



# IMPACT OF PUBLIC RELATIONS ON A CORPORATE ORGANIZATION TO HAWKINGPATH

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## Abstract

Public relations (PR) plays a pivotal role in shaping the reputation, credibility, and overall success of corporate organizations. This study delves into the multifaceted impacts of PR, exploring its influence on brand perception, stakeholder engagement, crisis management, and corporate communication strategies. Through a comprehensive review of existing literature and case studies, the research highlights how effective PR practices can enhance organizational transparency, foster trust, and drive business growth. It examines the strategic integration of PR within marketing, its role in digital and social media landscapes, and the importance of maintaining a consistent and positive public image. The findings underscore that robust PR initiatives are crucial for navigating the complexities of modern corporate environments, mitigating risks, and leveraging opportunities to build sustainable competitive advantages. By elucidating the tangible and intangible benefits of PR, this study provides valuable insights for organizations seeking to optimize their PR strategies and achieve long-term success.

**Keywords:** Public relation, Crisis management, Stakeholder engagement, Reputation protection, Trust building.

## 1.1. Introduction

Public Relations can be defined as the strategic management of communication between an organization and its target audience, with the aim of building and maintaining mutually beneficial relationships. It involves a range of activities, including media relations, social media engagement, crisis management, corporate branding, and stakeholder communication. At its core, PR focuses on influencing perceptions, managing reputation, and fostering positive interactions to support the goals and objectives of the organization. In today's dynamic business environment, effective PR practices are essential for establishing and maintaining positive relationships with various stakeholders, including customers, investors, employees, and the community at large. Effective PR practices are essential for establishing credibility, building trust, and maintaining positive engagement with customers, investors, employees, and the wider community.

## 1.2 Review of Literature

**Macnamara, J.(2020)**, Effective public relations measurement and evaluation are crucial for demonstrating PR's impact on organizational success. This research emphasizes the importance of metrics and evaluation in public relations to showcase its impact on organizational success. Empirical research and metric analysis, Public relations metrics, evaluation, organizational success.

**Coombs, W. T., & Holladay, S. J. (2021)**. Effective public relations strategies are critical in managing organizational crises and mitigating reputational damage. The paper investigates the role of public relations in crisis management, highlighting strategies that help mitigate reputational damage. Case studies and strategic analysis. Crisis management, reputational damage, public relations strategies.

## 1.3 Research Gap

The impact of public relations in corporate organizations is a rich area of study, but there are some notable research gaps. For instance, there could be more exploration into the effectiveness of different PR strategies in diverse industries or the role of social media in shaping public perceptions of corporate entities.

## 1.4. Objectives of the Study

- To study about the effectiveness of public relations strategies in enhancing corporate reputation.
- To understand the correlation between public relations activities and financial performance
- To study about the influence of Public Relations on stakeholder perceptions and behavior.

## 1.5 Research Methodology

**Instrumental Design:** Five questions were created for each element of the structured questionnaire using Likert's five-point rating system.

**Data Collection Method:** The study collected primary and secondary data on the variables influencing information collected through company employee and employer through questionnaire.

**Study Population:** The total population of HAWKINGPATH, Chennai is 452.

**Sample Size and Sampling Technique:** The sample size of the study is 150 respondents. The respondents are employees of the HAWKING. The method of easy simple random sampling was employed to gather the data.

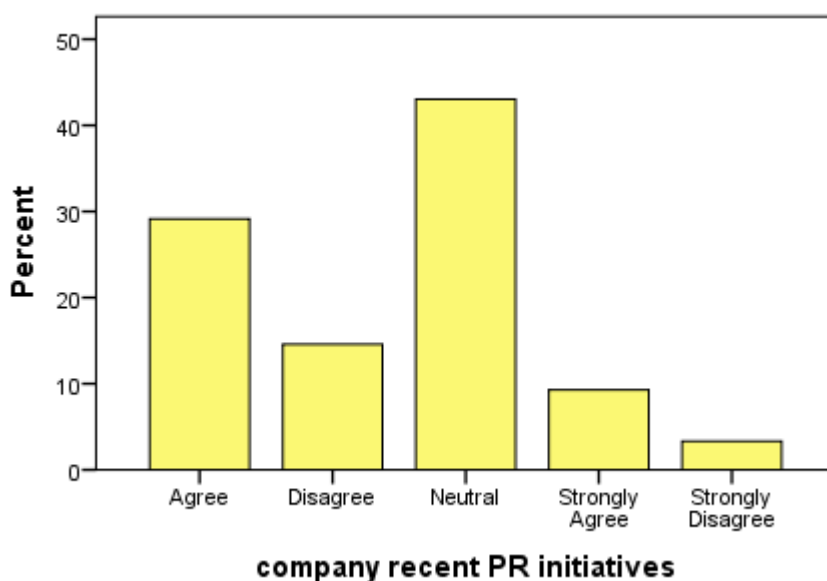
**Data Analysis:** Descriptive analysis was used to analyse the data. Percentage Analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.

