



PUBLIC RELATIONS' ROLE IN SOCIALLY RESPONSIBLE CORPORATIONS: CASE STUDY OF VIVACELL-MTS

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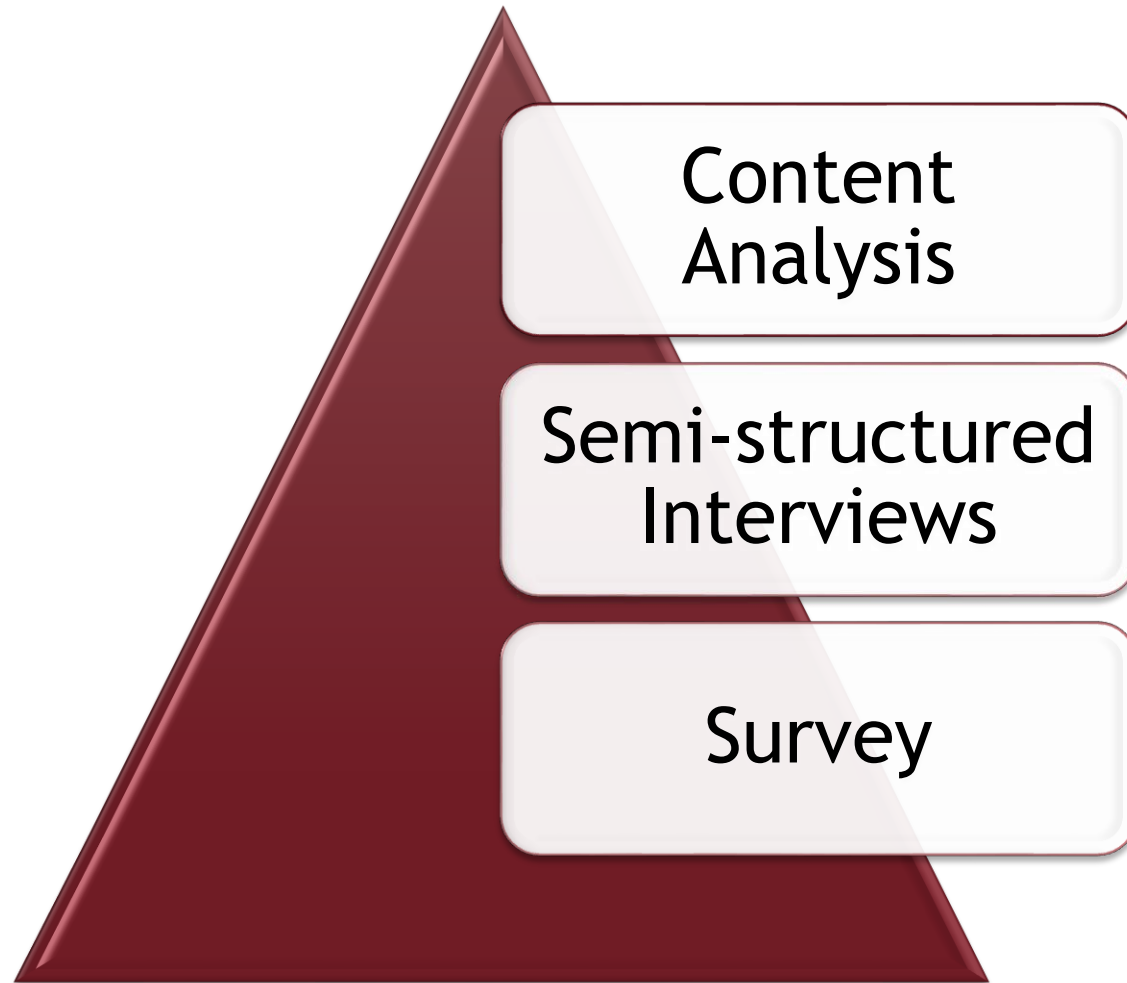
Introduction

- ▶ Aim of this Study
 - Explore the role of public relations in social investments projects implemented in the frame of Corporate Social Responsibility
- ▶ Definitions of Corporate Social Responsibility
 - Social Responsibility
 - Social Investments
 - CSR in Armenia
- ▶ Definitions of Public Relations (PR)
 - Four models of Public Relations
- ▶ Background to VivaCell-MTS

