

Journal



of  
**P R** esearch

Special Issue

Middle East

Journal of Public Relations Research Middle East

Scientific refereed Journal - Supervision by Egyptian Public Relations Association - Ninth year - Thirtieth Fifth Issue -10 October 2021

Arab Impact Factor 2020 = 2.01

Arcif Impact Factor 2021 = 0.9655

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(ISSN 2314-8721)

Egyptian National Scientific & Technical Information Network  
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Deposit Number: 24380 /2019

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Address

**Egyptian Public Relations Association**

Arab Republic of Egypt

Giza - Dokki - Ben Elsarayat - 1 Mohamed Alzoghpy Street

**Publications: Al Arabia Public Relations Agency**

Arab Republic of Egypt

Menofia - Shibben El-Kom - Postal Code: 32111 - P.O Box: 66

Mobile: +201141514157

Fax: +20482310073

Tel: +2237620818

www.jprr.epra.org.eg

Email: jprr@epra.org.eg - ceo@apr.agency

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ISSN for the printed copy

(ISSN 2314-8721)

ISSN of the electronic version

(ISSN 2314-873X)

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Deposit Number: 24380 /2019

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Egyptian Public Relations Association

Arab Republic of Egypt,  
Giza, Dokki, Ben Elsarayat -1 Mohamed Alzoghpy St.

ceo@apr.agencyEmail: - jpr@epra.org.eg

Web: www.apr.agency, www.jpr.epra.org.eg

Phone: (+2) 0114 -15 -14 -157 - (+2) 0114 -15 -14 -151 - (+2) 02-376-20 -818

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# **Experts' Attitudes Towards the Future of Integrating AI Applications in Integrated Marketing Communications for Egyptian Companies: A Prospective Study**

*Dr. Noha Hussein Mohamed Eltalawy*  
[noha.eltalawy@masscomm.bsu.edu.eg](mailto:noha.eltalawy@masscomm.bsu.edu.eg)  
*Assistant Professor of Public Relations & Advertising,*  
Faculty of Mass Communication,  
Beni Suef University

## **Abstract**

The current study aimed to monitor experts' attitudes (Practitioners & Academics) towards the future of integrating artificial intelligence applications in integrated marketing communications in Egyptian companies. The survey has been conducted on a purposive sample of (40) experts.

The study concluded that Egyptian companies are somewhat ready to integrate artificial intelligence applications into their marketing communications, and most experts indicated an optimistic future for integration, and most of them emphasized the multiplicity of ethical aspects, foremost among which was respect for customer data privacy and confidentiality, transparency, honesty and social ethics when programming an Artificial intelligence machine.

**Keywords:** Artificial Intelligence, IMC, Egyptian companies.