

Impact of digital public relations in meeting the needs of the labor market at King Khalid University

By

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Abstract

The study targeted digital public relations activities. And linking them to learning outcomes that meet the needs of the labour market. The researchers used the descriptive analytical approach to achieve the study's objectives. A questionnaire was used to measure "the impact of the importance of public relations in meeting the needs of the labour market at King Khalid University." General in meeting the needs of the labor market at King Khalid University The study sample included (85) faculty members and students from the study community, which were chosen randomly. To analyze and treat the data statistically, they were tested using the AMOS program to perform statistical treatments and percentages.

keywords: Impact; importance; digital public relations; meeting the needs; labor market

Introduction

Recent global trends in the field of education, especially university education, are trending towards student-centred learning instead of the traditional approach that highlights the direction of the teacher, which is also called learning-centred on outcomes. Outputs are phrases that describe the final, expected educational results of the educational process, which appear on the learner in aspects of knowledge, understanding and ability to perform. The program desires To achieve them through activities, specific educational and cognitive strategies, and evaluation methods that measure the extent to which these results are achieved. (Ministry of Education Department of Research and Studies 1443 AH) There is a group of colleges at King Khalid University, and just as the university has specific goals and objectives, then specific goals must be formulated. For each college in the same way, several departments and departments emerge from each college, and several programs and academic tracks. Thus, the general goals of the university are transformed into more specific goals and integrated to achieve the goals and outputs of the program. 2007 by Declan Kennedy, entitled: Writing and Using Learning Outcomes- A Practical Guide, has been translated into several languages. This matter has prompted organisations and institutions Especially higher education institutions to adopt transformational strategies to move from traditional education to education based on meeting the needs of the labor market. For this reason, these institutions harnessed the advanced technological development in the world of communication and communication. In spreading the culture of work with strategies of learning outcomes, among those means, methods, and functions is the function of digital public relations that was covered by that development, and technology has become one of the most important factors affecting the

rebuilding of the communication structure of this vital and important function. Therefore, we find those interested in this field have presented many researches and studies.

And the follower of what has been written on this subject of analytical readings, scientific and international forums and conferences that discussed the new concepts of what can be called today “digital public relations”, which aims most of them to enhance awareness and improve the mental image of the clients of the institution, company or university, and this has remained The topic is a subject of discussion that lasted approximately four to five years, and focused on defining the concept of digital public relations, its roles, and tasks, and identifying the reality of digital public relations in Arab societies in general, and Saudi Arabia in particular. There is no doubt that the education sector, especially the higher education sector, such as Universities and the like. It is not far or far from this development in the axis or in one of the sectors that are considered vital, which is (digital public relations).

(Digital PR) for its important role in improving the mental image of university partners by formulating and managing content, anticipating its future professionally and academically, and the extent of its influence through its relationship with various media and the extent of its connection with electronic applications. And when we follow up from the professional and academic aspects, we find that very few universities have begun to show signs of interest in the concepts of “digital public relations” within their external and internal visions. Recent global trends in the field of education, especially university education, are trending towards student-centred learning instead of the traditional approach that highlights the direction of the teacher, which is also called learning-centred on outcomes. Outputs are phrases that describe the final, expected educational results of the educational process, which appear on the learner in aspects of knowledge, understanding and ability to perform. The program desires To achieve them through activities, specific educational and cognitive strategies, and evaluation methods that measure the extent to which these results are achieved. (Ministry of Education Department of Research and Studies 1443 AH). There is a group of colleges at King Khalid University, and just as the university has specific goals and objectives, then specific goals must be formulated. For each college in the same way, several departments and departments emerge from each college, and several programs and academic tracks. Thus, the general goals of the university are transformed into more specific goals and integrated to achieve the goals and outputs of the program. 2007 by Declan Kennedy, entitled: Writing and Using Learning Outcomes- A Practical Guide, has been translated into several languages. This matter has prompted organizations and institutions Especially higher education institutions to adopt transformational strategies to move from traditional education to education based on meeting the needs of the labor market. For this reason, these institutions harnessed the advanced technological development in the world of communication and communication. In spreading the culture of work with strategies of learning outcomes, among those means, methods, and functions is the function of digital public relations that was covered by that development, and technology has become one of the most important factors affecting the rebuilding of the communication structure of this vital function. Therefore, we find that those interested in this field have presented many types of research and studies.