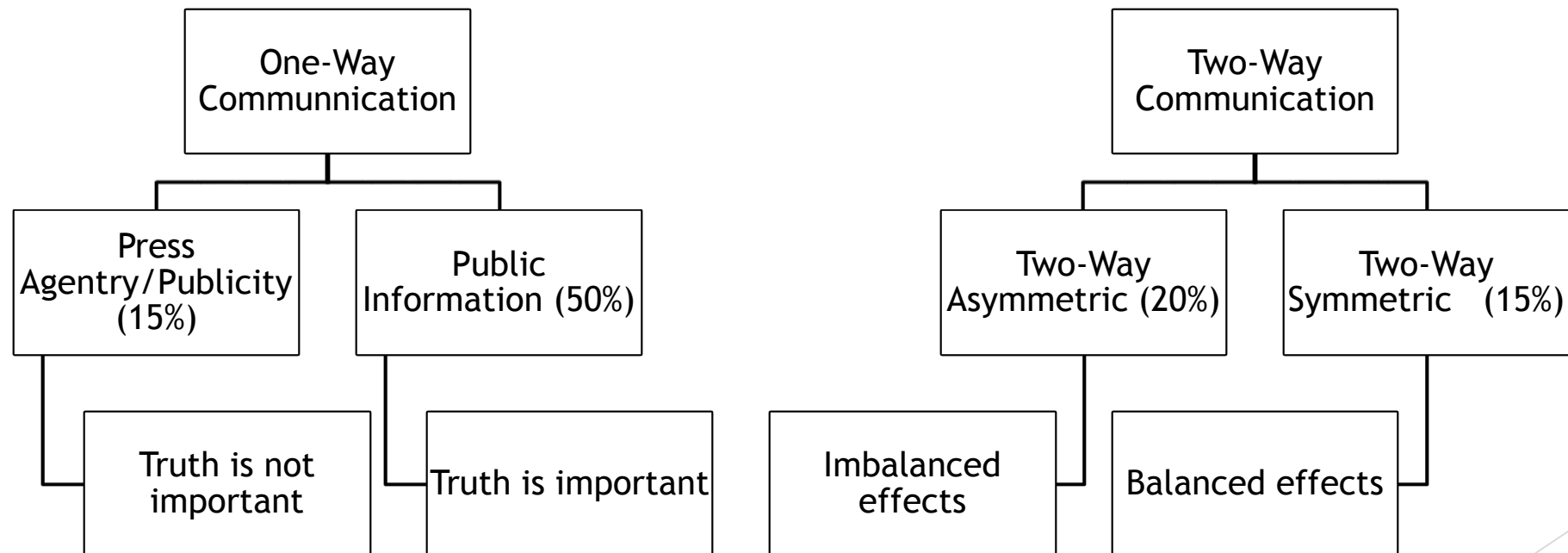
Research Questions and Hypothesis

- ▶ *R.Q.1: What capacity do social investments have in the company's news coverage?*
- ▶ *R.Q.2: What types of PR models does VivaCell-MTS employ to portray a socially responsible image?*
- ▶ *R.Q.3: What kind of role does the general manager of VivaCell-MTS play in communicating social investments projects to the public?*
 - ❖ *H₁: In socially responsible companies, social investments serve as a part of PR strategy.*
 - ❖ *H₀: In socially responsible companies, social investments do not serve as a part of PR strategy.*

Research Methodology

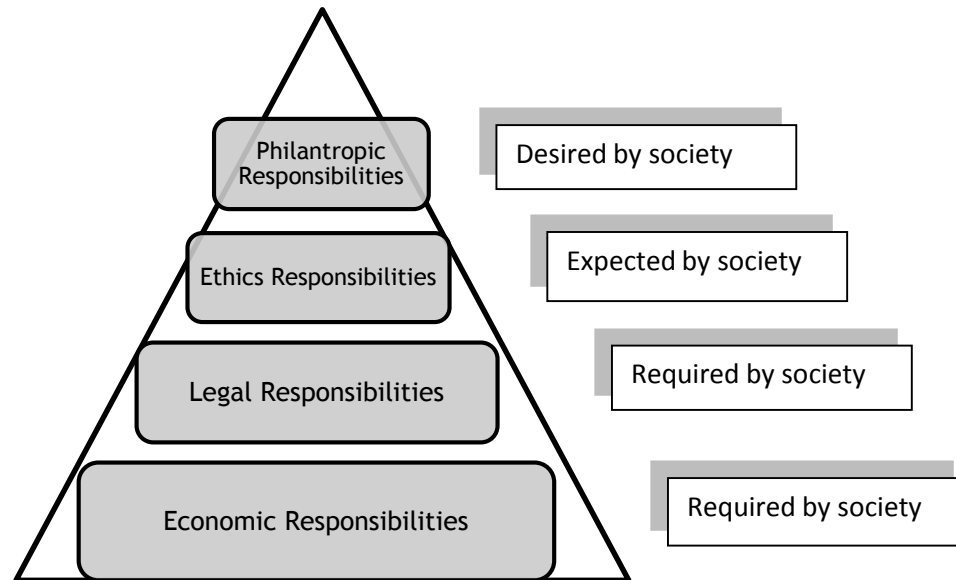


PR Models by Grunig & Hunt (1984)



History of CSR

- ▶ ISO 26000
- ▶ Carroll's Four-part model of CSR (1991)



