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#### Middle East

Journal of Public Relations Research Middle East

Scientific refereed Journal - Supervision by Egyptian Public Relations Association - Tenth year - Thirtieth Seventh Issue – January/ March 2022 Arcif Impact Factor 2021 = 0.9655 Arab Impact Factor 2020 = 2.01

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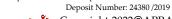
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(ISSN 2314-8721)





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Thirtieth Seventh Issue – Tenth Year- January/ March 2022

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ISSN for the printed copy

(ISSN 2314-8721)

ISSN of the electronic version

(ISSN 2314-873X)

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JPRR.ME No.37 35

# The Impact of Personal, Professional, and Social Factors on Occupational Burnout Among Public Relations Practitioners in the Sultanate of Oman

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#### **Abstract**

This study analyzes the impact of personal, professional, and social factors on occupational burnout among public relations practitioners in the Sultanate of Oman, focusing on a sample of practitioners working in ministries in the Sultanate. The study relies on the media survey method, using the questionnaire as a tool to collect data. The study concluded with a number of results, the most important of which is the "deep affiliation, commitment, enthusiasm, and obsession of the public relations practitioners towards their work" scored the highest relative strength among the personal factors affecting occupational burnout. The factor "assigning tasks that are not at the core of the public relations practitioner's job responsibilities" came in the first place in the list of professional factors and was highly supported by the respondents, while the factor "usually the public relations job requires work on official holidays" scored first among the social factors affecting the level of occupational burnout among public relations practitioners in ministries in the Sultanate of Oman.

**Keywords:** Impact, Occupational Burnout, Public Relations Practitioners, Sultanate of Oman.