Chart Analysis is applied for better understanding of the percentage analysis and it is done via bar charts.

## Company recent PR initiatives

Particular	Frequency	Percentage
Strongly Agree	14	9.3
Agree	44	29.3
Neutral	65	43.3
Disagree	22	14.7
Strongly disagree	5	3.3
Total	150	100.0

Table. No. 1.1 Company recent PR initiatives



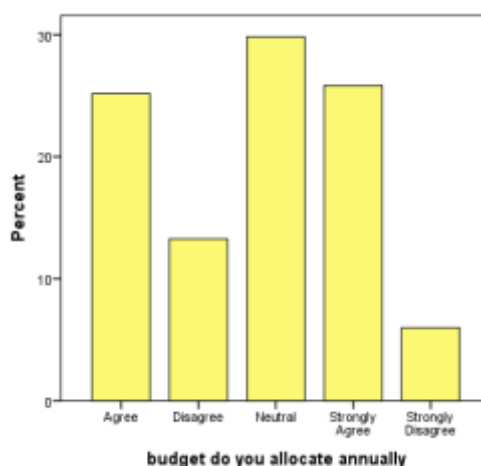
**Fig. No. 1.1. Company recent PR initiatives**

**Inference:** From the above table, it is inferred that 43.3% of respondents are Neutral, 29.3% of them are Agree, 13.3% of them are Disagree, 9.7% of them are Strongly Agree, and 4.4% of them are Strongly Disagree.

#### **Budget do you allocate annually**

Particulars	Frequency	Percentage
Strongly Agree	39	26.0
Agree	38	25.3
Neutral	44	29.3
Disagree	20	13.3
Strongly disagree	9	6.0
<b>Total</b>	<b>150</b>	<b>100.0</b>

**Table. No. 1.2 Budget do you allocate annually**



**Fig. No. 1.2 Budget do you allocate annually**

**Inference:** From the above table, it is inferred that 29.3% of respondents are Neutral, 26.0% of them are Strongly agree, 25.3% of them are Agree, 13.3% of them are Disagree, 6.0% of them are Strongly disagree

### Chi-Square Tests Null hypothesis

H0: There is no significant between the new skill relevant to your job role and enhanced ability contribute team project

### Alternative hypothesis

H1: There is significant between the new skill relevant to your job role and enhanced ability contribute team project

### Summary of chi-square

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Budget do you allocate annually	150	100	0	0	150	100
Company recent PR initiatives						

**Table. No.1.7. Summary of the chi-square**

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	25.110	16	.068
Likelihood Ratio	25.037	16	.069
N of Valid Cases	150		

**Table. No. 1.8 Test statistics**

**Inference:** From the above table 1.8, the significant value is **p=.068** which is greater than **0.05**. So, alternative hypothesis is accepted, it reveals that there is significant association between Training helped you acquire new skill relevant to your job role and Strategic training enhanced ability contribute team project.

### Correlation Null hypothesis

H0: There is no relationship between Relevance strategy training is given for job role & Strategy training improved job performance Alternative hypothesis

H1: There is relationship between Relevance strategy training is given for job role & Strategy training improved job performance.

### Correlation

		Relevance of strategy training to your job role	Strategy training improved job performance
Budget do you allocate annually	Pearson Correlation	1	.347
	Sig. (2-tailed)		.001
	N	150	150
Company recent PR initiatives	Pearson Correlation	.347	1
	Sig. (2-tailed)	.001	
	N	150	150

**Table. No. 1.9 Correlation**

**Inference:** From the above table, it is inferred that,  $r=.347$  (r value lies between -1 to =1), hence it is clear positive correlation relationship between Relevance of strategy training to your job role and Strategy training improved job performance.so, **H1** is accepted. There is significant association between Relevance of strategy training to your job role and Strategy training improved job performance

### 1.6. Suggestions

- Highlight a recent PR campaign and detail how it enhanced your corporate reputation. Mention any awards or recognitions received.
- Estimate the portion of revenue linked to PR activities. Provide a percentage or a range to show its significance.
- Share any observed link between positive media coverage and sales growth. Use specific examples if possible.
- Mention any formal analysis conducted to link PR to financial performance. Include methods or tools used for this analysis.

### 1.7. Limitations of the study

- Many of the respondents are not willing to answer few questions.
- There was a difficult in employee interaction in Hawkingpath.



## 1.8 Conclusion

A Study on Impact of Public Relations in Corporate Organization play a crucial role in corporate organizations by managing their reputation, fostering goodwill, and maintaining positive relationships with stakeholders. Through effective PR strategies, companies can enhance their brand image, build trust among consumers, investors, and employees, and mitigate potential crises. Ultimately, PR is instrumental in supporting long-term growth and sustainability, making it a vital function in any successful corporate organization.

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