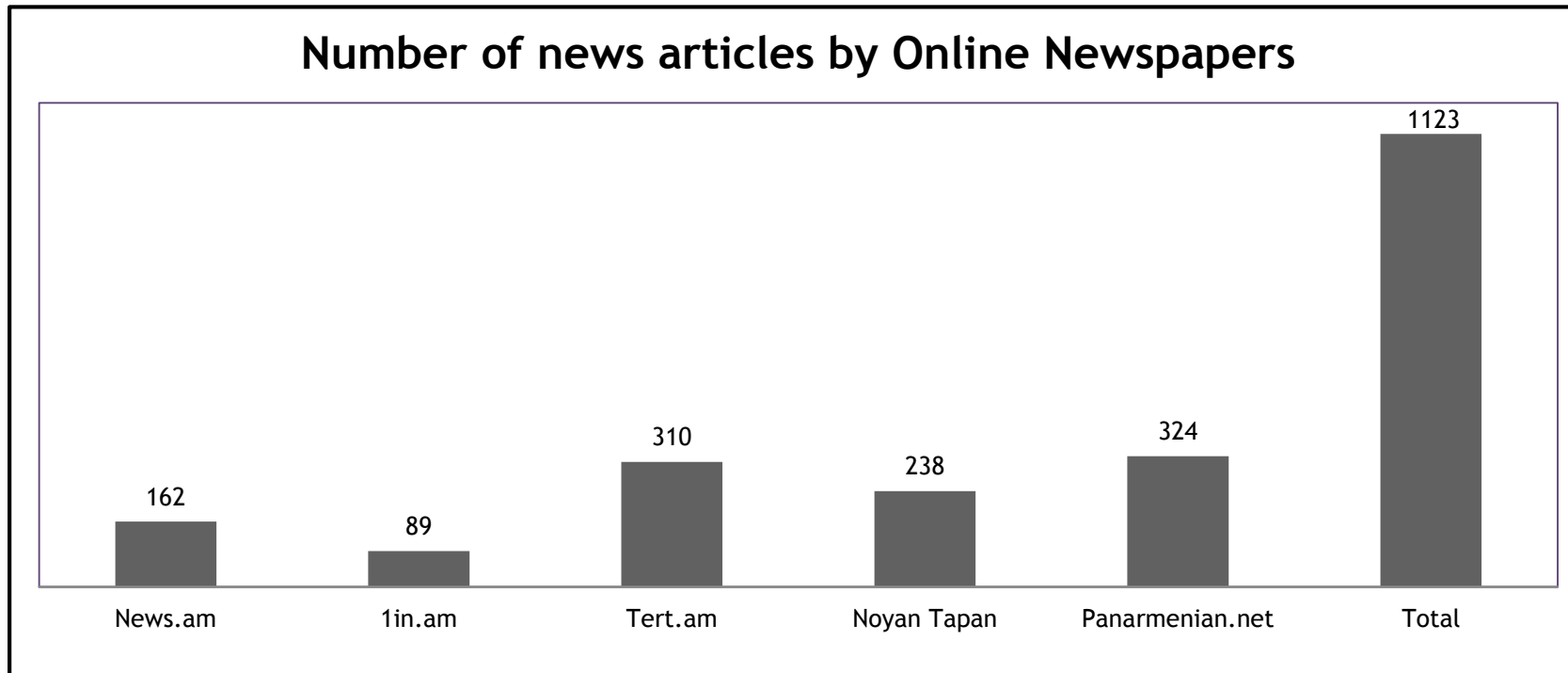
- ▶ Seferian (2010) CSR as “an important strategy for the whole business model”

Findings



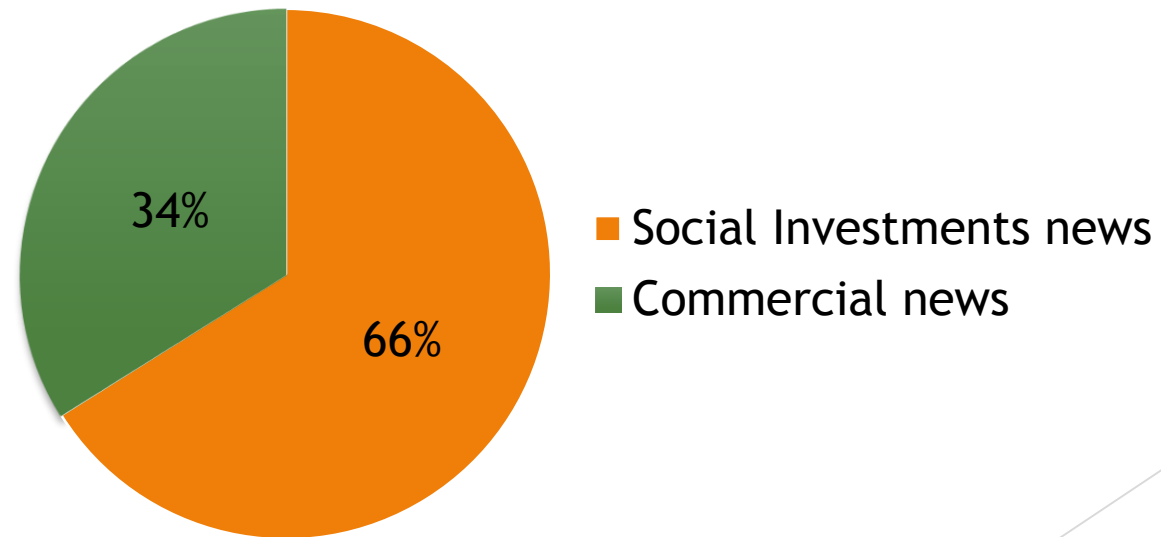
Content Analysis

Media Monitoring (January 1, 2015 to December 31, 2016)

