

The impact of intellectual property protection on quality, creativity and competitiveness of media products of the Palestinian Broadcasting Corporation (PBC)

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Abstract

The study aimed to identify the impacts of intellectual property protection on quality, creativity and competitiveness in media products of the Palestinian Broadcasting Corporation (PBC).

To achieve the objectives of the study, the researcher used descriptive methods through conducting a survey, where the researcher developed a questionnaire that covered all relevant study variables. The questionnaire was tested and its validity and reliability were confirmed. The survey covered 290 employees of the Palestinian Broadcasting Corporation (PBC) in the West Bank and Gaza Strip. The sample size of the study was 197 respondents.

The study found that the evaluation of intellectual property protection at PBC as indicated by its employees was 72.6%, while their evaluation of the quality of media products of PBC was 74.4%, the evaluation of creativity in media products of PBC was 75.1%. On the other hand, the evaluation of competitiveness in media products of PBC was the highest at 76.5%. The results of the study showed that there is a relationship between the protection of intellectual property and the quality of media products, as well as creativity and competitiveness in media products of PBC (the correlation coefficient between them was 68.9%, 65.6%, and 50.5% respectively). The contribution of intellectual property protection in interpreting the values of media products in terms of quality, creativity and competitiveness and their percentages were 47.2%, 42.8% and 25.2% respectively.

The study came up with a number of recommendations, the most important of which is that a law and code of conduct for the protection of intellectual property must govern the work in media field. In addition, the necessity of alerting, by all possible means, decision takers, policy makers and planners on the harmful impact of violating the intellectual property rights, especially in Palestine, where its serious impact on creativity and quality production caused distinct innovators to leave homeland. Moreover, the need to develop an integrated program for raising awareness and capacity building of PBC employees in the field of intellectual property. And the need to consolidate the financing of media products of PBC to be the sole source for PBC as it would positively impact the intellectual property protection as well as quality, creativity and competitiveness of media products of the Palestinian Broadcasting Corporation (PBC).