(Digital PR) for its important role in improving the mental image of university partners by formulating and managing content, anticipating its future professionally and academically, and the extent of its influence through its relationship with various media and the extent of its connection with electronic applications. And when we follow up from the professional and academic aspects, we find that very few universities have begun to show signs of interest in the concepts of “digital public relations” within their external and internal visions.

Study problem

The problem of the study focused on knowing the role of digital public relations in achieving the mission and objectives of the educational programs at King Khalid University and achieving the strategy of Asir and the vision of the Kingdom of Saudi Arabia 2030 AD, through the quality of learning outcomes to meet the needs of the labor market and to achieve the objectives of the study. Its problem centred on the following main question:

What is "the impact of the importance of digital public relations in meeting the needs of the labor market at King Khalid University" and achieving the Asir strategy?

The sub-questions were crystallised as follows:

- 1- Did the learning outcomes at King Khalid University help meet the needs of the labor market for students?
- 2- Does the motivation of labor market needs contribute to developing the skills of graduates at King Khalid University?
- 3- Is there a scientific and practical partnership between King Khalid University and meeting the needs of the labor market?

Significance of studying

Digital public relations significantly improve the mental image of community members and civil society institutions. This is reflected in the importance of meeting the needs of the labor market. It also contributes to the development of learning outcomes that achieve the Asir strategy and Vision 2030 AD, in addition to that digital public relations can contribute to establishing standards for the quality of learning outcomes and clarifying the paths of visions for the improvement and development of educational programs, and its participation in holding cooperative and competitive comparisons that are compatible with local and regional standards. And global. In addition to the role of digital public relations in evaluating and evaluating the educational system's performance at King Khalid University.

Objectives of the study

- 1- The study seeks to know the role of digital public relations in enabling the vision and mission of King Khalid University through the introduction of educational programs aimed at meeting the needs of the labor market.
- 2- Determining the quality of the labor market needs of graduates at King Khalid University.
- 3- Meeting the needs of the labor market for graduate students at King Khalid University is considered a distinguished skill.

Study Hypotheses

The first hypothesis

There is a statistically significant relationship between the requirements of the labour market and the enhancement of the cognitive skills of King Khalid University students.

The second hypothesis

There is no statistically significant relationship between the importance of the requirements of the labor market and meeting the scientific skills of King Khalid University students.

The third hypothesis

There is a statistically significant relationship between the requirements of the labor market and the advanced educational attainment of King Khalid University students.

The fourth hypothesis

There is no statistically significant relationship between the requirements of the labor market and the demographic variables of the study sample.

Study methodology

Study method and tools

The analytical and descriptive approach was used to measure the relationship between digital public relations and the requirements of the labor market at King Khalid University. By collecting primary and secondary data from previous literature "from previous research and studies" in addition to preparing a tool for the study represented in designing a questionnaire designed on an electronic link directed to a random sample of faculty members in the colleges of King Khalid University, and the link was distributed to a number of an experimental sample of faculty of the school. And for several specialised experts to benefit from their opinions and suggestions to verify the consistency, validity, stability and validity of the questionnaire. by known standards. such as the Cronbach Scale.

Study population and sample

Study population:

The study population consisted of approximately (85) faculty members, including a group of colleges at King Khalid University, which is based in Abha, southwest of the Kingdom of Saudi Arabia. On Tuesday, 9/1/1419, which included the approval of merging the branches of Imam Muhammad bin Saud Islamic University and King Saud University in the Asir Region under the name King University.

The study sample:

The sample of the study was (85), and the questionnaire was distributed to a random sample of faculty members as a sample for the study. I answered several distributed questionnaires amounting to (58) single. From the study population of (85) individuals.

Study tools:

Primary studies: it includes the field study - the questionnaire.

Secondary studies

These include previous studies - books - magazines - blogs - the Internet - the digital library - Cyclopaedia.

Research procedures: public relations - digital - promotion - labor market requirements.