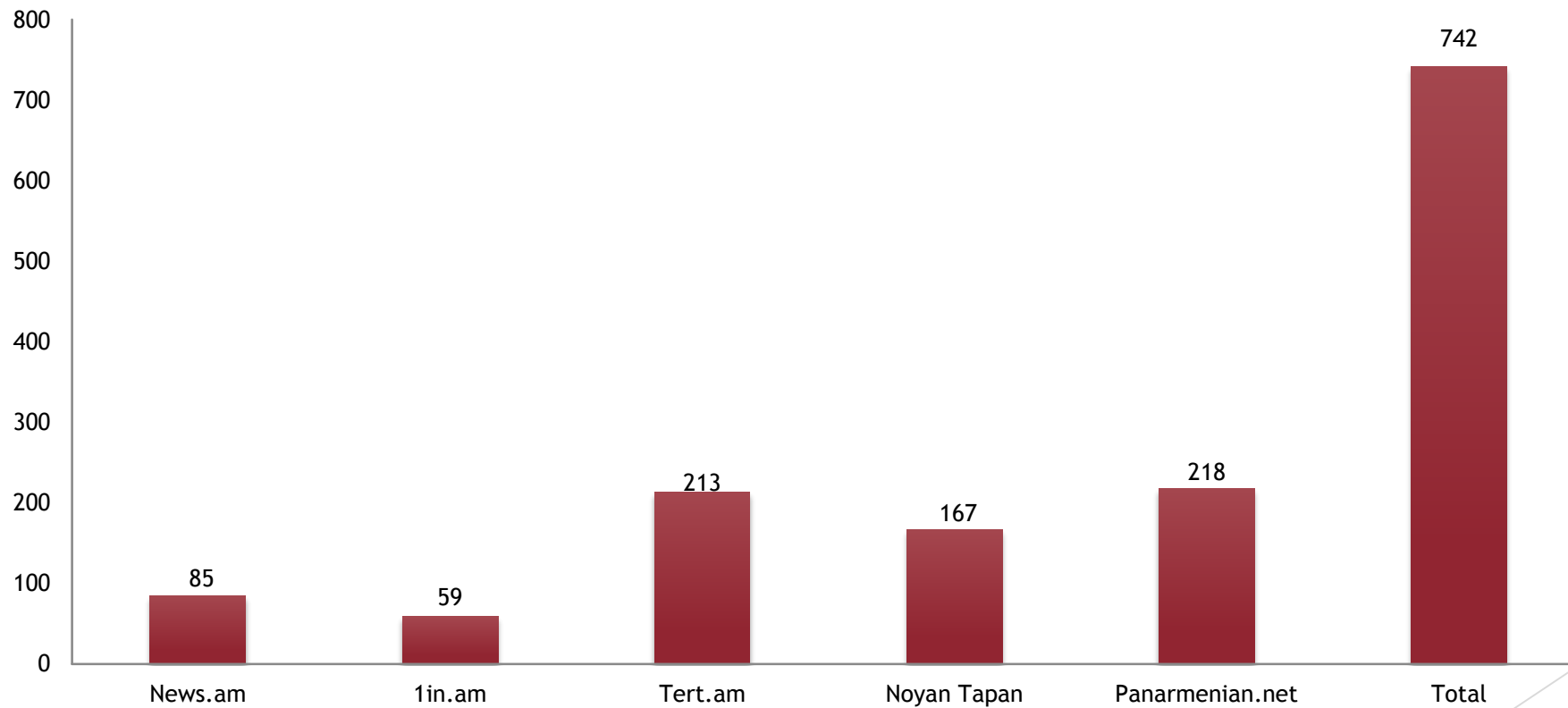


Publications of Social Investments-related News & Commercial-related News

Ratio of publications by % (2015 January 1- 2016 December 31)



Number of "Social Investments" online news



Frequency Mean of focus areas of Social Investments news on Media

Descriptors/Categories	Frequency Mean
<i>Focus areas of Media in SI news</i>	
<i>Ralph Yirikian</i>	1.77
<i>Community development</i>	1.58
<i>Healthcare</i>	1.09
<i>Education</i>	0.73
<i>Information and Communication technologies</i>	0.58
<i>Environmental Protection</i>	0.55
Culture	0.36
<i>Sport</i>	0.03

Table 1- Content Analysis of Online news from 5 Online Newspapers listed above

Frequency Mean of focus areas of Social Investments in VivaCell-MTS reports

Descriptors/Categories	<i>Frequency Mean</i>
<i>Focus areas of VivaCell-MTS SI in SI reports</i>	
<i>Culture</i>	0.25
<i>Community development</i>	0.25
<i>Education</i>	0.24
<i>Environmental Protection</i>	0.13
<i>Information and Communication technologies</i>	0.1
<i>Healthcare</i>	0.08
<i>Sport</i>	0.06
<i>Ralph Yirikian</i>	0.02

Table 2- Content Analysis of Social Investment Reports 2015 & 2016

Semi-Structured Interviews

▶ PR in VivaCell-MTS

❖ 1.1 PR Strategy for Telecommunication Company: role and objective

“It is due to PR, as a tool that today public recognizes VivaCell-MTS”.

