

Public Relations Work of A Human Resources Manager in Modern ERA

Dr. M.C.SAMBANTHAM

Dept. of Mechanical Engineering, Bharat Institute of Higher Education and Research. Member of the Board of Studies, Chennai, Tamil Nadu, India.

Abstract

In general, Public Relation with reference to a company means “A state of relationship between that company and the Public”OR “The activity of keeping good relationship between an organization and the general public”.Legal requirements are stipulated in various Labour Laws for appointing the Safety Officers, Labour Welfare Officers, Medical Officers in certain organizations by management. But there is no statutory requirement for any manufacturing industry or any software industry or any other organization to appoint a Public Relations Officer.So, the question to be dealt here is pertaining to the point who takes care of Public relations in organizations.

Key Words

Public Relations, Human Resources Managers.

I. Introduction

The reasons for the industries to appoint their own Public Relations Officers and in the absence of any such Public Relation Officers who are retaken up here for discussion.

II. Methodology

Despite that, certain industries appoint “Public Relations Officers” on their own interest even though they don’t come under the classification of Hazardous Category.

In many of the major industries, Hazardous Process is carried on. In view of such complications involved in the process, factory managements must win the confidence of the local public to run the factory in that region.Unless and until such units establish a friendly and cordial relationships with the public they cannot ensure a smooth functioning of the unit.Moreover, it becomes the foremost obligation of the management to clearly and elaborately explain to the public about the sophisticated and foolproof waste disposal methods and measures adopted or to be adopted in the factory.Hence such companies prefer to appoint their own Public Relations Officers.Whereas in other small-scale companies and medium scale companies and non-hazardous major factories where no such separate Public Relation Officers are appointed the Human Resources managers themselves must take up the task of Public Relations with reference to their company, if a Human Resources manager maintained an excellent and smooth industrial relations within the factory that was regarded as a complete success of his profession. But it is not the case at present.

III. Result

A Human Resources manager is not only expected to maintain the good industrial relations inside the factory, but also expected to maintain a good relation with thepublic.

The Human resources managers give preference and priority for the local public provided they possess the prescribed qualifications and other requirements. They maintain the best relationships with the local body representatives, block level officials, local religious leaders, community leaders, village leaders and local public. They conduct community development programs, free medical camps, night schools and, they contribute for funds for local library, school, playground, community Centre, etc.

References

- [1]. *A quantitative review of crisis communication research in public relations from 1991 to 2009*
- [2]. *Author links open overlay panelSocial Media Research in Advertising, Communication, Marketing, and Public Relations, 1997–2010*
- [3]. *HyoungkooKhang, Eyun-Jung Ki, Lan YeFirst Published March 14, 2012 Research Article*
- [4]. *A Bibliometric Analysis of Public Relations Research Yorgo Pasadeos & Bruce Renfro*
- [5]. *Pages 167-187 | Published online: 19 Nov 2009*
- [6]. https://doi.org/10.1207/s1532754xjpr0403_03