Limitations of the study:

Spatial boundaries: King Khalid University

Time limits: 2022/2023

Literature review

Serial No: -	1
Title of Study	Facebook Municipality of Nablus Public Relations
Country of Study	Jordan
Researcher name and Year	Sarhan Abdelkarim 2021
Aim of Study	The role of Public Relations in Municipality of Nablus in improving the mental image of the public is average.
Statistical Methods used in the study	Used Descriptive model
The most important outcomes	Recommended building a long-term strategy for the nature of work of the public relations department through social media.
Serial No	2
Title of Study	Digital Public Relation
Country of Study	Egypt
Researcher Name Year	Abd Almaty Rez 2018
Aim of study	In light of the great information revolution that the International Telecommunications Network has leap forward
Statistical methods used in study	Descriptive
The most important Outcomes	These new technological developments place a great responsibility on public relations practitioners, as they are forced to use them as a reliable source of information and a guardian of the community's interests. The technnew media technology led to further freedom for the media that can no longer be restricted and has provided an easy means of communicating and disseminating information to all parts of the world.
Serial No	3
Title of Study	Digital Public Relations in Egyptian Universities
Country of Study	Egypt
Researcher Name Year	Atfa Hatim Mohammed 2015
Aim of study	Digital importance of Training the PR Practitioners on Electronic Pishing Programs, as well as Designing and managing Electronic Sites. Besides, about 92% of the practitioners at Menoufiea University indicated that PR in Governmental Universities needs to activate the remote usage of the Internet in Conferences and workshops via Direct Programs.
Statistical methods used in the study	Qualitative analysis
The most important Outcomes	The Researcher recommends the necessity of accessing and referring to foreign Universities 'Experiments using the Internet within PR activities to clarify the reality of using "E-PR" in Egyptian Universities and planning to improve its usage.
Serial No	4

Title of study	The reality of Community colleges in Yemen by the point of view of academic leaders, community colleges staff members, employers and community colleges graduates
Country of study	Yemen
Researcher name. Year	Absi 2017
Aim of study	Identifying successful global models of community colleges in advanced countries to put a suggestion for accommodating community college outcomes with the labour market in Yemen
Statistical methods used in study	The study used the descriptive approach, and the study was conducted with a validity of five community colleges.
The most important outcomes	There is a weakness in the partnership between community colleges and labour market institutions in terms of students ,and faculty members 'training, curriculum setting ,and community college programs need to be more flexible to adapt to the needs of the labour market.
Serial No	5
Title of study	Academic programs and their response to the needs of labour market
Country of study	Algeria
Researcher name. Year	Zagawa Ahmed 2017
Aim of study	Investigating the extent of the response of the higher education curriculum and programs to the needs of the labour market from the university students point of view, in light of the gender variable (male and female)..
Statistical methods used in study	Descriptive and analytical approaches
The most important outcomes	It has indicated that the response of educational programs to the needs of the labour market was poor.

The results of the field study analysis

This part includes field study procedures, which are represented in the method of data collection, statistical processing and interpretation, and conducting stability and validity tests to ensure their validity, in addition to a description of the study population and sample and the statistical methods by which the data was analysed and the study hypotheses tested, as follows:

The data collection tool on which the study relied was to obtain the primary data necessary to identify the importance of digital public relations in meeting the needs of the labor market at King Khalid University in the Kingdom of Saudi Arabia, where the questionnaire was prepared and developed based on the use of standards developed by specialists in studies related to the subject of the study According to the following steps:

- Formulating questions according to the scientific foundations identified by the media and social research methods.
- Considering the homogeneity of the questions with the title, topics and objectives of the research.
- The questions are free of technical terms and scientific concepts.
- Formulating questions according to the cultural and scientific level of the respondents.
- Presenting the questionnaire to the arbitrators.

Accordingly, the form was designed in its final form and consisted of two parts:

The first section

Includes the data from the study sample.

The second section

Included the basic study phrases: they are the axes through which the study variables are identified, as follows:

The first theme

Measuring the importance of public relations. This section contains (14) phrases.

The second theme

Measures the requirements of the labor market, which includes (9) phrases.

