

### المراجع المستخدمة في الدراسة

- (1) Taylor Maureen and Yang Aimei (2015), Have global ethical values emerged in the public relations industry? Evidence from national and international professional public relations associations, Journal of business ethics, vol. 130(3), pp. 543-555.
- (2) Butterock Keith (2011), Introducing Public relation theory and practice, London: Sage, p. 85.
- (3) Meyers Christopher (2016), Universals without absolutes: A theory of media ethics, Journal of media ethics, Vol. 31, Issue 4, pp. 198-214.
- (4) Sriramesh and Vercic (2009), The global public relations handbook: theory, research, and practice (2<sup>nd</sup> ed.), Florence, KY: Routledge.
- (5) Taylor Moureen and Yang Aimei, Op.cit., p. 543.
- (6) Cornelius B. Pratt (1994), Research Progress in Public Relations Ethics: An Overview, Rublic relations review, (20)3, pp. 217-224.
- (7) Kirk Hazlett, (2016), Ethics, an everyday consideration for all, www.ipra.org.
- (8) محمود يوسف، المدخل في العلاقات العامة، (القاهرة: دار الإيمان، ٢٠٠١)، ص٢٥.
- (9) Jung Ki-Eyun et al. (2012), Does ethics statement of a Public relations firm make a difference? Yet it does, Journal of business ethics, vol. 105(2), pp. 267-276.
- (10) Kolk Ans and Tulder Van Rob (2002), The effectiveness of self-regulation: Corporate codes of conduct and child labour, European management Journal, Vol. 2, Issue 3, pp. 260-271.
- (11) Jungki Eynn and Kim Soo-Yeon, (2010) Ethics statements of Public relations firms: What do they say?, Journal of business ethics, Vol. 91, pp. 223-236.

(١٢) تم الرجوع في النقطة السابقة للمراجع التالية:

- Murphy, P. E. (2005), "Corporate ethics statements: Current status and future prospects", Journal of business ethics, vol. 14, (9), p. 727-740.
- Ki Jung-Eyun and Kim Soo-Yeon (2010), Ethics statements of public relations firms: What do they say?, Journal of business ethics, Vol. 91 (2), pp. 223-236.

(13) Murphy P. E., Op.cit., pp. 727-740.

(١٤) تم الرجوع في النقطة السابقة للمراجع التالية:

- Chonko L., Watruba T. R. and Loe T. (2003), Ethics codes familiarity and usefulness: Views on idealist and relativist managers under condition of turbulence, Journal of business ethics, 42, pp. 237-252.
- Kaptein, M. (2004), Business codes of multinational firms: What do they say?, Journal of business ethics, 50, p. 13-31.
- Jung Ki-Eyun et al., Op.cit., pp. 267-276.

(15) Taylor Moureen and Yang Aimei, Op.cit., pp. 543, 555.

(16) Jung Ki-Eyun et al. (2012), Factors affecting ethical practices of public relations professionals within public relations firms, Asian Journal of business ethics, vol. 1, pp. 123-141.

(١٧) تم الرجوع في هذه النقطة للمواقع الرسمية التالية:

- www.prsa.org
- www.ethisphere.com

(١٨) تم الرجوع في هذه النقطة للمراجع التالية:

- Courtesy Paula (2009), Laws and ethics in public relations, Cipriani College of labour and co-opertive studies, www.cclcs.edu.tt, retrieved 7/29/2016.
  - Fitz Patrick and Gauthier Candace (2001), Toward professional responsibility theory of public relations ethics, Journal of Mass Media Ethics: exploring questions of media morality, vol. 16, Issue 2-3, pp. 193-212.
- (19) Wakefield R. (2011) "Managing Global Public Relations" In Moss Dannyand Desanto Barbara, (Eds.) Public Relations: A Managerial Perspective, London: Sage Publications, 9.482.

(٢٠) تم الرجوع في هذه النقطة للمراجع التالية:

- Grunig, J.E. (1992) Excellence in Public Relations and Communication Management, Hillsdale, NJ: Erlbaum.
- Grunig, J.E. (2006) Furnishing the edifice: Research on public relations as a strategic management function, Journal of Public

Relations Research, 18(2), 151-176.

- Grunig, J.E., and Repper, F.C (1992) Strategic management publics and issues. In J. Grunig (ed.), Excellence in Public Relations and Communication Management, Hillsdale, NJ: Erlbaum, 117-158.
- Grunig, L.A., Grunig, J.E., and Dozier, D.M. (2002), Excellent Public Relations and effective organizations. A study of Communication Management in Three countries. Mahwah, N.J: Erlbaum
- Falconi, T.M. (2006), Moving towards a global dashboard of local PR infrastructure? Retrieved July 14, 2010, from PR conversations online blog post, at <http://www.prconversations.com/>
- Falconi, T.M. (2010 April), Global Stakeholder relationship governance, paper for institute for public relations. Retrieved May 15 from <http://www.instituteforpr.org/Files/uploads/globalstakeholderrelationshipgovernance.dpf>.

