

SUMMARY

The theme of the given work is «Corporate PR as a condition uspkshnogo functioning of the organization»

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Background research. Modern company operates in a wide variety of interactions and relationships, surrounded by having different interests - economic, political, legal, social. In addition, the organization is always in the different interactions that undoubtedly affect its activities and decisions. Regulation of these complex interactions - one of the most important functions of the organization that contributes the success of its activities. The purpose of this regulation - to establish with other organizations, groups, public relations of mutual trust.

When business goes on stage of development where the survival of the problem has been solved, and become the most urgent issues of stable development and growth, competitiveness and investment attractiveness are recognized as key indicators of the success of the company. In such conditions, the quality of products and services is no longer a competitive advantage - it becomes a necessity for survival. The competition between the two companies goes well with the level of production (price, performance) at the level of reputation (trust, benefits, expectations, approaches to work.)

Today, no one is to be convinced that the primary value of the business created by the people, then there is the staff of the organization. And most of the leaders are aware of the need to build optimal and mutually respectful relationship with his "main source". This involves special planning and implementation of both external and internal contacts in a flexible interaction and feedback, ie special PR-activities. In this endeavor to solve various problems, however, regardless of their type and content of the center is still a form of corporate identity (corporate culture) and corporate identity (corporate image), and on this basis - creating and

maintaining a good reputation and build trust.

Internal PR - is a complex activity, which can be used a variety of tools. The main thing in this activity - its consistency with the objectives that the company aims to achieve by building a system of relations with its domestic audience. In the long run - the internal PR is designed to raise the level of loyalty and motivation of the staff, and therefore performance. In addition, the creation of a positive image of the company in the eyes of employees affects its image in the outside world, as the staff is one of the channels for transmitting information outside the organization.

Business does not stand still, it develops, is facing new and ambitious goals. Therefore, the formation of internal and external communications needs of corporate culture diagnosis. That diagnosis will identify the gaps between actual and desired state of the organization.

The aim of the study is to examine the corporate PR as the conditions for successful functioning of the organization.

Realization of this goal involves the following tasks:

- consider the prerequisites of the establishment of corporate PR as relations with employees (staff);
- analyze integrative technology of internal PR;
- reveal features of PR-activity in the formation of corporate identity and reputation management company;
- analyze the corporate strategy of JSC "Insurance Joint Stock Company" Energogarant";
- identify approaches to the formation of corporate PR, the role and importance of PR-activity in the company "Energogarant."

The object of study serves as a corporate PR condition for the successful operation of the company.

The subject of the study - corporate PR as a condition for the successful operation of the company.

Theoretical and methodological basis of the research are based on the

works of foreign and domestic scholars on issues the following disciplines: theory and practice of public relations, management theory, human resources management, organizational culture, imageology. The methodology is based on a systematic, comprehensive, situational approaches using methods of the study and synthesis of the literature, comparisons, analogies, survey, participant observation.

The empirical basis of the study was the normative documents regulating the activities of "Insurance Joint Stock Company" Energogarant "factual material collected during the study.

The theoretical and practical significance of the study determined that the implementation of corporate PR experience in the management of "Insurance Joint Stock Company" Energogarant "can be used in a lecture course" theory and practice of public relations. "Introduced in the corporate training company "Energogarant" can be used in the methodology of the formation of internal PR various organizations.

The structure of the work consists of an introduction, two chapter, conclusion, bibliography of literature. The total of 89 pages.