The degree of possible responses in the paragraphs was measured according to a five-point scale according to five-point Likert scale.

Description of the study population and sample:

The study population consisted of faculty members at the colleges of King Khalid University, which is based in the city of Abha, southwest of the Kingdom of Saudi Arabia, and experts dealing with King Khalid University. A successful form for analysis and (27) a damaged, invalid form. The following are the characteristics of the study sample:

Table 1. *Characteristics of the study sample members*

Variants	Categories	Repetition	Percentage%
Gender	Male	32	55.2%
	Female	26	44.8%
	Total	58	100%
Age	20 and less than 30 years old	14	24.1%
	30 and less than 40 years old	4	6.9%
	40 and less than 50 years old	40	69%
	Total	58	100%
Academic degree	professor	4	%6.9
	Associate Professor	4	6.9%
	Assistant Professor	36	62.1%
	lecturer	8	13.8%
	Teaching Assistant	6	10.3%
Years of service	Total	58	100%
	Three years or less	6	%10.3
	4-6 years	6	%10.3
	7-10 years old	20	34.5%
	More than 10 years	26	44.8%
Nationality	Total	58	100%
	Saudi	8	13.8%
	Non-Saudi	50	86.2%
	Total	58	13.3%

Third, the test of validity and reliability of the study tool

In general, the validity and reliability of the survey list is one of the basic pillars on which the design of its data collection performance is based in order to face the obstacles of measuring the study variables and to ensure the validity of the study tool. Both validity and reliability tests were used as follows:

1/ Validity of the study tool: It means the validity or validity of the measurement tool on the ability of performance to measure what it was designed for and based on the theory of correct measurement, means that the complete validity of the tool is free from measurement errors, whether random or regular, and the study relied on measuring the validity of the study tool on all From:-

Content validity test

After completing the preparation of the initial formula for the study's standards, and to verify the validity of the content of the study tool and ensure that it serves the objectives of the study, it was presented to a group of arbitrators and specialized experts, numbering (5) arbitrators in the field of the subject of the study, and the arbitrators were asked to express their opinions about the study tool, the validity of the phrases, their comprehensiveness, the diversity of their content, and the evaluation of the level of linguistic formulation or any observations they deem appropriate regarding modification, change or deletion. I suggested it, and the researcher considered taking the notes of the arbitrators and making the aforementioned amendments as apparent honesty.

Stability test

One of the basic characteristics that should also be available in its performance is collecting data before proceeding with its use. It is the property of stability, and stability means that the measure gives the same results if it is reapplied to the same sample (). In the same circumstances and conditions, and therefore it leads to obtaining the same results or consistent results each time the measurement is re-measured, and the study relied on the Cronbach method to ensure the internal consistency of the scales, as follows:

Table 2. *The results of the Cronbach's alpha test for the study theme*

interlocutor	The number of phrases	Cronbach's alpha
1/ Measuring the importance of public relations	14	0.81
2/ Measuring the requirements of the labor market	9	0.83
Total phrases	23	0.80

From table (2), the results of the stability test, the values of Cronbach's alpha for all study variables are greater than (60%).

Fourth, the statistical analysis methods used in the study

To analyse the data and test the hypotheses of the study, the (SPSS) and (AMOS) programs were used through the following statistical tools:

(1) Conducting a Reliability Test for the questionnaire, using each of the following: A/ apparent validity test. (B).

(3)/ Descriptive statistics methods: in order to describe the characteristics of the study sample items through b/ the arithmetic mean. C/standard deviation.

(3) Structure Equation modelling (SEM) methodology

The structural equations modelling methodology represents the latest method in social science research and aims to determine the suitability and conformity of the theoretical model for the relationships between variables and elements to test research hypotheses through the use of path analysis based on a set of indicators called Goodness of Fit indicators. Indices) and the most important of these indicators, which are used in this study:

- Chi-square ratio of degrees of freedom (it should be less than 5).
- Good Fit Index (GFI) (it should be greater than (0.90).
- Comparative Conformity Index (CFI) and it should be greater than (0.90).
- Root Square Error Index (RMSEA) (it should be less than 0.05).

