

The public relations role in achieving the job satisfaction for

Royal Jordanian Airlines staff / case study

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The abstract:

The job satisfaction in any organization is influenced by many factors and internal and external circumstances, some are related to the applicable rules and regulations and some other to the general management, its policies and incentives offered to the staff, and some are connected with the public relations and the communicative and motivating missions rendered to the organization attendees whether the external or internal ones and its work mechanism in achieving that satisfaction, thus:

The study aimed at the manifestation of public relations role in achieving the job satisfaction for royal Jordanian airlines staff and getting acquainted with the internal and external factors that influence the job satisfaction level.

In order to achieve the study objectives, the researcher has adopted the descriptive and analytic methodology for the case study, applying the instrument of questionnaire which was applied on a sample amounted to (460) persons for data collection from the study sample which was selected by the randomly class method through royal Jordanian airlines staff, more over benefitting from interviewing the concerned personalities and applying the direct and indirect observation technique.

The study has reached to a group of findings, most significant are: