



# Impact Of New Media On Corporate Communication: Case Study Of Navratna Psus

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## ABSTRACT

The emergence of new media technologies has changed the way business interact with their stakeholders maintain their reputation and deliver messages in ever changing field of corporate communication. This research focuses on the impact of new media on corporate communication with reference to the case study of Navratna public sector undertaking (PSUs), which are pivotal players in the Indian economy. Search explains how Navratna PSUs uses digital platforms like social media corporate websites, blogs, and podcasts to meet organizational goals and adjust to the changing communication landscape .

With a focus on the use of cutting edge technology in branding strategies com the literature study offers of comprehensive summary of research on the incorporation of new media in corporate communication. Also highlights the significant influence dad the digital media has on consumers.

This case study combines qualitative and meditative approaches to assess various data sourcing using a mixed method approach. A careful examination of effectiveness of new media in improving corporate communication within Navratna PSUs is made possible by methodological data gathering method and deliberate sampling such as document analysis and social media analytics. Triangulation provides detailed insights into the integration of new media while ensuring the validity and dependability of the findings.

This case studies main goal is to evaluate how new media affect corporate communication in NavratnaPSUs by looking at give potential obstacles, difficulties and best practices. Does research also aims to bridge the gap between the theory and practice by offering practical recommendation for improving communication efficacy in digital age. This research advances corporate communication by examining goal such as crisis communication tactics and stakeholder involvement. This research contribute to advancing corporate communication practices in public sector.

## INTRODUCTION

In the dynamic landscape of corporate communication, the emergence of new media technologies has fundamentally reshaped the way the organizations engage with their stakeholders, manage their reputation, and convey their messages. In today's ever changing dynamics of corporate communication and digital media which is helping it to grow it in a fast forward button, we've got our Navratna Public Sector Undertakings (PSUs), those big players in the Indian economy that keep things chugging along in sectors like energy, manufacturing, and infrastructure. It has emerged like the rockstars of the public sector world, recognized for their stellar performance and contributions to national development.

Let us imagine how this new media and corporate communication can go hand in hand and how this collaboration is benefiting Navratna PSUs. As to survive this technological driven world had to be updated to keep their reputation high and their stakeholders happy.

When we will dig deep into the several case studies, we are going to learn how Navratna PSUs is handling the digital revolution and what are there communication strategies.

With the advent of new media like social media platforms, corporate websites, blogs, podcasts and other multimedia content has paved the path for the connectivity , interactivity and communication and accessibility for the new way of resolving the problems. Though these new dynamics has pose both challenges and opportunities for Navratna PSUs.

Through this dissertation, learning about the communication practices of prominent public sectors like Navratna PSUs we will aim to learn the way in which they have adapted to digital age, harnessed the power of new media channels and emerging trends ro achieve organizational objectives.

It is important to examine the evolution of corporate communication in digital era and behind the adoption of new media by Navratna PSUs. Understanding the practical implications of integrating new media into corporate communication practices is also important.

In this we will link corporate communication which is the strategic management of communication process within an organization, Navratna PSUs or Navratna Public sector Undertaking which are the nine high performing public sector enterprises in India and New media which are the digital communication technologies and platforms that enable interacting and sharing information through various channels and content together.

Whether it's the adoption of digital platforms, talent acquisition or other aspect of new media used by Navratna PSUs we will identify and learn what is the core difference between Maharatna , Navratna and Miniratna and how these sectors used new technologies to leverage easy and effective corporate communication. The companies in these sectors are recognized for their exceptional performance and strategic performances. They significantly contributes to the national development all across the various sectors such as energy, telecommunication, informational and other important sectors. How these sectors are influenced by the new media and how it has transformed the way these organizations engage and facilitate communication and enhances connectivity.

Another area to be covered in this would be crisis communication and reputation management in the digital era. How Navaratna PSUs recognize and emphasize the importance of being proactive and transparent in addressing crisis and maintain its reputation by avoiding the reputational risks and avoiding late crisis management. By maintain open area of communication or as we say open lines of communication the chances of risks are decreased. By addressing concerns in real-time these enterprises can safeguard their reputation and maintain stakeholders trust.

Moreover, The impact of New Media on Corporate Communication within Navratna PSUs goes far beyond mere technological adaptation. These enterprises embraces digital innovation across various sector of

communication, uses it for talent acquisition and employee engagement to manage crisis management and maintain customer relations.

By leveraging the power of New Media channels, Navratna PSUs not only enhances their brand visibility and reputation but also drive its organizational growth and success in the digital age.

## Review of Literature

There are several research papers that shows or give insights about various connectivity of incorporation of new media in corporate communication. In this paper we will gain more knowledge about how new media impacts corporate communication with reference to case study of Navratna PSUs. Some of the research papers like [papers/innovative-research-on-digital-new-media-in-corporate-brand-xpex64fo] informs about donative research on digital media in corporate communication brands .

Technological breakouts are driving a fundamental disruption in the business corporate communication landscapes. In this review of literature, we will examine how some of the most valuable corporation in the world which has incorporated jet cutting edge technologies into their corporate communication strategy. This review provides insights into how businesses or corporate like Navratna PSUs uses these technologies to make experience for internal and external stakeholders by making it more immersive and engaging.

It investigates the use of cutting-edge technologies such as chatbots, augmented reality, virtual reality, artificial intelligence and machine learning, other technologies to draw conclusions from relevant studies. This review contributes to the rapidly changing field of information and communication technology in corporate communication like Navratna PSUs under to help to understand the relation more several companies or corporates Huggies communication strategies in an increasingly digital environment this research looks at how these firms or corporates are using the technologies to promote engagement and connection. This provides a thorough grasp of revolutionary potential of technology of Corporate Communication through a mix of theoretical ideas and empirical analysis, opening the door for further research and innovation in this crucial area.

The corporate branding dynamics are changing rapidly and significantly in this ever changing digital media ecosystem. By highlighting the research on the changing landscape of digital media , the significance of innovation in digital branding strategies , the role of digital communication channels in corporate branding, potential research gaps, Andy contribution of current research and this field with the literature review provided seeks to explore the key themes or the key ingredients surrounding the intersection of digital media and corporate branding .

Certain emerging technologies like augmented reality and virtual reality, as well as social media platforms and mobile marketing channels are all included in the category of digital new media the way these platforms influence customers behaviour and information consuming habits is this subject of the fields research. The research demonstrates that the digital new media have major impact on decision consumer making processes with the social media platforms being essential for customer involvement, product research and brand discoveries. For marketing efforts and many brand communications, the company's might use or are using digital new media more and more. There are certain research and theories have also pointed out that research emphasises the value of openness and authenticity in brand communication on digital platforms. Highly degree of brand endorsement and loyalty have been observed by the company that uses social media forms for targeted marketing and consumer interaction. This type of research can help us to build the link between how to use brand like navratna PSUs and how to use the new media to improve the brand image of Navratna PSUs.

There are several research paper based on these theories which helps to connect the three dots of this research paper. The research inspired from [corporate-use-of-social-media-1exqkhmy]

## **The rise of social media and its Impact on Communication:**

The research shows on how the social examines the birth and the development of different social media networks such as Instagram, twitter, facebook and others. The research explains on how media has radically altered how people and the organizations communicate with one other also on how social media affects customers behavior and information gathering practices .

## **In the Digital Age, Corporate Communication and Marketing:**

Studies shows how the drawbacks of traditional business communication tactics are useful in digital age. Though there are many advantages of it but it also carries certain disadvantages that can harm the reputation of the brand.

## **Current studies**

Several current studies on the usage of social media by corporate communication and its impact can be reviewed through previous studies. The previous researches can give insights on how the business and the way the businesses use the social media for the range of objectives , including awareness raising and brand promotion. Several other researches and results and their researches would be highlighted in the research papers such as relationship management, customer interaction, product development market research, crisis communication and public relations.

## **Theoretical Frameworks for Understanding Social Media Use:**

The review can investigate ideas and framework related to social media marketing that are also relevant to the study of corporate social media use. For example , considering The Benefits and application theory , it comprehends why the users interact with social media , The Network Theory explains how the social network and new media are structured and how they affect communication .

["New media and conflicting realities in multinational corporate communication: A case study" *International Review of Applied Linguistics in Language Teaching*, vol. 40, no. 4, 2002, pp. 323-343. <https://doi.org/10.1515/iral.2002.016>]

the landscape of corporate communication is undergoing a significant transformation day invention of several new media technologies. This review will explore the implications of new media on corporate communication practices on corporate or within Navratna public sector undertaking or as we know Navratna PSUs focuses on the understanding of challenges and opportunities presented by these technologies and its advancements. New media technologies encompass various mediums and platforms such as digital platforms, social media, interactive communication channels and others which has Rishi taped the way that the organization engages with their stakeholders (Gupta & Bhandari, 2020). In the reference to navratna PSUs which operates as a key player in Indian public sector, integration of new media into the corporate communication strategies has become one of the important aspects for maintaining the relevance and it is also important to forest a good relationship with the stakeholders or stakeholder engagement.

A Case study conducted within the framework of Navratna PSUs which shades light on the diverse dynamic of corporate communication and its important in the digital age. The study analysis key communication practices between the central headquarters and the regional subsidiaries. It also examines the role of new media platforms such as social networking sites email communications and webinar which also helps in facilitating the internal and external communication (Singh & Kumar, 2019).

This literature of review also highlights the dual nature of new media technologies, which simultaneously offer opportunities which enhances the connectivity but it also poses some challenges related to the information overload and data security (Kaur & Kaur, 2018). Navratna PSUs first navigate this complex landscape by leveraging several new media tools which will help to streamline the communication process. It will also ensure that the confidentiality and the integrity of the corporate information stays at its place.

Moreover, denigration of several new media technologies into the corporate communication strategies will allow a cultural shift within the organisations. It will require the employees to adapt to the new model for better interaction and collaboration (Gupta & Bhandari, 2020). Accepting the new culture of innovation and embracing the digital transformations Navratna PSUs can harness its full potential of new media technologies to enhance the transparency, efficiency, and stakeholder engagement in corporate communication practices.

## **Methodology**

The methodology used by our researchers is a methodically designed road map for negotiating the challenges of researching how new media affects corporate communication in Navratna PSUs. They're well-positioned to find significant findings that will improve the field's both theory and practice because to their careful analysis, ethical considerations, and a well-balanced combination of qualitative and quantitative methodologies.

### **1. Research Design:**

This research uses a case study methodology, This research design helps in enabling a thorough examination of the communication processes, tactics, procedures and results used at Navratna PSUs and other public sectors. Certain case studies help in offering deep, contextualized insights into the issues that is being studied, it helps more deeper or improved understanding of how new media affects the dynamics of business communication or other aspects. Furthermore, a mixed method is also used which uses various techniques which helps to improve the reliability and accuracy of conclusions by analysing and interpreting data from several sources. With this techniques we may be able to find or evaluate the influence of new media on corporate communication and inside these public sector organizations. And it will also help in capturing the subtleties and complexity of communication processes by focusing mainly on Navratna PSU's.

## **Research Approach**

This study is done to ensure an in depth understanding of new media on corporate communication within Navratna PSUs, for this both methodology is used that is, qualitative and quantitative methodology. This will give us a comprehensive and balanced approach to the research. We would also use content analysis to examine the subjective perspective of important players. These types of methodology helps to measure data, trends and patterns over a wider spectrum. It also helps in finding broader depth, breadth and validity to the study to facilitate a thorough understanding of the event being studied.

## 1. Sampling Strategy

In order to select Navratna PSU's that is our main organization of the research which also represents a range of sectors, geographic locations, and levels of acceptance of new media adaptation a Purposeful Sampling is used. This selection criteria also includes organization's size, industry type, geographic location and the new media presence. The purpose of carefully choosing cases that shows the differences between the communication strategies and various outcomes is to provide a thorough understanding of the trend that is being studied. We may also use methods to investigate a variety of communication practices and experiences that takes place inside Navratna PSU's because to this sample techniques, which also helps in enhancing the research's breadth and depth.

## Data Collection Methods

- Qualitative approach – Through the analysis of materials like press release, corporate websites, social media posts and other qualitative approaches that offers important insights into the discourses that influences corporate communication practices. Document Analysis: In order to understand what kind, tone and efficiency of communication initiatives used by the corporate communication. Materials of corporate communication such as press release, annual reports and social media content are some of the materials examined. To find the themes and patterns, written and visual information must be systematically reviewed and coded to get accurate data.

Observations: Observing Navratna PSU's communication activities like as social media exchanges, staff gathering, and public events might have directly observed. This helps in offering insightful information on organizational culture and communication pattern in the present moment.

- Quantitative approach- through analysis of effectiveness and utility of new media channels that supports organizational communication through analysis of quantitative data. These includes indicators like engagement rates, reach and sentiment analysis.' Social Media Metrics: There are various metrics such as information on social media interaction indicators, such as reach, engagement rates and sentiments analysis and others are used to gather analytical tools. The reach and its numbers used to evaluate the influence of new media on stakeholders involvement and also the brand perception by an analysis of social media interactions, trends and audience demographics. The distribution and characteristics of quantitative variables are described by certain statistical methods like frequencies, percentages, and measures of central.

## Data Analysis:

After gathering the data we need to analyze it to gather the required information and ignore the unwanted part. By using the rigorous analytical approaches, we try to make sense of all the data collected. Applying statistical techniques to examine quantitative data, and pattern in qualitative data. By combining information from several sources, we must be sure that the conclusion are legitimate and reliable.

## Triangulation:

Triangulation is not just a fancy term but it is a key component of solid research. Cross referencing data from various methodology, sources, and viewpoints is being done. This helps in strengthening the validity of the conclusion. It also helps in presenting a more comprehensive and nuanced view of the influence of new media on corporate communication in Navratna PSUs by communicating in Navratna PSUs by combining qualitative and quantitative data.

## AIM

The primary aim of the dissertation is to examine various aspects like how new media has impacted corporate communication, how corporate communication practices at Navratna Public Sector Undertaking (PSUs) in India have changed and how these changes have impacted the economy of the country. It aims to investigate the methods, difficulties results ad toher aspect related to the incorporation of new media platforms into Navratna PSUs communication strategies through various case study analysis.

Certain points needs to be specified in order to achieve following objectives-

### ➤ Examining the adoption of New Media Channel-

The one of the aim of this dissertation is to investigate how much Navratna PSUs have included new media channels into their communication strategies, such as blogs, podcasts, corporate websites, social media platforms, and multimedia material. By using a deep analysis of these platforms and their usage trends, this dissertation seeks to provide insight into how Navratna PSUs' communication environment is changing and how it is impacting others.

### ➤ Determining Motivations and Drivers –

These are used to identify any underlying factors that influences organizational decisions and strategies which are related to adoption of new media technologies within Navratna Public Sector Undertaking (PSUs). By using or exploring motivations and drivers. A number of different types of factors need to be examined like organizational culture, stakeholder expectations, industry trends and competitive pressures in order to fully understand these variables that acts as essential elements which drives the integration of new media into corporate communication practices

➤ **Analysing Challenges and Barriers:**

The goal of this dissertation is to focus and examine the difficulties and the challenges that Navratna PSUs have or faces when it utilizes new media for corporate communications. Some of the challenges are limitation of resources, legal compliance, technological infrastructure, data security and privacy. These are the most common and important challenges that needs to be prevented. Our goal is to shed light on the complexity of integrating new media and its projects into public sector and organizations by carefully examining these challenges and barriers.

➤ **Assess Impact on Corporate Communication:** Through a rigorous assessment of the impact of new media on various dimensions of corporate communication within Navratan PSUs, including stakeholder engagement, brand reputation, organizational transparency, and crisis management, this study aims to evaluate the effectiveness and efficacy of new media strategies in achieving communication objectives. By analyzing relevant metrics, such as audience reach, engagement rates, sentiment analysis, and media coverage, the research seeks to quantify the tangible outcomes and implications of new media adoption.

➤ **Exploring Best Practices and Innovations:**

Every sector has its unique innovations and practices that helps it to grow. In this dissertation we will investigate most of the creative methods and the best practices that Navratna PSUs have used to improve communication effectiveness. Through this they accomplish their strategic goals while using new media channels in corporate communications.

➤ **Providing Practical Insights and Recommendations:**

This dissertation also intendsto offer various useful suggestions and actionable insights for Navratna PSUs and for other organizations. These organizations works in similar situations, relying on the conclusion and insights which are obtained from the case studies analysis. In order to improve business communications and it effectiveness , these recommendations can include methods for overcoming obstacles, seizing opportunities, and utilizing new media technologies to their mximum extent.

By focusing on these aims, our dissertation hopes to advance the academic debate on new media and corporate communication ain context of the public sectors.



**Objectives:**

The objectives of this dissertation are multifaceted, It aims to thoroughly investigate the impact of new media on corporate communication within Navratna Public Sector Undertakings (PSUs) in India

The dissertation objective is to bridge the knowledge gap between theory and practice by combining empirical data, theoretical frameworks, and case studies from the actual world. It would also provide practical insights that will assist corporate leaders and communications professionals in navigating the challenges of digital age will be the outcome.

1. **Learning about sectors-** learning about different types of Public Sector Enterprises and how it effects the economy of the country.
2. **Investigation of New Media Utilization:** exploring and learning about different range of new media platforms and technologies that Navratna PSUs use for communication and try to explain their scope and use.
3. **Evaluation of Stakeholder Engagemen** Examining how well various new media platforms works to promote stakeholders participation in Navratna PSUs, paying particular attention toto reach , responses , interactivity and other variables.
4. **Study of Internal Communication Dynamics :** studying how new media affects orgamizational culture, flow of informations and involvement of different workers and employees.
5. **Evaluation of Crisis Communication Strategiest :** By looking and evaluating the use of new media in crisis cu=ommunication we can measure the effectiveness of Navratna PSUs. We can also measure it by looking at their responsiveness, openness, and capacity to reduce reputational risks.
6. **Identification of Technological Challenges:** Identifying the technological challenges and barriers or difficulties encountered by Navratna PSUs when it adopts the integration of new media tools into its communication frameworks.
7. **Examination of Strategic Opportunities:** examing the strategic opportunities or potentials that new media technologies provides for the Navratna PSUs which includes better connections of stakeholders, also includes increased brand visibility and creative communication strategies.
8. **Regulatory Compliance Analysis:** examining how closely Navratna PSUs follow legal and regulatory framework that control the use of new media in corporate communications. This also includes concerns about the protection of the data ,content management and its compliance with law.
9. **Examining of Cultural Implications:** Investigating or examing the cultural uses of new media adoption within Navratna PSUs may affect the culture or cultural norms , taking into account the

elements like organizational hierarchies, communication rules and regulations and the continuous resistance to change.

**10. Comparison with Industry Benchmarks:** Conducting a comparative analysis which will examine how Navratna PSUs communication strategies as compared to those of private sector industry benchmarks, in this we will identify any similarities or differences as well as possible areas for the development.

**11. Integrating Findings and provide Recommendations:** combining study results into practical suggestions that will help the people to learn and Navratna PSUs to maximize their use of media while ensuring and to learn that whether their plans are in line with stakeholders expectations and organizational objectives.

## Hypothesis

### Hypothesis 1

**The integration of new media platforms into corporate communications strategies significantly influences the effectiveness of communication and organizational image of Navratna PSUs.**

### Explanation

Change in communication paradigm: According to this hypothesis, Navratna PSUs traditional communication paradigm has changed, this happened due to introduction of new media channels. Same as the organization's communication with the stakeholders is also changing because of the emergence of social media sites like blogs, online forums and other digital platforms.

The reach and engagement is also improved. It is also believed that Navratna PSUs benefit from both improved reach and engagement via new media channels with their stakeholders. Which also includes staff members, clients, investors, and the public at large. These platforms provides real time communication, feedback system and direct contact all of which have potential to increase the effect of business communication.

It helps in increasing Authentication and transparency. According to the hypothesis Navratna PSUs may improve authenticity and transparency in their communication strategies utilising new media. These platforms have the potential to improve stakeholders perception of the organization and its credibility and trustworthiness. This is done by facilitating open communication and direct access to rain information.

Integration of traditional and digital channel has also digitalised the way communication takes place. It is assumed that the smooth integration of traditional and digital channels are the key components of corporate communication strategies in the Navratna PSUs. South channels or the mediums which plays important role in communicating the important messages arr press releases, corporate events and seminars and many more.

These are example of channels that plays crucial role in communicating and preserving important messages, stakeholders, connections and many more, new media also presents potential for innovation and participation.

It might have effect on organisational performance. The theory proposes that Navratna PSUs Overall performance is positively impacted by the effective adoption and use of new media in corporate communication full stop. these influences helps to positively effect the organizational performance such as better financial performances indicators, staff morale, stakeholder satisfaction and brand impression.

## Hypothesis 2

**Higher level or numbers of stakeholders involvement will be observed by Navratna PSUs by using new media technologies for corporate communication. Navratna PSU level would be higher then those using the traditional or conventional communication tactics.**

The hypothesis suggests that when Navratna PSUs use new media technologies into their corporate communication strategies then the stakeholder involvement will be higher than what they depend on. It will be higher than when they depend on traditional communication techniques. The interactive elements in the new media platforms allows for the direct connection and engagement with the stakeholders, it also promotes inclusivity and involvement of the stakeholders.

The concept is supported by the nature of modern media platforms which allows the company to start the discussion answers and questions and how to resolve the issues immediately. Navratna PSUs can raise stakeholder involvement levels bye facilitating the conversation and interaction among them. This can happen via appropriate use of these platforms.

The research study would compare the degree of stakeholder interaction between the Navratna PSUs that have lost new media technologies and those who have not in order to determine the accuracy of d hypothesis. Engagement levels can be measured by matrix including participation in online forums, website traffics, and social media engagement. Analysing the success of model through case studies can provide the best practices for the use of new media in corporate communication to increase the level of stakeholder participation.

### Hypothesis 3

**Improved organizational reputation and stakeholder confidence will come from the integration of new media channels into the corporate communications within Navratna PSUs, since this will boost accountability and transparency.**

According to this theory, accountability and transparency would increase if the new media platforms were added into the corporate communication plans into the organization that is the Navratna PSUs. New media platform will help to establish the credibility and confidence among these stakeholders by facilitating open communication and direct access to the information available. This will also enhance the organizations reputation. These organisations may communicate with one another and with others in real time and provide reliable information which shows their responsibility for the activities through the use of new media channels. Stakeholder trust increases by the transparency that these platforms provide. Also enhances the organisations reputation.

Researchers might examine stakeholders trust and reputation indicators of the organization both before and after incorporation of many new media platforms in order to evaluate this theory. The mutation and the trust level may be tracked by the surveys sentimental analysis of the Internet chats, and the media coverage. Comparative case studies can also have successfully used in the comparative study of new media. Comparative studies of new media for the communication can positively enhance the accountability and transparency image of the organization.

### Hypothesis 4

**When It comes to the resolution of crisis , Navratna PSUs uses new media 4 crisis communication management will outperform those that just uses traditional communication channels in term of response time information distribution and result.**

According to this hypothesis navratna psus which uses new media for crisis communication and management would do better then those organizations dad just uses traditional communication channels and mediums in term of reaction or in the time of crisis. It also affects the information sharing and crisis resolution results. During the time of crisis, new media channel also allows geek company to speak with the stakeholders quickly and directly. This helps with timely information sharing and efficient crisis management.

Because new media platforms have real time communication abilities, companies may response to the consumers quickly to the developing situations and provide the stakeholders with the current information. Because these platforms are interactive thats why communication is also possible which helps the businesses to address the issues and handle emergencies in a much better way. Researchers can compare the performance of the companies using new media for crisis communication management which those that only uses traditional channels, this can be done by analysing case studies or actual crisis scenarios within the such as

Navratna PSUs. This will help to validate the theory. Domain how successful the new media is in crisis communication the important indicator must include reaction times, the reach of the message, the satisfaction of the stakeholders and the crisis resolution outcomes, these all can we examined.