(4)- Analysis of variance and (T) test: The analysis of variance test (F test) and (T) test were used for independent samples to test the significance of the differences.

Results and discussion

This part of the study includes analysing the basic data by presenting "descriptive" statistics of the basic data. Reflects the relative importance of the study statements:

Study hypothesis discussion:

The first hypothesis

There is no statistically significant relationship between the importance of digital public relations and meeting the needs of the labour market.

To prove this hypothesis, the study used the regression analysis method to determine the causal relationship between the independent variable, which is represented by (the importance of public relations), and the dependent variable, which is represented by (meeting the needs of the labor market), as shown in the following figure:

By using the statistical analysis program (AMOS) supported by the (SPSS) program, the following results were reached, which are shown in Table (5):

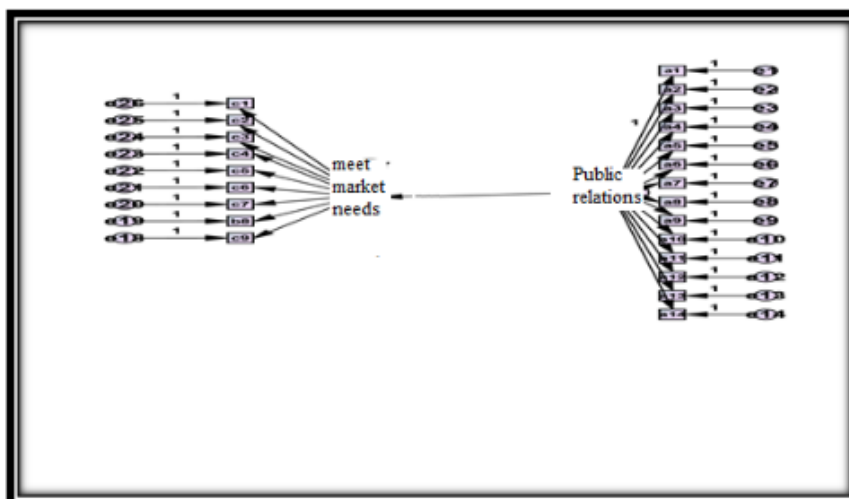


Table 3. *The results of estimating the relationship between the importance of public relations and meeting the needs of the labor market*

Analysis indicators	Regression coefficient (B)	T-test	level
Coefficient of the relationship between the importance of public relations and meeting the needs of the labor market	0.65	4.87	0.002
Correlation coefficient(R)	0.77		
coefficient of determination (R ²)	0.59		
Chi-square ratio of degrees of freedom	3.11		

It is clear from Table (3):

There is a strong direct correlation between the importance of digital public relations and meeting the needs of the labor market in the society under study. This is evident through the correlation coefficient (R) value, which reached a value of (0.77). The value of the regression coefficient (B) was (0.65), and this value indicates that the importance of digital public relations directly affects meeting the needs of the labor market in the society under study. (0.65%) in the level of meeting the needs of the labor market. The coefficient of determination (R²) also indicates that the variable of the importance of public relations affects the increase in meeting the needs of the labor market in the society under study by (59)%, while the other variables affect by (41)%. T) The existence of a statistically significant relationship between the importance of digital public relations and meeting the needs of the labor market, where the value of (t) for the regression coefficient was (4.87) with a significant level of (0.002), which is a value less than the level of significance (0.05). As shown in the table The results of the assessment indicate that all conformity indicators were in the ideal range for each indicator, where the value of the chi-square ratio for degrees of freedom was (3.11), which is less than (5), and the value of the good fit index (GFI) was (0.92) and the value of the comparative fit index (CFI). (0.94), all of which are greater than (0.90), and the value of the (RMSEA) index was (0.06), which is a value less than the mean. The standard D is (0.08), which indicates that the model has a good match with the data under test. Based on the results of the analysis, the second hypothesis is rejected, which states: (There is no statistically significant relationship between the importance of digital public relations and meeting the needs of the labor market).

The second hypothesis: There is no statistically significant relationship between the importance of digital public relations and the demographic variables of the study sample.

