



## PR in evolving the dynamics of the corporate world in India & Kazakhstan

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### ABSTRACT

*The thesis consists of an introduction, 3 chapters, the final part, the literature used, and 2 appendixes, the volume of work is 101 pages of computer text, 6 tables, and 16 figures.*

*The subject of the work: PR in evolving the dynamics of the corporate world in India & Kazakhstan".*

*The purpose of the work: The goal of this research is to identify the role of public relations in influencing the dynamics of corporate settings in both India and Kazakhstan.*

*The object of the study is PR in evolving the dynamics of the corporate world in India & Kazakhstan.*

*The subject of the study is the analysis of public relations.*

*This cross-cultural study uses an emic and etic approach to investigate how public relations practitioners in two individualistic countries, India and Kazakhstan, experience and perceive the impact of specific PR culture on their practice, the development of the corporate world, and its role in using PR to advance its business to new heights.*

*The study will conduct a detailed examination of both countries and provide answers to various topics, including the content and delivery of messages by public relations firms in both countries.*

*It will also highlight the significant role of PR and how the changing dynamics have helped the corporate world to express itself to the world through various means of communication.*

*The methodology of the work: Qualitative methods (Interviews), as well as Quantitative methods (Survey), were used in this study. Furthermore, thematic analysis was conducted to find out themes from the interviewee's responses.*

*The results of the work: The work was done on the basis of data from the cross-cultural study and uses an emic and etic approach to investigate how public relations practitioners in two individualistic countries, India and Kazakhstan, experience and perceive the impact of specific PR culture on their practice, the development of the corporate world, and its role in using PR to advance its business to new heights and recommendations on this situation were developed, results were obtained.*

*Received 04 Dec., 2022; Revised 14 Dec., 2022; Accepted 16 Dec., 2022 © The author(s) 2022.*

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### I. INTRODUCTION

Over the last ten years, a growing number of studies on international corporate communication and public relations (PR) practice has emerged, highlighting the extent to which views and practices diverge from those of the well-studied countries of North America and Western Europe. The impact of cultural differences and other variables on the way corporate communication practice normally operates in different locales has become more widely recognized, especially when compared to accepted models and theories produced in western countries [1 – 3].

The advancement in information and communication, digital content, and mobile devices has resulted in a knowledge society where people expect to be constantly communicated with. To fulfill this demand, corporate PR professionals has to be active on social media platforms such as Twitter, LinkedIn, and corporate blogs; respond to media inquiries in progressively short time frames; and develop corporate narratives that generate news coverage, while also protecting the organization's brand [4, 5].

"Public relations is a strategic communication process that fosters mutually beneficial relationships between corporations and their publics," according to the Public Relations Society of America (PRSA), which produced an updated definition of PR in 2012 [6, 7]. Most firms and larger companies engage the services of an external PR agency to help the in-house team handle the demands of the work in order to develop these mutually beneficial ties with the public. According to Forbes contributor Cheryl Conner "With the support of agencies,

some businesses are able to achieve excellent PR results. Some companies have excellent public relations departments. It makes little difference if a company's PR is done internally or externally if it is done correctly. But, in any case, it's critical that they do a good job (forbes.com) [8].

According to Ferguson, the quality and success of relationships outside of the corporation are heavily weighted in the PR notion of "performing the job well" [9, 13]. While much research has been done to improve the PR practitioner's ability to build mutually beneficial relationships between the organization and its external publics, little has been done to investigate the internal communication processes that corporate PR practitioners deal with on a daily basis and how those internal interactions shape the practitioner's role. Building external relationships is undoubtedly a significant aspect of the corporate PR job function. On a daily basis, practitioners, like other internal departments such as human resources or purchasing, are confronted with internal stakeholder requests [14, 15]. As many corporate communications departments adopt a more integrated communications approach, public relations professionals must build strong working connections with cross-functional marketing, advertising, and product development teams [16, 17]

Corporate PR professionals are also responsible for expressing the leadership's policies and strategies, coordinating with other members of the communications team and developing consistent corporate messages with external agency partners [5, 18, 20]

**General description of the work.** The purpose of this research is to find and identify the role of public relations in influencing the dynamics of corporate settings in both India and Kazakhstan.

