



Application of Public Relations in the Enterprise Management

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Abstract: Both public relations and enterprise management are born during development of commodity economy, and both of them aim at promoting the main body to realize sustainable development. Therefore, there is a very close relationship between public relations and enterprise management. Through the flexible use of public relations in enterprise management, it is helpful to innovate the concept of enterprise management and provide it with a variety of management paths, so that enterprises can greatly improve their own management level. Therefore, it is of great practical significance to study the application of public relations in enterprise management.

Keywords: *public relations; enterprise management*

Publication Date: June 2019

Publication Online: 20th June, 2019

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0 Introduction

The practical application of public relations refers to the management activities in which a social organization makes use of communication means to form two-way communication between itself and the relevant public organizations or individuals, so that both sides can understand and adapt to each other. In the aspect of enterprise management, public relations represent the circumstance in which an enterprise or an organization takes honesty and trustworthiness as the first criteria, communication and publicity as a means, and through sustained efforts to improve the popularity and reputation of an enterprise. This is to establish a good corporate image in the public.

1 The Meaning and Characteristics of Public Relations

From the point of view of the development of enterprise management theory, public relations represent an interdependent and related organizational state produced by enterprises such as the specific economic development organizations, and the public. Thus, it is important to determine the internal organizational structure and external development of the enterprise. If enterprises want to survive and develop, they should not only rely on the transformation of internal organizational functions, take science and technology-driven innovation as the core of development, and create goods or services that meet the needs of the market to enhance economic efficiency, but also focus on marketing. The enterprise can establish a diversified marketing system to build market awareness, as well as adopt the use of advertising, marketing, activity planning and other commercial means to export brand culture concepts to the public to establish public relations in line with the development plan of the enterprise. Whether or not the enterprises can obtain economic benefits in the market depends on whether the enterprises can establish brand ecology with public relations as the core. As the main body of market consumption, the purchase behavior of the public is affected by quality of the public image of the enterprise. The enterprise is closely related to the public and has an excellent social image, so the public will spontaneously choose its goods. When companies are estranged from the public and have a poor social image, the public will not choose to buy their goods. Therefore, as the core of enterprise management strategy, public relations determine the social image, brand awareness and economic

benefits of enterprises.

2 The Problems and Causes of Public Relations in Enterprises

2.1 The Problems Existing in the Enterprise Public Relations

The current application of public relations in enterprise management does not achieve its functions and effects owing to the problems such as weak awareness of public relations, limited channels of public relations dissemination, and a series of problems including non-standardization of the industry. To explore the reasons, from the outside of the enterprise, the current consumers or customers have the awareness of information security, awareness of safeguarding rights, and audacity to engage in dialogue with enterprises which could lead to the occurrence of public crises and the intensification of media coverage. For a long time, unscrupulous media driven by interests will report false news, denigrate the image of the enterprise, and cause the crisis of corporate public relations. As far as the interior of the enterprise is concerned, some enterprises have not established the normal early warning mechanism of public relations, and the prediction and handling of emergencies are not timely and inappropriate, which affect the image of the enterprise. In addition, honesty is the foundation of the survival of the enterprise. However, if the enterprises with economic benefits do not take the initiative to communicate with the government and consumers, credibility issues will be engendered. The main existing problems are as follows:

2.1.1 The public relations consciousness of enterprises is weak under the planned economy system in the past, there was no normal market competition, and the reputation and image of enterprises were irrelevant. Under the socialist market economy system, however, many state-owned or public enterprises do not consider importance of the establishment of corporate image in the competitive market. Thus, their public relations consciousness becomes relatively weak. They devote themselves to production, but do not invest manpower and material resources, financial resources to publicize for the benefits of public relations. Ultimately, they have to face the gradual loss of competitiveness. Due to short-term income considerations, some small and medium-sized enterprises have a narrow vision that affects the long-term development of enterprises. Reluctance to establish enterprise brands, demand for

the expansion of product reproduction, minimal investment to the public relations departments and low professionalism, epitomize the narrow vision behavior of these enterprises.

2.1.2 The dissemination of public relations among enterprises is small, and the channels of communication are limited. Some enterprises do not have reasonable norms and designs for public relations communication, and lack the vision of long-term development. As a result, the managers and staff of the enterprise lack the understanding of the importance of public relations. They do not form a public relations cultural atmosphere, and because of the limited quality of personnel responsible for corporate public relations, the implementation of public relations activities becomes insufficient. The communication channels of the existing corporate public relations mostly take the form of networking and advertising, involving limited content, area and impact. In addition, some existing enterprise public relations management is not standardized and facing other issues.

