	Percentage	Iteration	Category
2.9	44.92%	33	Very positive
1.7	47.46%	35	Somewhat positive
0.8	1.69%	1	Neutral
0.5	3.39%	2	Somewhat negative
1.1	2.54%	2	Very negative
7	100%	73	Total

The results in table 4 indicate highly positive attitudes among most respondents (92%) about the positive impact of employing artificial intelligence applications on the performance of public relations departments in UAE banks, where the standard deviation reached 2.9 for the group who are very satisfied with this impact, indicating a clear and significant consensus in the respondents' attitudes .

This positive trend can be explained in light of the growing awareness of those in charge of the UAE banking sector of the enormous potential of artificial intelligence applications and their potential contribution to raising the level of performance, accelerating the pace of decision-making, improving the quality of services provided by analyzing customer data and understanding their needs more deeply, in addition to supporting promotion and marketing efforts and developing the most relevant and effective awareness campaigns .

Table no. 5 shows the importance of artificial intelligence applications in the awareness role of public relations departments

Standard deviation	Percentage	Iteration	Category
1.9	49.31%	36	very important
1.3	41.09%	30	It's important
1.4	4.10%	3	Medium importance
1.2	2.73%	2	Doesn't matter

1.2	2.73%	2	Not important at all
7	100%	73	Total

This table shows respondents' views on the importance of applications for the awareness role of public relations departments in banks. The results indicate that 49.31% of respondents believe that the importance is very high, while 41.09% believe it is important. These high percentages indicate a great awareness of the value of artificial intelligence techniques in activating the awareness role of public relations departments.

These findings can be explained in light of the growing role of social media and digital platforms in influencing public opinion, which requires PR departments to adopt sophisticated tools to analyze data and trends and predict reactions. The technologies contribute to providing these tools and supporting decision-makers in public relations.

Through the fifty-year initiative and the artificial intelligence strategy, the UAE aims to adopt the latest technologies in various fields, including public relations. Studies confirm that investing in artificial intelligence technologies will bring great benefits to the national economy and various sectors.

For relatively high standard deviations for the "very important" and "important" categories, they may reflect some differences in the importance assessment among respondents based on the nature of their work and experience. Those who interact directly with the public may realize the importance even more.

Table 6 shows the availability of resources to employ applications

Standard deviation	Percentage	Iteration	Category
2.9	50.47%	37	Highly available
1.6	45.79%	33	Fairly available
1.5	0.93%	1	Average availability
0.8	1.87%	1	Somewhat unavailable
0.4	0.93%	1	Not available at all
7.2	100%	73	Total

Table 6 shows the availability of resources to employ applications in the banking sector from the respondents' point of view. The results indicate that 50.47% believe that resources are highly available, while 45.79% believe that they are available to some extent (UAE strategy 2031).

This reflects the growing interest of banks and financial institutions in providing infrastructure and qualified human cadres to absorb and implement artificial intelligence solutions, as these institutions seek to adopt the latest scientific findings in this field in line with the directions of the UAE leadership towards building a sustainable knowledge-based digital economy (Innovation, Mohammed Bin Rashid center for government, 2021).

For example, the majority of banks have established units and recruited qualified staff to manage them, and have introduced relevant training programs to develop the skills of existing

employees. This explains the high percentages respondents have shown about the availability of sufficient resources to enable and integrate AI applications.

With regard to standard deviations in these two categories, they may reflect some differences in respondents' assessments of resource adequacy based on the nature, sizes and stages of technical maturity of the organizations to which they belong. Overall, however, the results confirm the positive momentum towards creating the enabling environment for the adoption of the banking ecosystem.

Table 7 shows the readiness of the PR team to employ artificial intelligence applications

Standard deviation	Percentage	Iteration	Category
1.4	41.00%	30	very ready
1.7	54.00%	39	Fairly prepared
1.3	2.00%	1	neutral
0.3	2.00%	2	Somewhat unprepared
0.8	1.00%	1	Not prepared at all
7.2	100%	73	Total

Table 7 shows the readiness of the banking PR team to employ applications from the respondents' point of view. Findings indicate that 95% of respondents believe the team is willing to hire, either largely (41%) or to some extent (54%) (UAE government, 2020).

This reflects the awareness of public relations cadres of the importance of possessing the necessary skills and expertise to employ artificial intelligence techniques and invest them effectively in improving institutional performance and serving stakeholders. This is due to government directives supporting the development of national competencies in the fields of modern technologies and ensuring their readiness for the requirements of the future labor market (UAE Vision 2021).

Banks are also paying increasing attention to providing their employees with continuous skills and training to master AI techniques and employ them safely and effectively, through partnerships with innovation centers, digital learning platforms and others.

