

## THE ROLE OF PUBLIC RELATION IN THE DEVELOPMENT OF ORGANIZATIONS

### Mujeeb Rahman Ziarmal

Senior Teaching Assistant, Head of the public relations Department, journalism and public relation faculty, Kandahar University.

Email: m.ziarmal@kdur.ed.af

### Abdul Latif Ahmadi

Teaching Assistant. public relations Department, journalism and public relation faculty, Kandahar University.

Email: abdullatifahmadi2014@gmail.com

### Abdul Qadir Jalali

Journalism Department, Communication and Journalism faculty, Kabul University.

qadir.jalali@gmail.com

### ABSTRACT

Public relations, as a strategic process in the organizational communication system, plays a key role in creating and maintaining effective communication between the organization and its internal and external stakeholders. This field deals with interactions with various audiences such as employees, customers, media, society, and other relevant communities. The aim of this research is to examine the relationship between public relations and organizational strategies, as well as the significant impact that public relations can have on the development and success of organizations. Due to the importance of this topic, this article has addressed some important topics and concepts in this field through library research and the study of articles and books in order to investigate the impact of public relations on the development of organizations. The research results show that public relations is considered an important factor in achieving organizational strategies. This factor can have an influential role in determining marketing and sales strategies, identifying external opportunities and threats, establishing strong relationships with customers and relevant communities, improving organizational processes and performance, and enhancing the image and brand recognition of the organization. For successful implementation of public relations strategies, organizations need appropriate financial and human resources, expertise and capabilities in their workforce, organizational culture change, and

facilitation of the change process and internal collaboration. Additionally, external factors such as market changes, competitors, technology, and regulations may require adjustments to public relations strategies.

**Keywords:** Public relation, Organization development, improving organizational strategies.

## 1 Introduction and Problem statement

Public relations, as a strategic process in organizational management, plays a significant role in the development and progress of organizations. In an era of intense competition in global markets, effective communication and increased public awareness about organizations are critical. In this regard, the role of public relations in organizing and enhancing communication with internal and external stakeholders is very important. Ferguson (1984) initially highlighted the need for research and performance in public relations to focus on the relationship between an organization and its publics, a perspective that has been accepted and advanced by many researchers over the years (Ferguson, M. A, 1984). Research shows that public relations can have a significant impact on ensuring the success of organizations. Studies conducted by Grunig, Cutlip, and their colleagues demonstrate that increasing community awareness about organizations, establishing effective relationships with customers, and gaining public support have a considerable influence on organizational development (Grunig, 2002; Cutlip et al., 2006). Additionally, Ali Mohammadi found that due to the complexity of internal and external organizational environments, there have been significant changes in the business environment. Therefore, organizations need to adopt a new approach in formulating their strategies to ensure their continuity and progress because satisfying internal and external stakeholders is essential for organizational development. In this regard, public relations plays an extraordinary role and should plan to identify the needs of internal and external groups more accurately and satisfy them (Mohammadi, 2021). Similarly, Mahajer Urmieh concluded in his research that effective public relations lead to achieving goals and improving the level of service provided by organizations and raising awareness among audiences (Mahajer Urmieh, 2018). Given the potential importance of public relations in the development of organizations, there are effective strategies that organizations can utilize to achieve their goals. One important strategy in public relations is communication with customers. Organizations can enhance their relationships with customers by providing quality services and products and gaining their trust. Furthermore, providing effective communication channels such as telephone lines, email, and



social networks helps organizations receive feedback and address customer concerns (Broom, G.M., & Sha, B.L., 2013). In addition to customer communication, communication with the community and media is also crucial. By establishing effective relationships with the media and journalists, organizations can accurately disseminate their news and information and attract public opinions. Continuous interaction with the media can also help organizations gain public support and increase public awareness. Public events and activities are also effective strategies in public relations. Organizing exhibitions, conferences, speeches, and festival ceremonies enables organizations to interact with the community and provide opportunities for sharing ideas and enhancing public awareness.