(1)/ There is no statistically significant effect at the significance level of 0.05 between the importance of digital public relations and the type variable:

And to test whether there are statistically significant differences in the importance of digital public relations due to the gender variable. The (T) test was used for independent samples, where the study adopted a level of significance ($\alpha = 0.05$), and the differences are considered statistically significant if the value of the level of significance of the test (Sig.) is smaller than the level of significance, and vice versa. The results are as shown in the following table:

Table 4. *The results of the T-test for independent samples according to the differences between the respondents' answers about the relationship between the importance of digital public relations and the gender variable*

variable	gender	Number	Mean	S.D.	T value	probability value	interpretation
The relationship between the importance of digital PR and the gender variable	Male	32	4.04	0.415	0.324	0.842	non d
	Female	26	3.97	0.772			

It is clear from the results shown in Table (4) that there are no statistically significant differences between the answers of sample individuals about the study sample's perception of the importance of digital public relations in the society under study due to the gender variable, as the values of the level of significance for the (T) test reached (0.842), which is a value. It is greater than the level of significance (0.05), which is approved in the study, which indicates the acceptance of the null hypothesis H₀, which states: (There are no differences in the respondents' answers about the importance of digital public relations due to the gender variable. Accordingly, the first sub-study hypothesis is accepted, which states (There are no statistically significant differences in the importance of digital public relations due to the gender variable).

(2)/ There is no statistically significant effect at the significance level of 0.05 between the importance of digital public relations and the age variable.

To test the extent to which there are statistically significant differences in the importance of digital public relations due to the variable of age, the analysis of variance test (ANOVA) was used, as the study adopted the level of significance ($\alpha = 0.05$), and the differences are considered statistically significant if the value of the significance level of the test (Sig.) is smaller. from the level of significance and vice versa. The results were as shown in the following table:

Table 5. *The results of the F-test according to the differences between the respondents' answers about the relationship between the importance of public relations and age*

Relationship	source of contrast	sum of squares	Mean	F value	probability value	interpretation
The importance of digital public relations and the variable of age	Between groups	0.571	0.143	0.386	0.818	non d
	Within groups	16.652	0.370			

It is clear from Table (5) that the probability value of the F test for the relationship between the importance of digital public relations and the variable of age amounted to (0.818), which is a value greater than the level of significance approved in the study (0.05), which means that there are no statistically significant differences between the answers of the sample members about The extent of the study sample's awareness of the relationship between the importance of digital public relations and the variable of age.

Accordingly, the hypothesis of the second study is accepted, which states (there are no statistically significant differences in the importance of digital public relations and the variable of age).

(3)/ There is no statistically significant effect at the significance level of 0.05 between the importance of digital public relations and the academic degree variable.

To test the extent to which there are statistically significant differences on the importance of digital public relations attributable to the variable of academic degree, the analysis of variance test (ANOVA) was used, as the study adopted a level of significance ($\alpha = 0.05$), and the differences are considered statistically significant if the value of the level of significance of the test is (Sig.) smaller than the level of significance, and vice versa. The results were as shown in the following table.

Table 6. *The results of the F test according to the differences between the respondents' answers about the relationship between the importance of public relations and the academic degree*

Relationship	source of contrast	sum of squares	Mean	F value	probability value	interpretation
The importance of digital public relations and academic degrees	Between groups	16.346	0.363	1.592	0.193	non d
	Within groups	3.437	0.859			

It is clear from Table (6) that the probability value of the F test for the relationship between the importance of digital public relations and the variable of academic degree amounted to (0.193), which is a value greater than the level of significance approved in the study (0.05), which means that there are no statistically significant differences between the answers of the sample members. The extent to which the study sample members are aware of the relationship between the importance of digital public relations and the academic degree variable.

Accordingly, the hypothesis of the second study is accepted, which states (there are no statistically significant differences in the importance of digital public relations and the variable of academic degree).

(4)/ There is no statistically significant effect at the significance level of 0.05 between the importance of digital public relations and the variable years of experience.