(٢١) تم الرجوع في هذه النقطة للمراجع التالية:

- Wakefield Robert (2011), "Managing Global Public Relations" in Danny Moss and Barbara De Santo (eds.), Public Relations: a managerial perspective, London: Sage Publications Ltd., , PP.471-474.
  - Falconi, T.M. (2006), Moving towards a global dashboard of local PR infrastructure? Retrieved July 14, 2010, from PR conversations online blog post, at <http://www.prconversations.com/>
  - Falconi, T.M. (2010 April), Global Stakeholder relationship governance, paper for institute for public relations. Retrieved May 15 from <http://www.instituteforpr.org/Files/uploads/globalstakeholderrelationshipgovernance.dpf>.
- (22) Falconi, T.M. (2010 April), Global Stakeholder relationship governance, paper for institute for public relations. Retrieved May 15 from <http://www.instituteforpr.org/Files/uploads/globalstakeholderrelationshipgovernance.dpf>.

- (23) Yang Aimei et al., (2016), Ethical convergence, divergence or communities? An examination of public relations and journalism codes of ethics, *public relations review*, vol. 42, Issue 1, pp. 146-160.
- (24) Taylor Maureen and Yang Aimei (2015), Have global ethical values emerged in public relations industry? Evidence from national and international professional public relations associations, *Journal of business ethics*, vol. 130(3), pp. 543-555.
- (25) Yeon KimSoo (2014), An exploratory study of ethics of codes of professional public relations associations: proposing modified universal codes of ethics in public relations, *Journal of mass media ethics*, vol. 29(4), pp. 238-257.
- (26) Robert Wakefield (2010), The translucency corollary: Why full transparency is not always the most ethical approach?, *Public relations journal*, Vol. 4(4), retrieved 10/14/2016.
- (27) Jung Ki-Eyun (2010), Ethics statements of Public relations firms: what do they say? *Journal of business ethics*, vol. 91(2), pp. 223-236.
- (28) El-Astal Mohammed (2007), Is Honesty an absolute public relations value?, [www.ipra.org](http://www.ipra.org).
- (29) Murphy E. Patrick (2005), Developing, Communicating and promoting corporate ethics statement: a longitudinal analysis. *Journal of business ethics*, Vol. 62, Issue 2, pp. 183-189.
- (30) Fitzpatrick R. Kathy (2002), Evolving standards in public relations: A historical examination of PRSA's Codes of ethics, *Journal of mass media ethics*, vol. 17, Issue 2, Published online 17 Nov. 2009.
- (31) Fitzpatrick R. Kathy (2002), From enforcement to education: The development of PRSA's member code of ethics, *Journal of mass media ethics*, Vol. 17, Issue 2, p. 111-135, Published online 17 Nov. 2009.
- (32) Hunt Todd and Tirpok Andrew (1993), Universal ethics code: An idea whose time has come, *public relations review*, vol. 19, Issue 1, pp. 1-11, Available online 27 April 2002.
- (33) Roth L. Nancy et al., (1996), Can't we all just get along: Cultural variables in codes of ethics public relations review, vol. 22, Issue 2, pp. 151-161.

- (34) Derina R. and Holtzhausen, (2015), The unethical consequences of professional communication codes of ethics: a post modern analysis of ethical decision-making in communication practice, public relations review, vol. 44(5), pp. 769-776.
- (35) Ki Juang-Eyun (2012), Factors affecting ethical practice of public relations professionals within public relations firms, Asian Journal of business ethics, vol. 1(2), pp. 123-141.
- (36) Jung Ki-Eyun et al. (2012), Does ethics statement of a Public relations firm make a difference? Yet it does, Journal of business ethics, vol. 105(2), pp. 267-276.
- (37) Vitell J. Scott and Hidalgo E. R. (2006), The impact of corporate ethical values and enforcement of ethical codes the perceived importance of ethics in business: A comparison of U.S. and Spanish managers, Journal of business ethics, Vol. 64, Issue 1, p. 31-43.
- (38) Aam M. Avshalom and Rachman-Moore Dalia, (2004), The methods used to implement an ethical code of conduct and employee attitudes, Journal of business ethics, Vol. 54, Issue 3, pp. 225-244.
- (39) Huang Yi-Hui (2001), Should public relations code of ethics be enforced? Journal of business ethics, vol. 31(3), pp. 259-270.
- (40) Boo H. Y. El Fred and Koh Chye Hian, (2001), The influence of organizational and code-Supporting variables on the effectiveness of a code of ethics, Teaching Business ethics, Vol. 5, Issues 4, pp. 357-373.
- (41) Somers, M. J. (2001), Ethical codes of conduct and organizational context: A study of the relationship between codes of conduct, employee behavior and organizational values, Journal of business ethics, Vol. 30, Issue 2, pp. 185-195.
- (42) Schwartz, M. (2001), The nature of the relationship between corporate code of ethics an behaviour, Journal of business ethics, Vol. 32, Issue 3, pp. 247-262.
- (43) Wright K. Donald (1993), Enforcement dilemma: Voluntary rapture of public relation codes, Public relations review, Vol. 19, Issue 2, pp. 13-20. Available online 27 April 2002.