❖ 1.2 PR Communication models

One-way & Two-way communication with more focus on one-way communication

❖ 1.3 PR specialists

▶ Roles of PR and CSR

❖ 2.1 Social Investments and PR

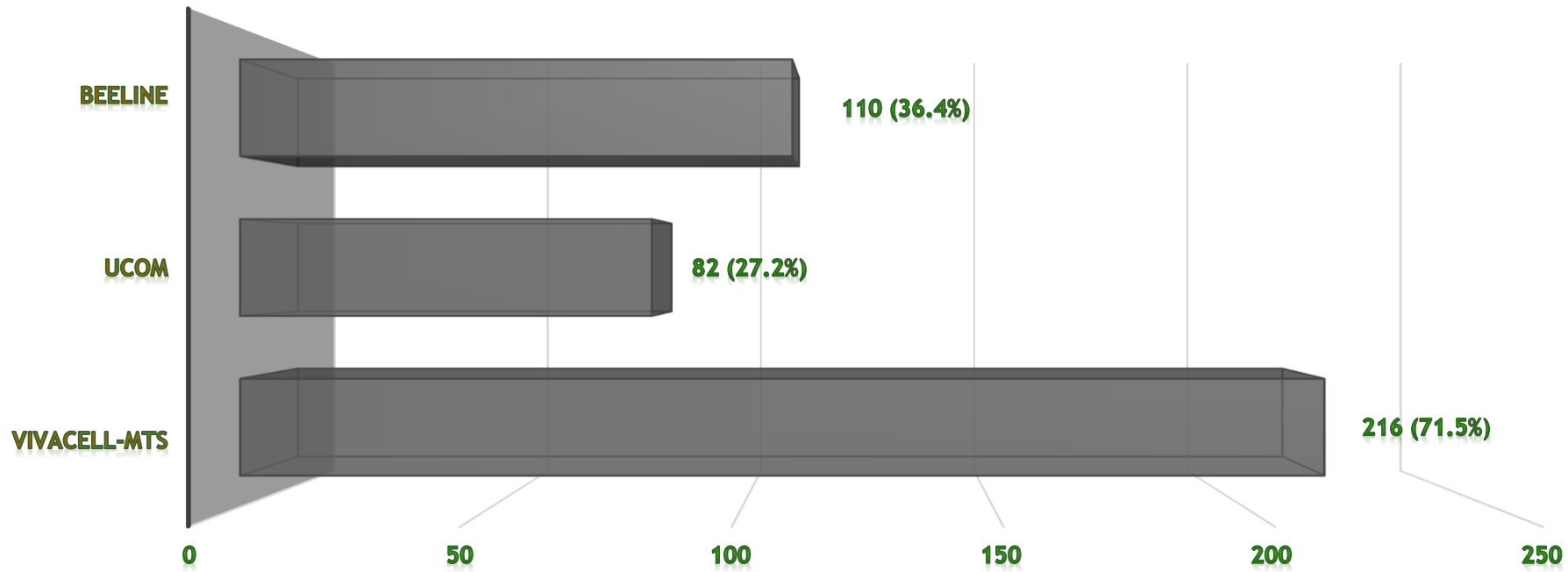
“It’s not that PR and CSR are just interconnected. But they have become one body. Without the interference of PR, the opportunities of CSR are limited. Of course, CSR can act without PR, however, whatever takes place in terms of social investments, PR has a great role. ”