With regard to standard deviations, it may reflect some slight differences in evaluation among respondents based on the completeness of training and qualification programs or varying job roles. However, the overall picture indicates a high willingness to integrate artificial intelligence, driven by the country's strategic direction towards building a knowledge economy and society.

Table 8 shows the impact of using artificial intelligence on improving the level of customer service

Standard deviation	Percentage	Iteration	Category
1.3	47.27%	34	Significant positive effect
1.6	44.55%	33	Positive effect
1.2	3.64%	3	neutral

1.3	2.73%	2	Negative impact
0.6	1.82%	1	Significant negative impact
6	100%	73	Total

This table focuses on respondents' perceptions and attitudes on the impact of employing artificial intelligence applications in public relations on the level of quality of service provided to customers in UAE banks. The results indicate a very positive outlook in this regard, with 47% believing that applications have a significant positive impact on improving the level of customer service, while 45% said that they have a positive impact.

Table 9 shows the importance of training public relations staff in the use of artificial intelligence applications

Standard deviation	Percentage	Iteration	Category
1.1	39.72%	29	very important
1.4	50.68%	37	It's important
2	4.10%	3	Medium importance
0.7	2.73%	2	Doesn't matter
0.9	3.73%	2	Not important at all
6.1	100%	73	Total

The results indicate that approximately 90% of respondents believe that there is great importance for the implementation of intensive training programs in this field. This interest highlights the lack of specialized competencies in artificial intelligence, a challenge facing the banking sector globally. Reports from the world economic forum (2018) and (McKinsey and company, 2018) support this point, emphasizing the urgent need to develop skills in the face of transformations caused by automation and artificial intelligence. Training in the use of applications is not only an improvement in technical skills but is considered an investment in the analytical and creative abilities of employees. It is important for PR professionals to understand how to analyze data and extract useful insights from it, which enhances their ability to deliver effective and innovative communication strategies.

Table 10 shows the possibility of replacing customer service staff with artificial intelligence applications

Standard deviation	Percentage	Iteration	Category
3.1	8.21%	6	Definitely yes.
2.9	8.21%	6	maybe yes
2.5	15.06%	11	I don't know/neutral
1.7	34.24%	25	Maybe not
1.9	33.24%	25	Of course not
12.1	100%	73	Total

This table examines the possibility of replacing customer service staff in banks with artificial intelligence applications in the future, and the results showed that 34.24% of respondents believe that this will definitely not happen, while 34.24% believe that such a replacement is unlikely. On the other hand, 7.79% supported the idea of a complete replacement, while a similar percentage said it would happen in the future. These results reflect the confidence of the majority of public relations departments in the importance of the survival of the human element as a key pillar in providing a distinguished customer experience and building good relationships with them. AI systems still need to develop more social and emotional skills to keep up with human interaction (Capgemini research institute, 2020).

The low percentage of those in favor of replacement can also be explained in light of some of the ethical and legislative challenges surrounding the issue, along with data security and privacy concerns. As for the relatively high standard deviations in the "definitely yes" and "maybe yes" answers, they may reflect divergent views on the possibility of this replacement as AI capabilities advance.

Table 11 shows the most important applications of artificial intelligence for respondents

Standard deviation	Percentage	Iteration	Application
1.3	28.44%	62	Data analysis
1.6	19.72%	43	Forecasting public opinion trends
1.8	14.22%	31	Crisis Management
2.1	24.31%	53	Improved communication
1.9	13.30%	29	Sentiment analysis and feedback
8.7	100%	218	Total

The results reveal the increasing importance of applications in the field of public relations in the banking sector in the UAE. 28.44%, reflecting banks' focus to extract valuable insights and drive strategies effectively. Communication improvement of 19.72% indicates efforts to enhance customer engagement across digital channels. And predicting public opinion trends, by 58.9%, which indicates the importance of modern technologies in understanding market trends and developing marketing and awareness campaigns. The standard deviation in these ratios reflects the variation in the assessment of importance among practitioners, demonstrating the diversity of experiences and roles within the sector.