To test the extent to which there are statistically significant differences in the importance of digital public relations due to the variable years of experience. An analysis of variance test (ANOVA) was used, as the study adopted a level of significance ($\alpha = 0.05$), and the differences are considered statistically significant if the value of the significance level of the test is (Sig.) smaller than the level of significance, and vice versa. The results were as shown in the following table:

Table 7. *The results of the F-test according to the differences between the respondents' answers about the relationship between the importance of public relations and years of experience*

Relationship	source of contrast	sum of squares	Mean	F value	probability value	interpretation
The importance of digital public relations and years of experience	Between groups	18.972	0.422	1.691	0.169	non d
	Within groups	1.759	0.440			

It is clear from Table (7) that the probability value of the F-test for the relationship between the importance of digital public relations and the variable years of experience amounted to (0.169), which is a value greater than the level of significance approved in the study (0.05), which means that there are no statistically significant differences between the answers of the sample members. The extent to which the study sample individuals are aware of the relationship between the importance of digital public relations and the age variable. Accordingly, the study's second hypothesis is accepted, which stated (there are no statistically significant differences in the importance of digital public relations and the age variable).

(5)/ There is no statistically significant effect at the significance level of 0.05 between the importance of digital public relations and the nationality variable:

And to test whether there are statistically significant differences in the importance of digital public relations due to the nationality variable. The (T) test was used for independent samples, where the study adopted a level of significance ($\alpha = 0.05$), and the differences are considered statistically significant if the value of the level of significance of the test (Sig.) is smaller than the level of significance, and vice versa, and the results came as shown in the following table.

Table 8. *The results of the T-test for independent samples according to the differences between the respondents' answers about the relationship between the importance of digital public relations and the nationality variable*

variable	gender	Number	Mean	S.D.	T value	probability value	interpretation
The relationship between the importance of digital public relations and the nationality variable	Saudi	8	3.098	0.543	0.675	0.254	non d
	Non-Saudi	50	3.108	0.489			

It is clear from the results shown in Table (8) that there are no statistically significant differences between the answers of sample individuals about the study sample's perception of the importance of digital public relations in the society under study due to the nationality variable, as the values of the significance level of the (T) test reached (0.254), which is a value. It is greater than the level of significance (0.05), which is approved in the study, which indicates the acceptance of the null hypothesis H_0 , which states: (There are no differences in the respondents' answers about the importance of digital public relations due to the nationality variable. Accordingly, the fifth sub-study hypothesis is accepted, which stated (no). There are

statistically significant differences in the importance of digital public relations due to the nationality variable.

The following is a summary of the second main hypothesis

There are no statistically significant differences in the importance of digital public relations due to demographic variables.

Table 9. *A summary of the results of the sub-hypotheses of the second main hypothesis*

Sub-hypotheses of the second main hypothesis	Result
1/ There are no statistically significant differences in the importance of digital public relations due to the gender variable	Accept
2/ There are no statistically significant differences in the importance of digital public relations due to the age variable	Accept
3/ There are no statistically significant differences in the importance of digital public relations due to the academic degree variable	Accept
4/ There are no statistically significant differences in the importance of digital public relations due to the variable of years of experience	Accept
5/ There are no statistically significant differences in the importance of digital public relations due to the nationality variable	Accept

Results

- 1- There is a strong direct correlation between the importance of digital public relations and meeting the needs of the labor market in the society under study.
- 2- There are no statistically significant differences between the responses of sample members about the perception of sample members. The study of the importance of digital public relations in the society under study is attributed to the gender variable.
- 3- There are no statistically significant differences between the respondents' answers about the extent of the study sample's awareness of the relationship between the importance of digital public relations and the variable of age.
- 4- There are no statistically significant differences between the sample members' responses about the respondents' extent of awareness. The study sample is about the relationship between the importance of digital public relations and the academic degree variable.
- 5- There are no statistically significant differences in the importance of digital public relations due to the variable of years of experience
- 6- There are no statistically significant differences between the responses of sample individuals about the study sample's perception of the importance of digital public relations in the society under study due to the nationality variable.

Recommendations

- 1- Caring about the importance of digital public relations and meeting the needs of the labor market.
- 2- Raising awareness among the study sample of the importance of digital public relations.
- 3- Focusing on the quality and distinction of learning outcomes in order to meet the needs of the labor market.

This research was supported by small research groups at the Deanship of Scientific Research- King Khalid University-Saudi Arabia

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