## Hypothesis 5

**The successful placement and efficacy of new media incorporated communication within Navratna PSUs would be greatly influenced by factors including organisational culture support from the leadership, allocation of the resources, and training of the Staffs**

According to this theory, organisational elements like culture, support from the leaders, allocation of the resources and training of staffs are all important in deciding how well new media adoption in corporate communication works among Navratna PSUs. In order to create an atmosphere that is favourable to adopt certain new media technologies the organizational culture and leadership support are important. Employee training and sufficient resource allocation are also required for successful implementation and for the use of these platforms.

Leadership support or support from the leaders and the culture of the organization also has a huge impact on Z attitude and behaviour of the workers around the adoption of the new media. It has been seen that successful adoption of new technologies are more likely in an involvement where ghee creativity is valued and is receptive to them. In addition delivering the infrastructure and skills that are needed for successful use of new media platforms requires sufficient resource allocation and personal training. We can explore the impact of organizational culture, support from the leaders, resource allocation and option and efficacy of new media and corporate communication by conducting surveys another mediums such as interviews or focus group within the organization or within the Navratna PSUs. In order to test these hypothesis we might use these. By analysing these comparisons across various organizational environment can put lights on to these elements could shows effective implementation and results.

## Sample and selection

To thoroughly examine the influence of new media on corporate communication there are various strategies across Navratna public Sector (PSUs), this research utilizes a single, complete case study approach. This research intends to clarify the various links between organizations social media activities and their organizational features. Particularly size and commitment to sustainability, by concentrating on Navratna PSUs, which represents one of the prominent institutions within the Indian Public Sector.

### Sample selection Criteria

Companies' Size and Social Media Practices-Navratna PSUs open priority in the sample selection process according to their size, taking into account all the important indicators like revenue, market capitalization, and staff strength. This criteria guarantees our diversified representation of public sector enterprises which operates or are operating at different scales hence allowing a nuanced investigation off social media use and communication methods.

Emphasis on how new media affects the green behaviour of the companies all the sectors- in the light of increasing focus on the environmental responsibilities and sustainability, this research focuses on how

Navratna PSUs have shown initiative in implementing green programs. Businesses that focus or already have well established environmental policies and procedures will be chosen to evaluate how new media platforms affect green behaviour promotion and sustainability focused communication.

Companies Listed from 2007 to 2015 on London's AIM- Navratna PSUs that were listed on Indian stock market between 2007 and 2015 will be included in the sample to enable a long examination of how corporate communication strategies have changed and how it responds to the dynamic of new media . There are significant advancements in the digital media technologies and it incorporates into the business communication strategies that have occurred during this time.

Factors influencing a social media presence related to earnings announcements: by considering the importance of corporate event in influencing the stakeholder perception and market dynamics, Navratna PSUs that are track record of actively participating on social media platforms during the earning releases will be included in this research. Rajesh search intends to discover some of the major diverse of digital communication strategies by analysing the factors impacting the firms social media presents during the time of important events in any public sector.

### Data Collection Methodology

Several methods of discrete qualitative data collecting will be used, without focus on discourse analysis of freely available sources of information. We will collect data using the following methodology .

#### Observation-

by observing the social media activities of Navratna PSUs, including content distribution audience interaction, engagement metrics and various other metrics, we will be observing an analysing the results for the research purpose. The insight into the business communication strategies and stakeholder engagement techniques may be obtained by attentively observing digital communication channels like Twitter, LinkedIn and other corporate blog.

#### Book study –

a thorough examination of business publications , like as annual reports, sustainability disclosures, and CSR campaigns, will give important information about how new media technologies are incorporating into the communication framework of key public sectors such as Navratna PSUs. This method will supplement examination of digital communication channel that means it will help to analyse the digital communication channels by looking at how business present their sustainability initiatives and interact with the stakeholders through conventional print media.

#### Documents study-

analysing press releases, news reports and outside correspondence will provide more information or insights on how digital media affects traditional media outlets and other information sharing tactics. This approach will illustrate geek changing dynamic of the media convergence and its resulting consequences for corporate communication strategies bike contrasting on how corporate events and activities are portrayed across the various communication channels.

### Procedure

The procedure section outlines the methodological measures that implement to carry out the investigation on the influence of or the impact of new media on corporate communication within navratna public sector undertaking. This will take place by adding a structural method that includes data collection, analysis and data interpretation. The research aims to clarify the changing dynamic of corporate communication within the framework of the use of digital media.

## Selection of Navratna PSUs:

The selection of Navratna PSUs as the study focal organization is the first step in the process. To find business acknowledged for their outstanding performance and strategic importance Indian public sector, an intentional sampling method is utilized.

criteria such as market capitalization, revenue and sectoral representation are also considered ensure that a diverse sample of companies which reflects various organizational characteristics.