2.2 Analysis of the Causes of the Problems of Enterprise Public Relations

2.2.1 From the internal point of view, the reasons for the problems of enterprise public relations mainly exist in two aspects: enterprise integrity and enterprise management. Honesty is the foundation of enterprises. Some enterprises blindly pursue economic benefits and disregard the public opinion. They do not say yes to the negative comments of the outside world and lack effective communication with consumers and the government, which is the main manifestation of the problem of enterprise integrity. In the aspect of enterprise management, most enterprises do not have established public relations practice at present. The effective early-warning mechanism can help prevent the public relations crisis in time, and the post processing also lags behind, which extends the crisis management time and causes low efficiency.

2.2.2 From the external point of view, the gradual increase in the consciousness of consumption, the safety consciousness and the consciousness of the protection rights among the consumers greatly increase the probability of the crisis of public relations. The improvement of national policies and regulations and the increase of law enforcement supervision have made it lot more difficult for some enterprises to fix the damage of public relations. Furthermore, the increase of the number of

the media and their diversification strengthen the media supervision and report. This presents challenges to the public relations work of the enterprise.

3 Research on the Application of Public Relations in the Enterprise Management

3.1 Scientific Development of Enterprise Strategy

In the application of public relations in enterprise management, it is also important to make scientific and reasonable decision-making and strategic content for enterprises. Based on the enterprise management under the public relations, the enterprise employee, government, consumer, etc. will be treated as management subjects at the same time. With the aims of expanding the self-interest of the enterprise as the operation and management target and paying high attention to the social benefit, the enterprise can use the new media with wide audience range and fast propagation speed, such as the micro-blog, the WeChat, and the like based on the actual situation of the enterprise. Combining the existing product service and the advantage resources, the enterprises can vigorously promote their products, services and management ideas, so that the consumers, government, enterprise employees and the like can participate in the daily operation management of the enterprise on the basis of effectively guiding the consumers. They can serve to effectively enhance the mutual trust relationship between the enterprise and the consumers, government, employees and the like, and help the enterprises to acquire more valuable information. After the application of public relations to complete the collection of various information data, it should be classified management and in-depth analysis, so that the enterprise can develop the corresponding development strategy more pertinently, thereby effectively improving the management effect of the enterprise.

3.2 Condensing the Cultural Atmosphere and Building the Public Relations System of the Enterprise

The core of public relations in the enterprise management application is the cultivation of the innovative spirit and the practical ability. Therefore, the unique cultural atmosphere of the enterprise must be condensed and the public relations system of the enterprise should be constructed. Firstly, the enterprise needs to inculcate in all the enterprise personnel the public relations consciousness, overcomes one-sided understanding, and

serve the purpose of the enterprise, so as to form the unique cultural atmosphere of the enterprise. Secondly, the cultivation of public relations consciousness in the enterprise personnel should cover three main aspects, i.e. the overall and image consciousness in the face of the enterprise, the public and social consciousness in the face of the customer or consumer, and the communication and service awareness in the face of the public relations activities. This would help strengthen the soft power of the enterprise in market competition.

3.3 Timely Application of New Technical Means to the Public Relations Activities of the New Media Era and the Use of Technical Media are the Basic Requirements of Public Relations Staff

In addition to enhancing their public communication awareness and public communication skills, public relations personnel should also improve the ability in using new technology and multimedia. New media is not only the product of scientific and technological progress, but also an important platform for the development of enterprise public relations in the new media era. Therefore, it is particularly important for enterprises to apply new technological means to public relations. Besides, it is necessary to do a good job in the training of the correct use of new technical means, so that it can provide better technical support for enterprise public relations. On the other hand, it is also necessary to encourage the staff of enterprise public relations to make full use of various media technology platforms to carry out public relations work, so as to maximize the effect of enterprise public relations. Only by comprehensively analyzing and grasping the media literacy of the staff of enterprise public relations through scientific improvement and continuous innovation, the enterprise public relations can get good results.

To sum up, the rational use of public relations in enterprise management is not only helpful for enterprises to alleviate their own internal and external contradictions and solve the existing enterprise crisis, but also for enterprises to formulate scientific management and development strategies, so that their own enterprise management effectiveness can be optimized. Therefore, when enterprises apply public relations to all kinds of management work in the future, they also need to combine the actual situation of enterprises and deepen their understanding and cognition of public relations, so as to apply them to enterprise management and to truly

promote the long-term and stable development of enterprises in the new era.

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