

About Public Relations In Romanian Firms

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Abstract Underlining the concern of the organizations for the activity of public relations has been done through an applicative study, achieved within 53 firms, with different fields of activities from Cluj.

The research method was the boring, and the used instrument was the questionnaire, which has been pre-tested on a sample of 5 firms and then administrated in firms, between April the 24th, 2008 and May the 16th, 2008. There will be presented the preoccupations within the firms regarding public relations mainly human resources, the finances involved, the instruments of public relations involved in the studied organizations.

I. INTRODUCTION

Underlining the concern of the organizations for social responsibility in general and the activity of public relation has been done through a preliminary study within 53 firms with different activities in Cluj district, Transylvania.

The research method was the boring and the used instrument was the questionnaire.

II. SOME PRELIMINARY RESULTS

To the first question: "Is your organization preoccupied with social responsibility?" the answers were as follows:

- ▶ Very little (24.52%)
- ▶ Little (20.75%)
- ▶ Average (15.09%)
- ▶ Much (28.30%)
- ▶ Very much (11.32%)

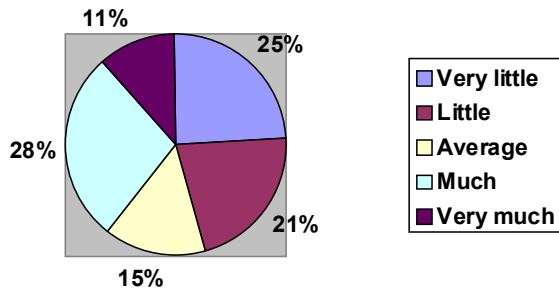


Fig. 1. The concern for social responsibility within the investigated organizations

28.30% of the respondents said that they are concerned a lot about social responsibility in their organization. It is not a big percentage, on the contrary, but it is a promising start for increasing the role of social responsibility within the organizations.

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The following question refers to the purpose of public relations activity in the Romanian investigated firms, being known that they are the Cinderella of the promotional mix. Thus, within the investigated organizations, public relations have the following importance:

- ▶ Very low (18.86%)
- ▶ Low (26.41%)
- ▶ Average (30.18%)
- ▶ High (13.20%)
- ▶ Very high (11.32%)

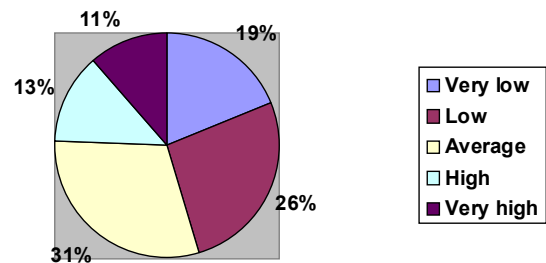


Fig. 2. The importance of public relations in organizations

Public relations should be really important in organizations, but in our case, in many of the investigated organizations, 30,18% have an average importance.

To the third question regarding the number of employees within the organization related to public relations, the answers were:

- ▶ Nobody (28.30%)
- ▶ One person (47.16%)
- ▶ Many persons (24.52%)

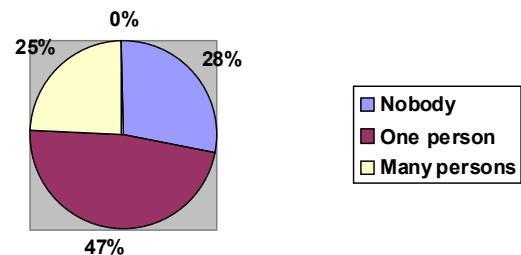


Fig. 3. The number of persons hired for public relations in organizations

Unfortunately the respondent organizations have few persons for public relations. A quite significant percent, 28,3% do not have even one person hired for public relations.

47,16% have only one person and 24,52% have many persons, but these organizations are big firms, with an average number of employees of more than 249 persons.

To question number 4: “What percentage of the business figure is allocated to public relations?” the answers were as follows:

- ▶ Below 1%(62.26%)
- ▶ Between 1-2%(30.11%)
- ▶ More than 2%(7.5%)

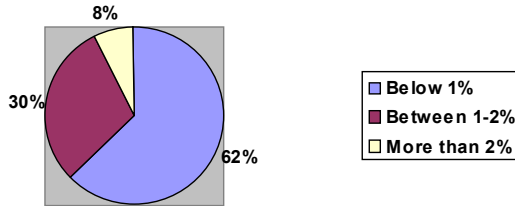


Fig. 4. The percentage of the business figure allocated to public relations

The majority of the investigated firms allocate below 1% of the business figure for public relations.