The Government of India, which designates some public sector companies as Navratna (meaning "nine gems"), determines which PSUs are considered Navratna. These businesses or sectors distinguish out because of their financial performance, Operational effectiveness and independence. In order to create a comprehensive rest of navratna PSU which covers various industries including energy, manufacturing, finance and telecommunication. The selection procedure include reviewing official government data, industry reports, and various expert opinions.

## Identification of Data Source:

The next step after choosing Navratna PSUs is to find an appropriate data sources for analysis. A wide variety of data kinds are taken into consideration, such as:

Social media platforms- through social media platforms information about companies digital communication strategy content dissemination method stakeholder engagement initiatives can we measured. The data taken from the official corporate profile on the social media sites like Facebook LinkedIn and Twitter can also be used.

Corporate publications- by examining the annual reports, sustainability disclosures And the CSR activities will provide useful information on how the navratna psus are engaging with their stakeholders, communicating with new media and representing their sustainability programmes.

External communications- press releases, media attention and external communication analysis offers further insights into how a company aura brand event and projects are seen and communicated through various channels.

## Data Collection:

Discrete techniques are used for data collecting which involves collecting information from freely accessible sources and business papers. Researchers gas external communication on organizational events and projects, it also records corporate publications to keep a close eye on Navratna PSUs social media activities. The purpose of collecting de longitudinal data is to enable authority investigation off several patterns and communication dynamic of the company.

## Analysis Of Discourse

To identify underlying meanings, patterns and ideological structures that are included into the corporate communication artifacts the gathering or to gathered material is subjected to a thorough discourse analysis. Researchers identify the manner in which navratna psus use the new media technologies to build the narratives, engage stakeholders and convey organisational ideals by applying systematic coding and theme analysis.

## Methods of Observation

In order to obtain current insights into the social media activities and communication strategies of the Navratna PSUs, the observational approaches should be utilised. We need to keep an eye on the business digital communication channel major engagement indicators and record new developments that happen in any online discourse trend or pattern. Researcher may need to get a sophisticated grasp of the dynamic of digital media by which how the corporates are engaged with the stakeholder and how they react to the current affairs are measured.

## Analysis Of Compatibility

The communication strategies, social media adoption rate and the stakeholder engagement initiatives of Navratna PSUs are compared using a comparative analysis approach. Trends are needed to be found, any similarities or variance in the digital communication methods and their results should be present for the comparison of business with different sizes and industries and the environmental commitment. Research findings are more broadly applicable when conducted using a comparative technique, which also makes cross case comparison easier.

## Analysis of Result

The examination of how new media has affected corporate communication in Navratna PSUs provides important new insights into how digital platforms might change stakeholder participation and organisational discourse. The study also explores the dynamic of corporate communication strategies which are used in today's digital era. It also uses their digital technology for a well planned research approach that includes a variety of data gathering methodology.

## Research design

The application of this case study approach offers a strong foundation for any investigation and for investigating the subtleties of Navratna PSU communication procedure. The March is used in this research enables a thorough analysis of how these companies like Navratna PSU and others use new media platforms to communicate with stakeholders and spread their ideas by placing them in authentic settings. A comprehensive knowledge of geek phenomena is also insured by a biggie combination of both qualitative and quantitative methodologies, which combine and enhance the rich contextual data.

## Sampling strategy

The systematic sample approach guarantees that Navratna PSUs are represented across the range of industries, regions and also the degree of new media adoption. Through the use of several criteria which play an important role such as industry type, size, and emphasis on environmentally conscious behaviour, keeping all geeks in mind the sample were selected to represent a wide variety of communication techniques seen in the public sector. This diversity makes it possible to thoroughly investigate how various organizational context factors and how new media affects corporate communication.



## Data collection method

a comprehensive understanding of corporate communication strategies with navratna psus is possible through the combination of both quantitative and qualitative data gathering methodology. Qualitative methods like observation and document analysis provide detailed insights into stakeholder engagement programs and communication strategies. Simultaneously objective assessment of social media metrics are also obtained by quantitative analysis full time. This study guarantees the authenticity and dependability of its conclusion by triangulating data from several sources.

## Analysis of discourse

the discourse analysis sheets light on the underlying concepts and trends which the ideology that are present in the corporate communication materials. After the research paper we found out how navratna psus use new media channels to engage stakeholders and construct narratives by methodically classifying carefully analysing various corporate materials such as corporate publications, social media materials and its external communication channel. This research sheds light on new communication trends and strategies by simply explaining how corporate discourses are changing in response to the innovation of digital media.

## Methods of observation

real time insights in 2D engagement strategies and digital communication practices of navratna psus may be obtained using observational methodology through social media channels and many key performance indicators orchid kpi such as social media, feedback researchers are able to get a detailed picture of how these companies engage with stakeholders and react to the current market condition monitoring discourse patterns on the Internet which makes it easier to evaluate the dynamic of the communication.