**The relevance of research:** This study aims to unearth and provide some insights into the broader backdrop of corporate pr dynamics in the sphere of public relations in India and Kazakhstan. This comprises findings from a poll of students and professionals studying and working in the area of public relations in both nations. There is no disputing, however, that there are enormous economic, political, and cultural differences between these two countries. Furthermore, the large disparity between rural and urban areas in many places prevents generalization even within a single country. The study, on the other hand, attempts to address the most urgent topics in theory and practice at the time and summarizes empirical information on current trends based on the results of surveys and interviews. Because public relations is becoming more important in corporate communications, a greater emphasis is being placed on recognizing new trends, the digital age, and professionalization in the field. With the help of this cross-cultural study, which uses an emic and etic approach would greatly help assist in uncovering how public relations practitioners in two individualistic countries, experience and perceive the impact of specific PR culture on their practice, as well as in terms of development of the corporate world, and its role in using PR to advance its business to new heights. Study is based on detailed examination of both countries and provide answers to various topics, including the content and delivery of messages by public relations firms in both countries. Furthermore, it highlights the significant role of PR and how the changing dynamics have helped the corporate world to express itself to the world through various means of communication.

**Aim:** To unearth emerging trends and identify the role of public relations in influencing the dynamics of corporate settings in both India and Kazakhstan.

**Tasks:**

1. Select participants from both nations, in the field of PR and share the survey
2. Collect the findings and make an analysis
3. Select PR professional for Interview, and transcribe their answers
4. After transcribing, make a thematic analysis and do comparative analysis

**Object of research** PR in evolving the dynamics of the corporate world in India & Kazakhstan.

**Scientific novelty of research:** Numerous studies have been done on both nations, India and Kazakhstan in regard to their relation ties. However, prior to this, no such study related to PR has been on both nations. Thus, this research will provide an amazing and interesting insights in the changing sphere of corporate PR and the emerging trends, from the point of view of participants and their responses.

**Theoretical and practical significance of the research:** From the 1<sup>st</sup> of Feb till 15<sup>th</sup> March, I made my survey using google forms in both English and Russian language respectively for both nations. After that, I had distributed it among all the PR professionals, lecturers and, students, specializing in the sphere of PR. The survey consisted of 17 open ended plus close ended questions. Later, it was distributed among 100 participants from both nations, however, only 79 Reponses (43 from India and 36 from Kazakhstan) were received. Based on the findings from both nations, many interesting insights came to light as the importance of PR, the rise of digital rise, traditional media and recognition of PR by brands and clients. The findings from the survey will be further analyzed in the section 3 of this research.

The interviews were conducted from 1 March till 23 April. The interviewees selected were PR professionals, CEO's and Lecturers with profound knowledge in the sphere of PR. The author had reached out to more than 20 professionals, however, only 11 agreed upon sharing their views (6 from India & 5 from Kazakhstan). The interview consisted of 5 questions. Each participant provided short and clear point of view in regard to the interview questions such as the major changes in corporate pr, rise of digital and social media. The one-on-one interviews provided participants an opportunity to openly share their views based on corporate PR from their professional point of view and also their expertise for a better understanding of the PR market in India, Kazakhstan and rise of digital and so on. Based on the findings from both nations and as per thematic analysis, there were certain themes that emerged out, such as Integrated communication approach, transparency and responsibility, Reformation of Laws, Clients' recognition of PR, fastest growing media, Social Media Marketing (SMM), Crisis communication, Influencer Marketing, PR has a lot to explore, Expertise in Traditional and Social, Two-way symmetric model and, New Media. Each theme is further analyzed in the 3 section of this research.

### **Research questions**

This study intended to address the following questions in order to better understand the changing corporate dynamics in the public relations domain and how those dynamics affect their performance:

RQ1 What major changes have come into light in the sphere of corporate PR in the selected India and Kazakhstan firms?

RQ2 Has the Internet media prioritized itself in the world of corporate communication along with the traditional media?

RQ3 Why has it become necessary for every business to have Public Relations department in today's world?

### **Limitations**

Despite the research and its findings from survey and Interviews from both nations, the author experienced quite some limitations. One of the major factors was, as some participants didn't respond back, despite assuring and confirming their participations. Another factor was, the fact that the author was unable to travel abroad for face-to-face interviews owing to the COVID-19 outbreak is one of the study's weaknesses. As a result, respondents' comments were elicited solely through Zoom interviews. The study procedure, on the other hand, was well-executed, albeit time-consuming, particularly when it came to transcription, coding, and analysis of feedback. Overall, the study's goal was accomplished. Because nearly everyone who was intended to be questioned was contacted and replied to my questions, the survey and interview method produced an almost perfect sample of the general population. When compared to other methods, personal interviews achieved a specific percentage of results. The author was able to gather additional information about the respondents' personal attributes and environment, which is typically helpful in evaluating the results. The data obtained using this method is far more trustworthy than that obtained through other methods.