(٤٤) على عجوة (دكتور): الأسس العلمية للعلاقات العامة. الأسس العلمية للعلاقات العامة، ط٥، القاهرة: عالم الكتب ٢٠٠٨، ص ص١٦-٢٠.

- (٤٥) تم الرجوع في هذه النقطة للمراجع التالية:
- أشرف عبد المغيث (٢٠٠٣)، أخلاقيات ممارسات العلاقات العامة على شبكة الإنترنت، المؤتمر العلمي السنوى التاسع لكلية الإعلام - جامعة القاهرة، الجزء الثالث، ص ١٠٤١ - ١٠٨٧.
  - سلوى العوادلى (٢٠٠٣)، البعد الأخلاقى فى ممارسة التسويق الالكترونى، المؤتمر العلمي السنوى التاسع لكلية الإعلام جامعة القاهرة، ص ٢٢٧، ٣٨٦.
  - (٤٦) أمل فوزى منتصر، (٢٠١٦)، اتجاهات طلاب العلاقات العامة نحو الدراسة الأكاديمية للأخلاقيات المهنية، المجلة العلمية لبحوث العلاقات العامة والإعلان، العدد السابع - يوليو - سبتمبر ٢٠١٦، ص ٢٥٣-٣١٦.

(47) Taylor Maureen and Kent L. Michael (2016), Towards legitimacy and professionalism: A call to repeal the Gillet Amendment, Public relations review, Vol. 42, Issue 1, pp. 18.

(٤٨) أ - تمت الاستعانة بالمصادر التالية فى تطوير التصميم المنهجى للدراسة:

- Taylor Maureen and Yang Aimei, (2015), Op.cit., pp. 543-555.
- Jung Ki-Eyun (2010), Op.cit., pp. 223-236.
- Jung Ki-Eyun et al. (2012), pp. 267-276.

ب- الموقع الرسمى على الوب للمنظمات التالية:

- الاتحاد الدولى للعلاقات العامة وإدارة الاتصال.
- الجمعية الدولية للعلاقات العامة.
- الجمعية الأمريكية للعلاقات العامة.
- جمعية القائمين بالاتصال فى مجال الأعمال.

ج- الإطار النظرى للدراسة.

د - أمل فوزى منتصر (٢٠١٣)، صناعة العلاقات العامة الدولية: دراسة تحليلية لعينة من المواقع الالكترونية لكبرى وكالات العلاقات العامة الدولية، المجلة المصرية لبحوث الإعلام، العدد ٤٥، أكتوبر - ديسمبر ٢٠١٣.

(49) ([www.globalalliancepr.org](http://www.globalalliancepr.org))

- [www.prsa.com](http://www.prsa.com)

(50) Huang, Y. H. (2001), Should Public Relation code of ethics be enforced, Journal of business ethics, 31, pp. 259-270.

(51) Jung Ki-Eyun et al., (2012), Op.cit., p. 123.

(٥٢) - الجمعية الدولية للاتصال [www.icahdq.org](http://www.icahdq.org)

- معهد العلاقات العامة [www.instituteforpublicrelations.org](http://www.instituteforpublicrelations.org)

- (53) Maureen Taylor and Aimei Yang (2015), Op.cit., PP. 543-555.
- (54) - [www.instituteforpr.org](http://www.instituteforpr.org)  
- [www.icahdq.org](http://www.icahdq.org)
- (55) Shakuntala Rao and Seow Ting Lee (2005), Globalizing media ethics? An assessment of universal ethics among international Political Journalists, Journal of mass media ethics, Vol. 20, Issue 2-3.
- (56) [www.awpagesociety.com](http://www.awpagesociety.com)
- (57) [www.icahdq.org](http://www.icahdq.org)
- (58) [www.iccopr.com](http://www.iccopr.com)
- (59) [www.pria.com.au](http://www.pria.com.au)
- (60) [www.prinz.org.nz](http://www.prinz.org.nz)
- (61) [www.prii.ie](http://www.prii.ie)
- (62) [www.cipr.co.u](http://www.cipr.co.u)
- (63) <https://sverigeskommunikatorer.se>
- (64) Jung Ki-Eyun et al., 2010, Op.cit., pp. 223-236.
- (٦٥) أمل فوزى منتصر، (٢٠١٦)، أخلاقيات الإعلام: تحليل أهم الاتجاهات البحثية فى مجالى إعلام السلام وقانون الإعلام وأخلاقياته: دراسة مقارنة لنماذج من قوانين ومواثيق الأخلاقيات فى مصر تونس والولايات المتحدة والمملكة المتحدة، المؤتمر العلمى السنوى الثانى والعشرون لكلية الإعلام – جامعة القاهرة، ص٧٠٧.