❖ 2.2. PR and CSR specialists

▶ Role of the General Manager

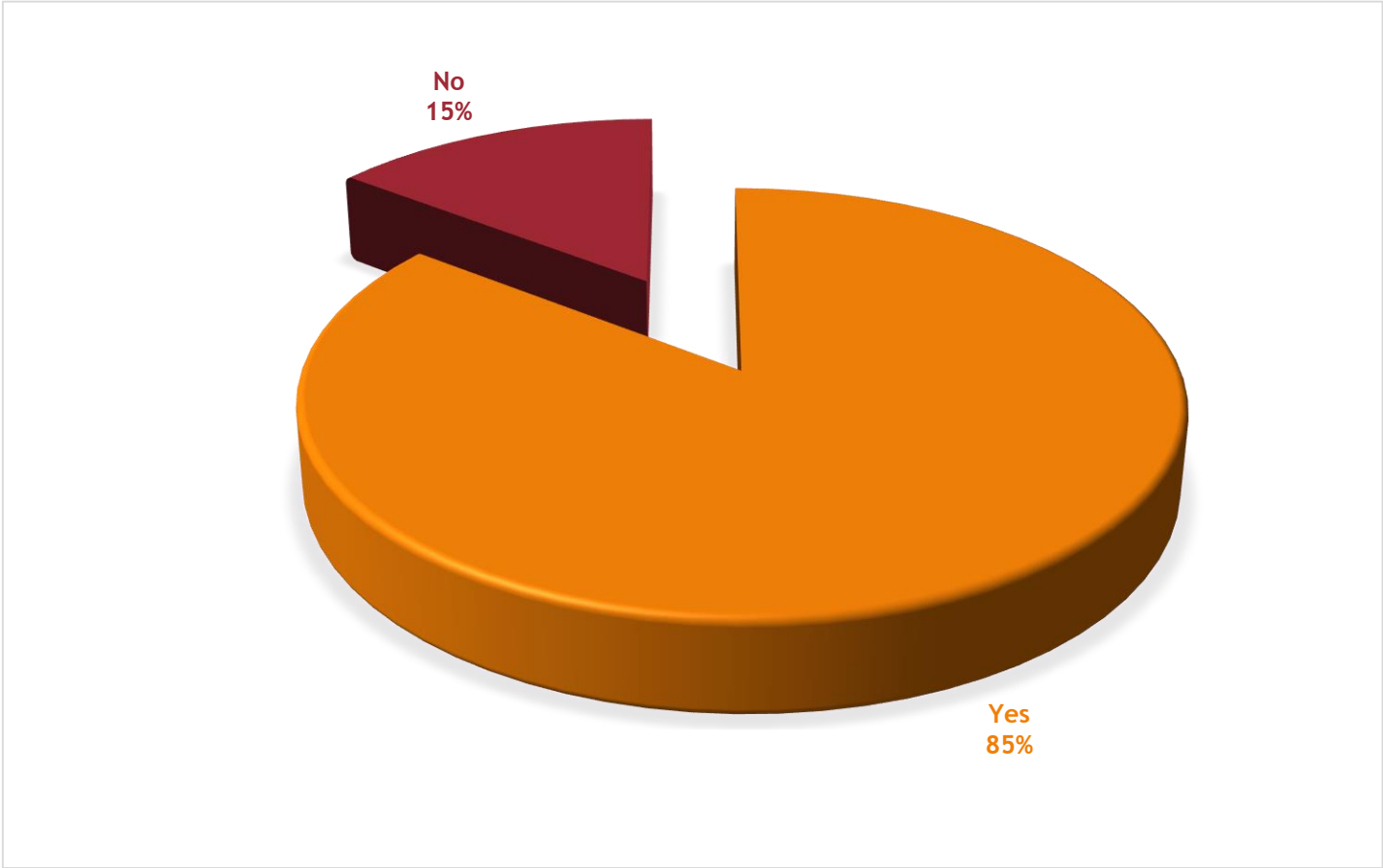
Survey

MOBILE OPERATOR SUBSCRIBERS (SURVEY RESPONDENTS) N=302



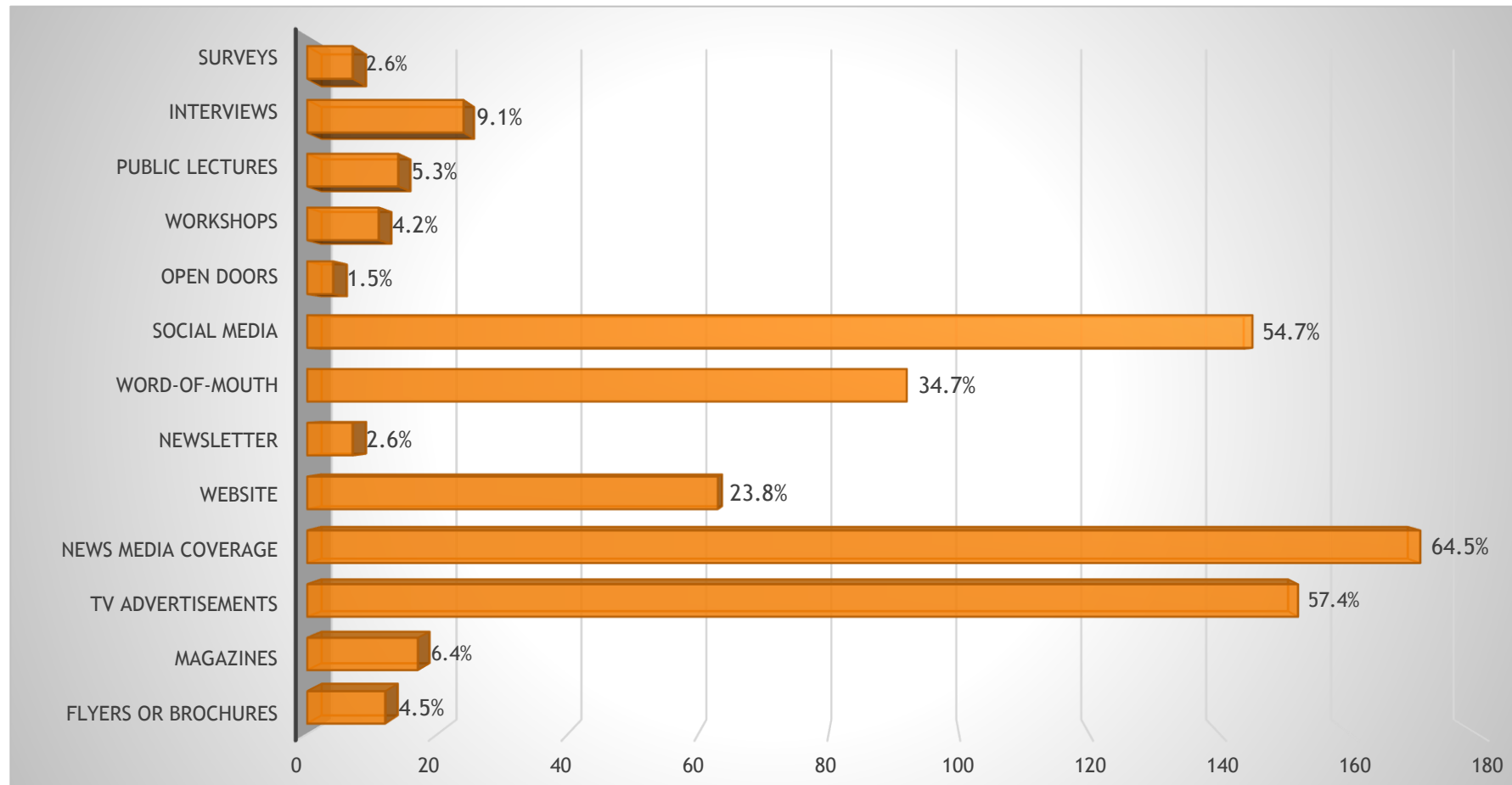
Public Awareness about VivaCell-MTS Social Investments programs

