

THE ROLE AND ACTIVITIES OF THE PUBLIC RELATIONS FUNCTION IN COMPANY MANAGEMENT

ABSTRACT

A large number of successful companies, public institutions or non-governmental organizations also imply the existence of strategically designed public relations programs. An appropriate way of presenting a company on the market also requires an appropriate way of communicating with all the public who have an influence on their business. A company with a clearly defined vision, mission and goals is the result of a clear public relations strategy. By creating communication programs that are aligned with the overall business strategy, companies have much greater opportunities to achieve long-term business and market success, and to achieve understanding with their consumers and other target audiences. Properly established relations with the public enable quality relations with different publics, which will benefit the company. The conducted research points to a hierarchically higher position of the public relations function in the management of companies in Bosnia and Herzegovina. The research showed that the function of public relations is hierarchically positioned at the top management, i.e. that they carry out their activities through the administration office. As such, it has a more significant role in companies. The relationship between the organization and the public is very important and must be one of the most important activities of the organization's leader. One of the most common problems of public relations as a function is that it is mostly carried out through other functions and as such does not receive adequate evaluation. The research showed that one of the biggest problems in the profession is precisely the lack of understanding of the importance of the public relations function or department in companies. Like all managers, managers of the public relations function need to know how to measure their success and ultimately how it reflects on the business success of the organization. In order for public relations to contribute to the success of the organization, they must be efficient and effective, i.e. create results and make a difference compared to the previous situation.

Keywords: public relations; companies; role and activities of public relations; management.