To question number 5: “Does your organization donate money to the non-governmental associations?”, the answers have been at least surprising, thus:

- ▶ Yes (47.16%)
- ▶ No (11.32%)
- ▶ I don't know (41.50%)

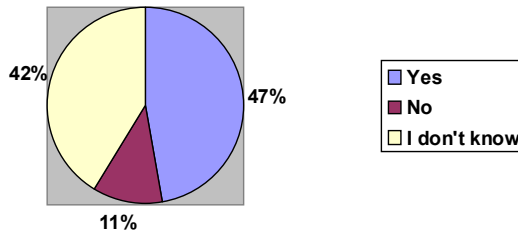


Fig. 5. Donations for non-governmental associations

To this question 47.16% of the respondents had an affirmative answer, but these organizations should have mentioned at question number 6 the fields of activity of the organizations where they donate the money. None of these firms have mentioned the activity of these associations, which raises serious question marks.

The majority of the answers for question number 7: “Do you offer money as sponsorship?” have been affirmative:

- ▶ Yes (96%)
- ▶ No (0%)
- ▶ I don't know (4%)

Out of the total number of respondents have answered this question only those who have answered yes to question number 5, meaning 25 organizations.

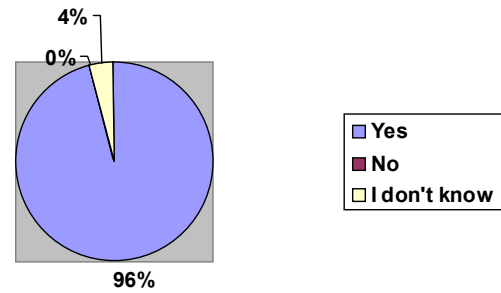


Fig. 6. Sponsorship activities in organizations

The following question tried to underline if, within the organizations, there are scholarships for high-school students and students. The answers were:

- ▶ Yes (7.54%)
- ▶ No (30.18%)
- ▶ I don't know (62.26%)

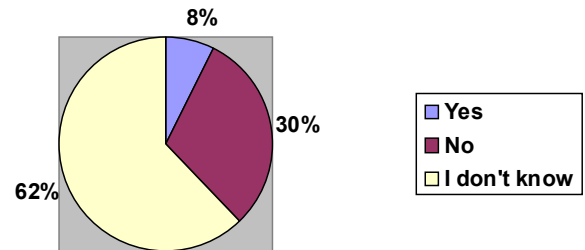


Fig. 7. Scholarships for high-school students and students

To this question the affirmative answers were 7,54%, a quite small percentage. The ones who answered yes have been asked to mention the monthly amount of the scholarships, but none of the organizations answered.

The following question asked the respondents to mention activities of public relations developed within the organization, but there were no answers, surprisingly.

The investigated firms had the following main characteristics:

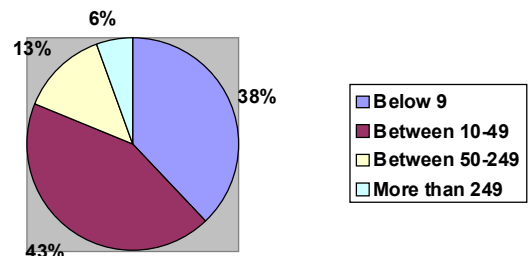


Fig. 8. The average number of employees

Average number of employees:

- ▶ Below 9(37.73%)
- ▶ Between 10-49(43.39%)
- ▶ Between 50-249(13.20%)
- ▶ More than 249(5.66%)

The fields of activity are: commerce, transport, protection, financial, buildings, distribution and so on.

The juridical type of the investigated organizations:

- ▶ S.R.L.(73.58%)
- ▶ S.N.C.(5.66%)
- ▶ S.C.S.(0%)
- ▶ S.C.A.(0%)
- ▶ S.A.(13.20%)
- ▶ Others (7.54%)

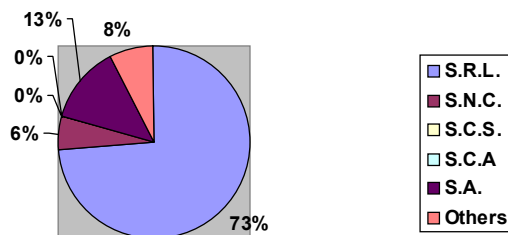


Fig. 9 Juridical form of the organization

73.58% of the investigated firms are societies with limited responsibility.

III. CONCLUSION

Social responsibility is the company's attitude with respect to the society in order to obtain success through the law, by assuming an ethical behavior, by offering a special attention to the environment and by taking into consideration the needs and interests of all the partners.

Public relations represent that element of the promotional mix which pursues the evaluation of the public's attitude, the identification of those aspects that might waken the consumers' concern and the elaboration of programs that will attract the understanding and favorable attitude of the public regarding the firm and its products.

Public relations have a medium importance within the organizations, and the majority of the respondents have only one person for public relations within the organization, while a significant percentage do not have even one person that might take care of public relations. The percentage allocated for public relations in the investigated firms is below 1% of the business figure.

47.16% of the investigated organizations donate money to non-governmental associations.

The respondent organizations, the majority of them are firms with a small number of employees, their activity being different and most of them are societies with limited responsibility.

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