

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.

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