Given the importance of public relations in the development of organizations, there are challenges and fundamental issues in establishing and maintaining effective public relations and utilizing them optimally. The main issue is how organizations can establish strong public relations and simultaneously use appropriate tools and strategies to enhance their development. Therefore, discussing and examining the key factors that affect public relations in organizations and how to manage and utilize them will be essential in facilitating the growth and progress of organizations.

## **2 Importance of Research:**

Research in the field of public relations and its impact on the development of organizations is of great importance. This systematic and logical process is used to search, collect, analyze, and interpret information in order to understand and clarify issues and phenomena. Research in this field can help organizations in the following areas: Firstly, by researching and identifying the needs, preferences, and communication patterns of customers, organizations will be able to design and implement better strategies for their public relations. Secondly, research in the field of public relations can help organizations identify competitors, target markets, and competitors' communication patterns, which can improve competitive strategies and develop marketing and public relations plans. Thirdly, research in the field of public relations can lead to increased public awareness of the importance of public relations and its impact on organizations. Fourthly, research can help organizations gain a better understanding of themselves, their organizational identity, and values, and play an important role in establishing effective internal communications and improving internal interactions within the organization. Overall, research in the field of public relations enables organizations to improve planning and decision-making, enhance brand image, attract public support, and develop internal interactions.



### 3 Explanation of some important concepts

#### 3.1 Public Relations:

Public relations include activities and strategies that organizations use to establish and maintain relationships with different populations. These activities include managing external communications (with the media, customers, and society) and managing internal communications (with employees and members of the organization). The main goal of public relations is to create and maintain positive attitudes and satisfaction in the community. Various definitions have been proposed for public relations, including the definition proposed by Rex Harlow, who has extensive writings in the field of public relations. He suggests that "public relations is the knowledge through which organizations consciously strive to act on their social responsibility in order to gain understanding and support from those who are important to the institution" (Ahmad et al., 2012). All definitions emphasize that without a doubt, public relations is key in organizations' communication with employees, customers, media, and other organizations. The public relations manager is also a manager of organizational communication because public relations is a bridge capable of reducing organizational concerns, and the public relations manager is a spokesperson for the audience to convey their message to the organization, as well as a spokesperson for the organization to convey the organization's message to the audience. The public relations manager should have more information than other individuals in the organization because they make decisions about the organization's credibility (good or bad) more than anyone else. Public relations managers should define the role of public relations in the organization first, in the sense that public relations must prove itself to the organization first. Because if public relations cannot introduce itself to the organization, it cannot introduce the organization to customers and society.

#### 3.2 Organizational Strategies

Organizational strategies play a very important role in determining the goals and strategies of an organization, predicting the needs and preferences of customers, and the growth and development of the organization and solving problems that arise on the path towards achieving goals and fulfilling commitments. Organizational strategies, in addition to determining the main and primary goals of the organization, help formulate the necessary strategies to achieve these goals.

Organizational strategies also take into account the needs and preferences of customers and, by analyzing the market and customers, try to propose suitable solutions to attract and retain customers. These strategies can include pricing, improving the quality of products

and services, developing relationships with customers, and using various marketing methods. In addition, organizational strategies help the organization to grow and develop. Suitable strategies for expanding activities, entering new markets, developing new products and services, and improving overall performance are determined by analyzing the internal and external situation. Furthermore, organizational strategies help the organization in solving problems that arise on the path towards achieving goals.

### **3.3 The effect of public relation on organizational**

In fact, the impact of public relations on organizational strategies refers to the study and analysis of communications and activities in public relations within an organization and their role in achieving organizational strategies. Public relations involves coordination and communication with internal and external stakeholders of the organization, as well as public events and activities. The impact of public relations on organizational strategies can be examined from various perspectives. For example, public relations can have an influential role in determining marketing and sales strategies. By establishing strong connections with customers and relevant communities, an organization can gain customer trust and strengthen its desired brand. Additionally, public relations can help identify external opportunities and threats and assist the organization in strategic decision-making. By understanding the needs and preferences of customers, the competitive market, and the business environment, the organization can propose suitable strategies and make necessary improvements in its structure and activities. Therefore, it can be said that public relations can have a direct impact on organizational strategies.