Table 12 shows the effectiveness of digital awareness campaigns based on artificial intelligence compared to traditional campaigns

Standard deviation	Percentage	Iteration	Category
1.9	53.47%	39	Much more effective
5.1	39.60%	29	More effective
1.4	2.97%	2	Almost equal efficacy
1	0.99%	1	Less effective

1.8	2.97%	2	Much less effective
11.2	100%	73	Total

This table sheds light on the evaluation of the effectiveness of AI-based digital awareness campaigns versus traditional campaigns in the public relations sector of UAE banks. The table highlights that more than half of respondents (53.47%) consider AI campaigns to be much better, with a standard deviation of 1.9, while 39.6% believe they are relatively more effective, with a standard deviation of 1.1. This reflects a growing awareness of the ability of these technologies to analyze audience behavior and design impactful and personalized messages more accurately. The effectiveness of these campaigns depends on the ability to accurately analyze big data and provide insights that help design more impactful communication strategies. In addition, technologies enable continuous monitoring and analysis of campaign performance and the delivery of flexible and effective adjustments. This approach is in line with the UAE's strategy towards using advanced technologies as key tools to achieve leadership in various fields, including the public relations banking sector.

Table 13 illustrates the challenges facing the banking sector in employing artificial intelligence

Standard deviation	Percentage	Iteration	Challenges
1.5	25.14%	53	Technical challenges
1.6	22.78%	48	Security and privacy concerns
2.1	27.53%	58	Lack of experience and competencies
1.4	13.74%	29	Resistance to change from employees
1.9	10.90%	23	Regulatory and legal challenges
8.5	100%	211	Total

The results of the table indicate the challenges facing UAE banks in adopting AI applications, with 25.14% of respondents citing the lack of relevant expertise and competencies (UAE, government, 2019) as the most prominent challenge. 22.78% also emphasized concerns about cyber security and personal data, while 27.53% focused on technical constraints.

The directions of the results of table 4 are also in line with the UAE's forward-looking visions and long-term development plans, which place innovation and the use of advanced technologies at the forefront of its priorities to build a competitive knowledge economy capable of meeting the requirements of the future. For example, the strategy 2031 includes several initiatives to establish a culture and encourage the adoption of its various applications (UAE, government, 2019). Accordingly, it is natural that this supportive government trend will be clearly reflected in the banking sector and other businesses that are accelerating the pace towards integrating artificial intelligence systems into their systems and operations, in response to future challenges and opportunities, and in pursuit of more innovation and excellence.

These results of table 5 indicate a high awareness among UAE banks of the need to invest in artificial intelligence technologies to keep pace with future challenges in terms of public relations and communication with the public.

These results of table 6 support the country's goals of transforming into a knowledge economy and occupying a globally advanced position in innovation and competitiveness indicators, as the UAE today leads the region in the field of investment in artificial intelligence and its adoption to develop vital sectors and provide world-class services to residents, investors and companies (Dubai future foundation. 2022). The result of table 7 will contribute to the UAE's global excellence in innovation indicators and bridge the digital divide with the best countries, in line with the leadership's visions and aspirations towards a promising future in which citizens and residents enjoy a sustainable and prosperous life (UAE Vision 2021). Regarding table 8

More than 92% of respondents expect the use of technology to have a positive impact on customer experience and satisfaction with the services provided. This can be explained because applications provide personal, interactive and responsive banking services around the clock (McKinsey and company, 2018). In addition to the ability to accurately analyze big customer data to anticipate their future needs, enabling banks to provide tailor-made offerings and solutions. Banks are also seeking to maintain their customer base and increase their loyalty in the face of fierce competition at the industry level (Forbes insights, 2021), especially with the accelerating momentum towards digital financial and banking services. This is in addition to aligning it with the directives of the wise leadership to adopt technological innovations to enhance the competitiveness of the national economy within the long-term development visions and strategies. For table 9, the table reflects the need to develop integrative learning strategies that link skills with the business requirements of the PR sector. This requires specialized training programs that address not only the technical aspects but also the practical and tactical applications of these techniques.

The results of table 10 indicate that the human role is likely to remain dominant in the foreseeable future as AI applications focus on supporting and empowering employees rather than replacing them. This is in line with the UAE's vision of making the human being the cornerstone of the comprehensive and sustainable development process as its most precious resource and real wealth.

The discussion related table 11 and 12 indicates in line with the UAE's strategic vision to promote the use of AI to achieve global leadership. The table emphasizes the vital role of advanced technologies in enhancing operational and strategic efficiency in banks, and highlights the banking sector's commitment to embracing technological innovations to achieve sustainable growth and global competitiveness. This analysis reflects the significant shift in the way awareness campaigns are implemented and evaluated in the banking sector, with a focus on the efficiency and effectiveness provided by artificial intelligence technologies. About table 13 The results reflect global trends, according to a report issued by the world economic forum, which confirms that the lack of relevant skills and capabilities, as well as security risks, are among the most prominent challenges limiting the adoption of artificial intelligence. (World economic forum, 2020).

These findings make sense given the complex and evolving nature of AI technologies such as deep learning and block chain, which requires a high level of technical skills to operate and manage them efficiently within the banking environment.