N=302



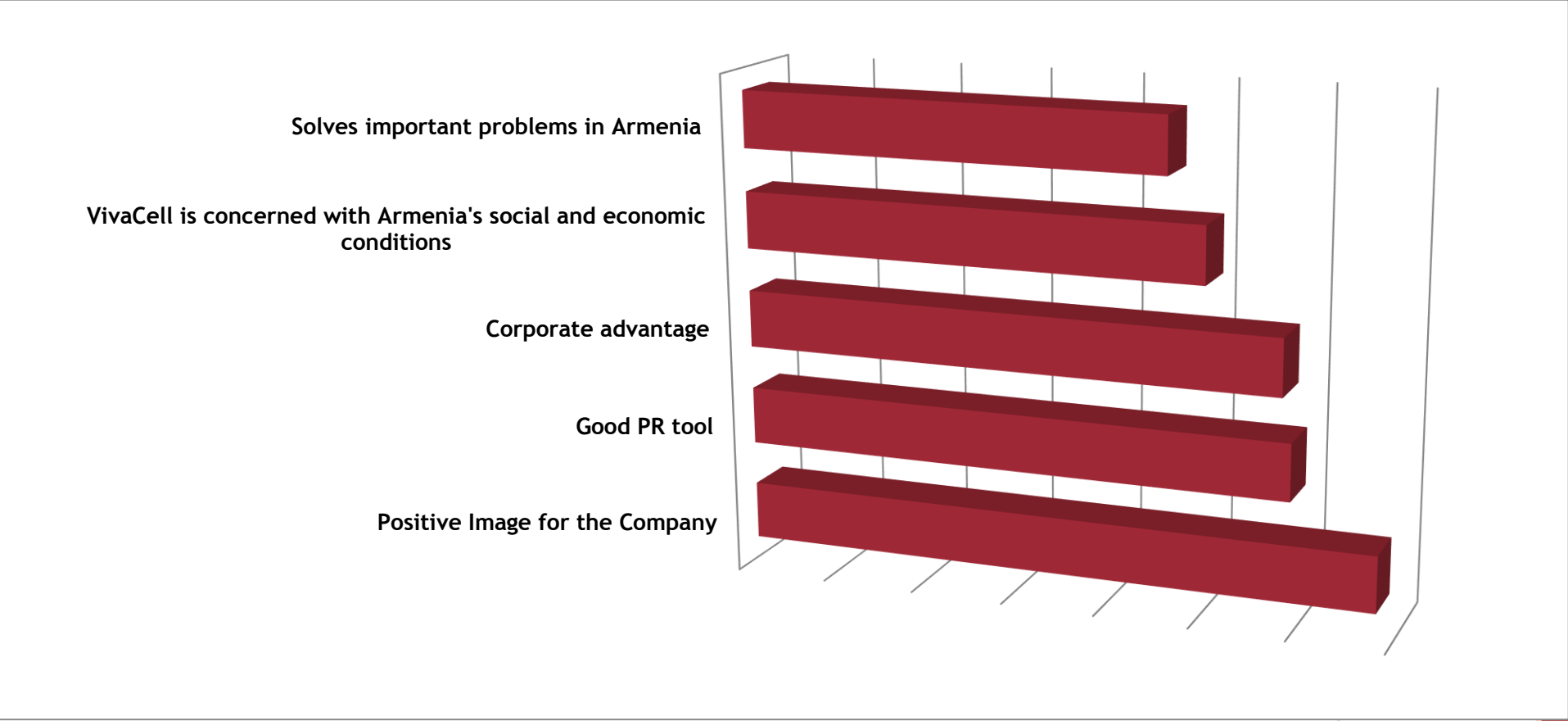
Communication Sources from which Public gets informed about Social Investments