### **3.4 Public relations play a crucial role in organizational communication.**

It involves managing and maintaining the relationship between an organization and its various publics, including customers, employees, investors, media, government agencies, and the general public(Christensen & Cornelissen, 2011). Here are some key reasons why public relations is important in organizational communication:

**Reputation management:** Public relations helps organizations build and maintain a positive reputation. By effectively communicating with stakeholders, addressing concerns, and highlighting achievements, PR professionals can shape public perception and enhance the organization's image(Prapavessis & Carron, 1996).  
**Crisis management:** In times of crisis or negative events, public relations is essential for managing the situation and minimizing damage to the organization's reputation. PR professionals develop strategies to

address issues, provide accurate information, and communicate effectively to regain trust and credibility.

**Building relationships:** Public relations focuses on building and nurturing relationships with various stakeholders. By engaging in two-way communication, organizations can understand the needs and expectations of their audiences, establish trust, and foster long-term relationships (Bailey et al., 2009).

**Media relations:** PR professionals work closely with the media to generate positive coverage and manage media inquiries. They craft press releases, organize press conferences, and build relationships with journalists to ensure accurate and favorable media representation (Edwards, 2006).

**Employee communication:** Effective internal communication is vital for employee engagement, morale, and productivity. Public relations facilitate transparent and timely communication within the organization, keeping employees informed about company news, policies, and initiatives (Sudiran, 2015). **Influencing public opinion:** Public relations aims to shape public opinion and attitudes towards an organization. Through strategic messaging, storytelling, and targeted campaigns, PR professionals can influence public perception, generate support, and promote understanding of the organization's values and goals. **Stakeholder engagement:** Public relations involves engaging with various stakeholders, such as customers, investors, community members, and advocacy groups. By understanding their interests and concerns, organizations can tailor their communication efforts to meet their needs and build mutually beneficial relationships. **Branding and marketing support:** Public relations complements branding and marketing efforts by creating a positive environment for the organization's messages. PR activities, such as media coverage, events, and endorsements, can enhance brand visibility, credibility, and recognition (Botan & Taylor, 2004).

## Conclusion

In today's world, understanding, mutual recognition, and communication are accepted as fundamental principles of management to achieve goals. Public relations, which is seen as a strong element in evaluating and strengthening programs and advancing organizational goals, is considered one of the important factors in the fate of any organization and group. Today, the role of public relations in its various positions and different conditions is not hidden from anyone. All members of society in various cultural, political, economic, etc. sectors are looking for public relations that help them design methods and determine policies related to the future. Public relations plays various roles

in different positions and conditions, but two roles can be distinguished more than others in internal and external communications. The art of public relations is to be able to identify external resources and conditions and link them to internal resources and facilitate the implementation of internal orders and ultimately establish proper communication within the organization. In this regard, the first step is to understand the environment and the organization, and the purpose of this understanding is to identify and investigate its internal and external strengths and weaknesses. Therefore, public relations is considered a very important and influential factor in achieving organizational strategies. This factor can play a significant role in determining marketing and sales strategies, identifying external opportunities and threats, establishing strong connections with customers and relevant communities, improving processes and organizational performance, and enhancing the image and brand recognition of the organization. To succeed in implementing public relations strategies, organizations need appropriate financial and human resources. Adequate financial resources are needed to cover the costs of implementing public relations strategies and necessary advertising. In addition, human resources with expertise and necessary skills in various fields such as public relations, marketing, media and communications, brand management, etc., should be present in the organization. In addition to financial and human resources, organizational culture change is also necessary for the success of public relations strategies. Organizational culture change means creating a work environment where there are open and transparent communications, collaboration and interaction between members of the organization, and mutual trust among them. For this purpose, the organizational culture of the organization must change towards paying attention to strong communications and public relations. In addition to cultural change, internal collaboration is also necessary for the success of public relations strategies. Collaboration between members of the organization and different teams is very important for implementing public relations strategies. This collaboration can include exchanging information, experiences, and resources and facilitating process improvement and organizational performance. External factors may also require adjustments to public relations strategies.

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