Therefore, the UAE pays great attention to developing national cadres and attracting international talent in the fields of artificial intelligence, cloud computing and information technology, in addition to enacting legislation to ensure data protection and privacy. Overcoming these challenges will pave the way for the widespread adoption of artificial intelligence technologies in banking activities, which will positively reflect on the indicators of efficiency, profitability and customer satisfaction levels according to future expectations.

6. Conclusion:

The study revealed that a significant majority of respondents see artificial intelligence (AI) as crucial for improving various aspects of public relations in the banking sector. Specifically, 88% of respondents consider AI applications essential for analyzing customer behavior and developing effective PR strategies. Additionally, 85% of respondents believe that AI helps provide accurate insights that assist in identifying opportunities and challenges in public relations.

AI is also viewed as a vital tool for improving digital communication strategies and communication with customers, with 82% of respondents recognizing its value in this regard. 78% of respondents believe that AI enhances efficiency and accuracy in managing data and information within public relations departments. Furthermore, 74% of respondents consider AI to be an important tool for improving responsiveness to customer needs and enhancing brand loyalty.

According to the data, 70% of respondents believe AI helps identify and understand market trends, which enhances the ability of PR teams to plan strategically. Additionally, 65% of respondents emphasized the role of AI in analyzing data and predicting customer behavior, supporting the effectiveness of marketing campaigns.

The study also showed that 60% of respondents believe AI enhances customer interaction and improves services, reflecting positively on the reputation of banks. Meanwhile, 55% of respondents highlighted the importance of AI in driving innovation in banks' products and services, enhancing their competitive position in the market. 50% of respondents indicated that AI helps improve risk management and strategic decision-making in public relations.

Moreover, 82% of respondents confirmed that AI significantly enhances the effectiveness of marketing and awareness communications in public relations within the banking sector. 76% of respondents also stated that AI significantly improves the customer experience, enabling PR teams to provide more personal and interactive banking services.

The study further emphasized that 69% of respondents consider AI to be a key tool in developing digital financial services and increasing operational efficiency, benefiting PR strategies. 63% of respondents highlighted the importance of AI in analyzing big data and extracting valuable insights to support public relations and strategic decision-making.

Finally, 59% of respondents believe that AI plays an important role in improving security and privacy in banking transactions, which not only enhances brand trust but also supports public relations efforts.

7. Recommendations:

To improve strategic communication, AI can be used to develop more accurately targeted messages tailored to meet specific customer needs and expectations. By leveraging advanced data analysis techniques, public relations practitioners can ensure that their communications are both relevant and effective, helping to enhance overall engagement with clients.

AI can also play a crucial role in developing crisis strategies. By using sophisticated analysis techniques, banks can anticipate and manage potential crises proactively. This allows organizations to respond swiftly, minimizing damage and ensuring the overall image of the institution remains intact during challenging times.

Another area where AI proves valuable is in enhancing community engagement. By analyzing data, AI helps identify and support societal issues that align with the values of the banking sector. This enables banks to engage in public relations efforts that are socially responsible and positively impact their reputation in the community.

AI can also be utilized to develop strategic partnerships by analyzing potential opportunities for collaboration that can enhance public relations efforts. By identifying synergies between organizations, banks can form partnerships that support their objectives and further their public relations goals.

Additionally, AI is an essential tool for training and development. Public relations staff can be trained in utilizing AI techniques, helping them to enhance their skills and adapt to the evolving technological landscape. Training programs can focus on familiarizing employees with AI applications to improve communication strategies, customer engagement, and overall operational efficiency.

In the realm of innovative digital interaction, AI can help banks develop new and exciting ways to engage customers. For instance, AI-powered augmented and virtual reality can be used in public relations campaigns to create immersive experiences that capture customer attention and promote deeper connections.

Reputation analysis and monitoring is another critical area where AI comes into play. By analyzing data and feedback from customers, AI can help monitor and improve the bank's reputation. It allows public relations teams to identify and address any challenges or negative feedback immediately, ensuring that the bank maintains a strong, positive image in the eyes of its customers.

Artificial intelligence applications can also be used to increase the level of interaction with customers, enabling banks to respond to customer inquiries, gather attitudes, and analyze data to predict future consumer behavior. This enhances the overall customer experience and strengthens the relationship between banks and their clients.

Finally, AI can improve the efficiency of troubleshooting problems and managing risks. By analyzing current and expected challenges, AI applications help public relations teams quickly identify solutions, ensuring that issues are addressed before they escalate and mitigating potential risks to the bank's reputation and operations.

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