N=302



Public's perception on reasons for implementing Social Investments programs

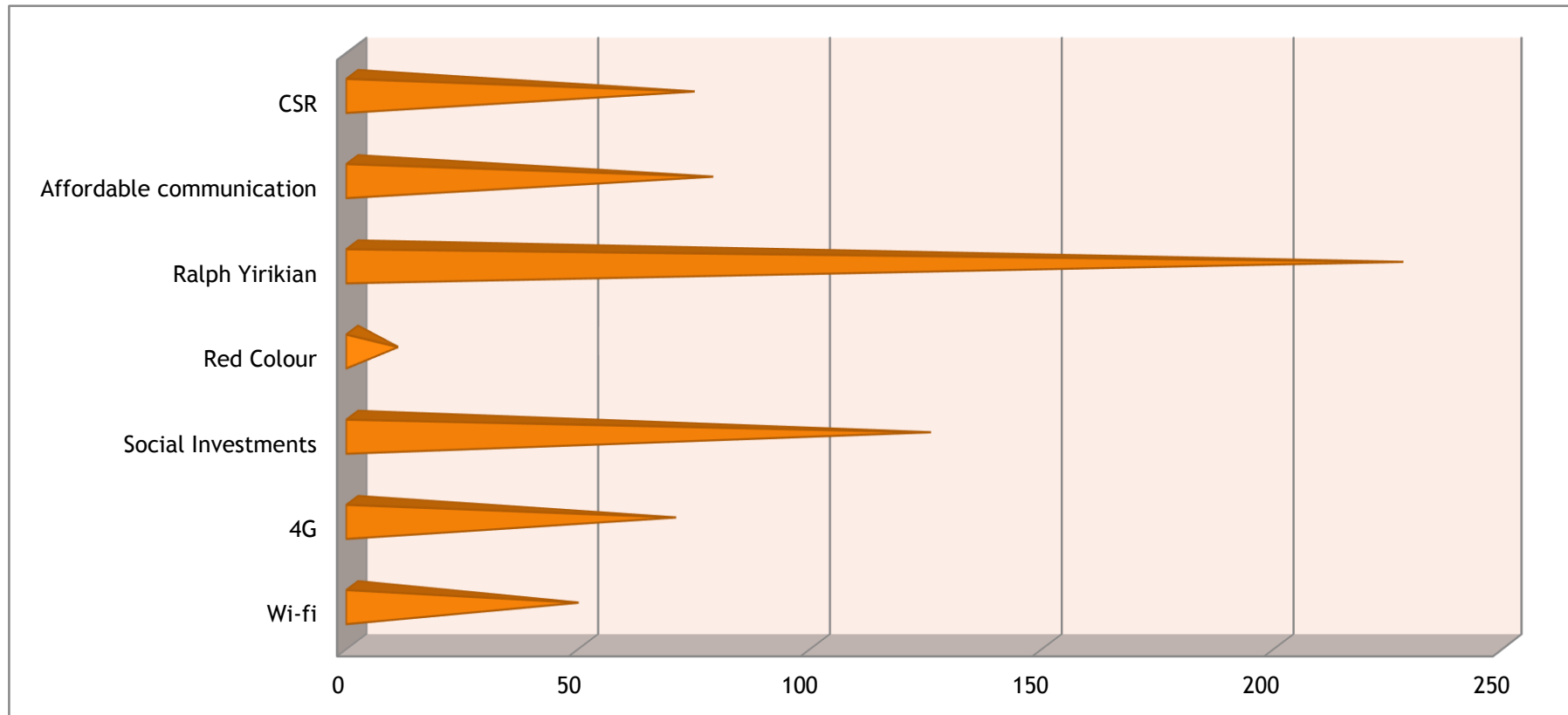
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Correlation

		What is your age?	Do you agree or disagree that R. Y. makes Good Corporate Image for VivaCell-MTS?
What is your age?	Pearson Correlation	1	-0.197**
	Sig. (2-tailed)		0.002
	N	302	253

Public's Associations with VivaCell-MTS



Limitations

- ▶ Time constraints
- ▶ Quantity of content analysis documents
- ▶ Small group of interviewees

Recommendations

1. External Reporting
2. “Social Response” Newsletter
3. PR professionals’ executive role
4. Content Distribution
5. PR campaigns

Conclusion

- Ralph Yirikian's important role in PR & CSR Strategy
- PR models=> one-way public information & two-way symmetric
- A large capacity of Social Investments News

Based on the results of triangulation, the first hypothesis that considered social investments projects to serve as a part of PR strategy is **accepted**.

*Thank
you*