## Compatibility of analysis

A thorough assessment of stakeholder engagement programmes and communication tactics used by navratna psus is made possible by comparative study we need to determine optimal practices and opportunities need for the development by contrasting pattern , are parallels and digital communication strategies and its results. By using comparative method research findings become more broadly relevant and it also provide insightful information that may be used to a variety of organizational situation. It also makes it easier to compare against industrial norms and find chances for optimization and innovation.

## Discussion

The impact of new media on corporate communication with reference to navratna psus have implications for organisational communication theory practices and policies.

Firstly, the corporate communication is changing-

The results highlight how the new media has revolutionised corporate communication strategies in Navratna PSUs. Organizations have also improved stakeholder reach and communication channels by integrating several digital platforms including social media corporate websites and multimedia content . Traditional one

way communication channels are now replaced and has given way to the new, dynamic, interactive media which promotes more involvement and transparency in the corporate.

#### Enhanced stakeholder participation-

big increase stakeholder participation made possible by new media channels. These channels are one of the most notable outcomes. Navratna PSUs have used social media to build Direct Line of connection with the stakeholders allowing for discussion, feedback and participation in real time. This has increased degree of involvement and has also improved the ties with the stakeholders like workers, investors, and the general public. It helps in encouraging the brand support, loyalty, and trust.

#### Opportunity and challenges-

In spite of the advantages, the report also points out a number of difficulties that comes with the implementing of new media in corporate communication. These includes problems such as data security, technological infrastructure resource allocation and compliance with the regulations. These difficulties do, yet, also provide chances for creativity and tactical adjustment businesses who can effectively get over these obstacles will have advantage over their rivals in digital space.

Recommendation for practices- many suggestions for Navratna PSUs and other firms looking to improve their corporate communication strategies can be offered in light of findings in this research among which are some –

Investing in thorough digital training in order to improve staff members digital literacy and communication skills training and development opportunities should be provided to them.

Creating explicit communication rules-to guarantee uniformity and brand integrity precise rules and standards which are regulating the brand or the corporate and the usage of new media channel must be established.

Promoting an innovative culture, to promote innovation in communication methods and practices, culture of experiments and creativity there should be ongoing development.

Putting strong cyber security measures in place to secure sensitive data, to defend against online attacks and uphold credibility and confidence with the stakeholders in a way to strengthen cyber security measures.

creating key performance indicators to track the success of digital communication initiatives and make data driven choices to gradually improve strategies.

## Summary and Conclusion

In Summary this research paper has investigated the impact of new media on corporate communication within Navratna PSUs, study has used a thorough methodology to examine the qualitative and quantitative techniques. These techniques help to examine the effect offering new media on corporate communications more effectively. Research provides significant insights into the way the use of digital platforms has revolutionised communication strategies by using different kind of digital media such as augmented stakeholder involvement created possibilities of revolutionised communication and obstacles for public sector entities.

According to the research findings, navratna psus have changed from using old, one way communication method to using new media channels to promote dear interactive, dynamic exchange and the substantial paradigm shift in their communication tactics. Multimedia materials corporate websites and social media platforms have become indispensable resources. These resources are used for involving stakeholders encouraging openness and establishing credibility in internal communication inside the organization.

The research does, however, also draw attention to difficulties that comes with the adoption of new media such as concern with the regulatory compliances technological issues and the budget limitations. Not with the standing these obstacles companies that embrace digital transformation and place a high priority on infrastructure, cyber security and digital literacy stand to gain a great deal interim of improved organisational performance and communication efficacy.

Strategically speaking, the research emphasis on how crucial it is to foster an innovative culture, and provide leadership support to stablish transparent communication guidelines. these are important to fully realise the potential of new media in business communication. It also highlights how crucial it is to continuously monitor s and modify communication strategies in order to meet changing stakeholder expectations and growing digital trends.

Inclusion, the examination of the impact of new media on corporate communication with reference to the case study of navratna psus has provided an insightful information on how organisational communication practices are changing in the digital era. Through comprehension of obstacles prospects and tactical requirements researched in this paper, entities can adjust and prosper Indian augmented or interconnected digital terrain. Furthermore, these results can help to regulate and can help the politicians to make judgement about the regulations that support corporate communication strategies, and it will help to decide the strategies that will promote innovation responsibility and trust.

To sum up, by providing empirical insight in into the effect of room media inside Navratna PSUs, this study adds to the body of information already available on corporate communication. Organization can confidently navigate the complexities of digital landscape and achieve positive outcomes in communication effectiveness, stakeholder engagement and organizational reputation by acknowledging the transformative

power of digital platforms. This also helps to address the challenges and opportunity that are present. The report concludes that, in order for the enterprises to prosper in a world that is becoming more digitally linked and integrated, they must embrace digital innovation and strategic adaptability.

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