Effect of Information Technology Tools on Public Relation in Businesses: Karamax and Frero Companies as a Case Study

Sazgar Hamameen Karim[1], Mazen Ismaeel Ghareb[2]

[1]Assist. Lecturer School of humanity Sciences, Media department Public Relations, University of Sulaymania

[2]Assist. Lecturer College of Science and Technology, Computer Science Department University of Human development-Iraq

Abstract: The motivation behind this examination is to explore between public relations and ICTs, and digital, social and mobile media. We additionally tried to evaluate whether these "new" technological tools had prompted the assortment of information to reclassify the term open and whether these IT tools had invited us to think distinctively as to the rules of engagement with these publics. The technologies analyzed here are computerized, or PC based, and arranged empowered, for example, wired and remote innovations that range internationally through the Internet and World Wide Web. The effect and suggestions are analyzed in four expansive territories: the effect of innovation on how advertising professionals do their function, the ramifications of innovation on the substance or messages created and conveyed, the ramifications of innovation on hierarchical structure, culture and administration, and the effect of innovation on the connections between or among associations. Adding more examine a case study Karamax and Frero.

Keywords—e-learining; VAK learinig style; online education systems; google applications; mobile learning

INTRODUCTION

This Public Relations are about a large number of things-correspondence, relationship, procedure, messages, thus unhand that it can cover and exist together with fields like publicizing. We trust that, in all its multifaceted nature, advertising is a workmanship, a science and a business. Considering that Public Relations are a correspondence train, one would surmise that the quick multiplication of new media devices and fast correspondence innovation would make advertising all that all the more capable and successful. Others recommend that the impacts of the web on correspondence for associations will be "momentary and sweeping" [1]. Public Relations has developed and developed and, in the same way as other different callings, it has needed to adjust a significant number of its procedures, structures and obligations due to the quickly changing correspondences and data condition. Various workplaces developed an electronic closeness on the web by working up a website or using different online networking stages to reflect their abilities in overseeing new advancements. In like way, the present audit inquires about the effect of promoting associations' electronic closeness of their relationship with clients. The contemporary routine of promoting was depicted in 1976 by the pioneer in publicizing rule, Rex Harlow, who researched just about 500 definitions and close that: Public relations is a particular association work which creates and keep up lines of correspondence, thankfulness, certification and co-operation between a connection and its open; consolidates the association of issues or issues; encourages association to keep taught on, and receptive to, understood evaluation; portrays and underlines the commitment of association to

serve general society premium; enables association to remain completely educated in regards to, and acceptably use, change; filling in as an early prompted framework to help expect illustrations; and usages examine and moral correspondence systems as its principal mechanical gathering [2]. The beginning of public relations knew no speculations; therefore no thinking was put into correspondence, designs, strategies, procedures, or projects. With no hypothetical establishment, advertising as a rule accomplished more damage than great in light of the fact that lawful repercussions, for example, slander and extortion, were not considered. This oversight and terrible judgment had desperate results (i.e. Benefit misfortune and a discolored hierarchical picture) that must be eased and kept away from with a specific end goal to safeguard advertising's survival. In any case, Grunig's examination has added numerous new speculations to the collection of information that as of now exists. These hypotheses have enhanced the field of advertising from various perspectives. Advertising experts are better ready to serve the hierarchical and open enthusiasm by utilizing the best model or models. On the off chance that public relations are to be viewed as a moral calling worried about how individuals think and carry on, it is essential to give a clarification of a scope of public relations hypotheses and to study the purposes behind receiving one hypothesis over another. They site offerings as cases of basically a one-way Hilter kilter correspondence, playing out a comparable part to that of a pamphlet, and that were centered on the sender recipient transmission model of correspondence [3]. Technological innovations and meeting have changed existing media relations instruments like press units, bulletins, news, discharges, office visits just to specify, however a couple; in this way prompting the rise of new and contemporary apparatuses of media relations. It is not necessarily the case that these contemporary devices have supplanted the "old" devices yet are

utilized to supplement each other for compelling relations with the media. The contemporary devices of media relations remain those media/offices that meet the changing patterns related to the 21st century in this way upgrading the act of media relations. They incorporate the Web, webcasting, email, videoconferencing, video, news discharge, office visits among others. Each branch of media relations is online today. The future will be all the more so. Advertising interchanges, emergency correspondences, mark correspondences, reputational interchanges, money related correspondences, industry relations all are to a great extent led on the web, essentially through email, sites and conferencing. Progressively, exercises will incorporate blogging and Voice Over Web Convention (VOIP) in which calling is finished by web. In spite of the fact that various research thinks about have analyzed the gigantic effect new correspondences media are having on the act of advertising, what is missing is look into concentrate how advertising specialists in reality are utilizing these new media. The greater part of the examines begin with inquiries, for example, why, and to what degree does correspondence add to the accomplishment of hierarchical goals and how should advertising be drilled and the correspondence work composed for it to contribute most to authoritative viability? They stated that advertising have an incentive to the bigger society and in addition to particular associations. To additionally recognize the estimation of great advertising, they analyzed past research on greatness in administration and hunt down the importance of authoritative viability. New interchanges media and especially writes, smaller scale web journals furthermore, web-based social networking systems are changing the way associations speak with key publics, for example, workers, clients, investors, groups, governments and different stakeholders [4].

Letreture Review

The organization speaks with its objective by each method for its inner and outer operations and exercises: publicizing, advancements, valuing arrangements, President's open presentation, media explanations, worker's conduct, bundling, and outlines and so on. Some of these showcasing correspondence components are very much coordinated, arranged and precisely performed, however some are less or not controlled by any means. By and large organizations neglect to control their outside collaborations and subsequently, imperil their notoriety and picture. Each single part of organization's cooperation with people in general may impact on its picture and along these lines on client's eagerness to embrace exchanges for obtaining organization's items or administrations [4]. In this manner, organizations, being a piece of one framework must choose between limited options whether to work on advertising correspondences or not. Consequently, the greatest test of each organization is to structure the correct showcasing correspondence display inside its components: publicizing, advertising, coordinate promoting, individual deals and advancements [5].

The coordination and combination of all advertising specialized apparatuses inside the organization into a program that amplifies the effect on a client and other partner at a negligible cost is the incorporated showcasing correspondence design. The special blend or the IMC (Coordinated showcasing correspondence) design is made out of the accompanying components [6]:

- Advertising
- Sales promotion
- Public relations
- Personal selling
- Direct marketing

Every component of the limited time blend has its recognized part, advantages and utilization. The present test is to blend them adequately keeping in mind the end goal to accomplish the communicational objectives and eventually, productive and long haul associations with focused open [7].

The PR part of the promoting correspondence blend can work just if incorporated with different segments effectively. Truth be told, nothing unless there are other options specified component can add to organization's key showcasing correspondence exclusively. The endeavors to clarify PR capacities and PR angles by Advertising creators [8] can be condensed in the accompanying presentations:

- PR is an administration work
- PR is an enduring procedure
- PR is a two way correspondence
- PR can be allocated in numerous corporate exercises, from propelling an item or a brand, safeguarding organization's notoriety, all away to encouraging corporate social duty. In spite of the fact that there are various models for organizing the advertising procedure into all around characterized steps, a definitive goal of the general population connection is to orchestrate outside and inside connections, so the organization can appreciate the advantages of goodwill of its open, solidness and long life [9]. A similar creator worries that the Advertising is twentieth century wonder lifted up basically because of the accompanying determinants: development of the enormous establishments, media complexity, expanded frequency and clashes, developing energy of media, general conclusion, majority rules system and web. Advertising in its procedures assume an awesome part in making the observation and the picture of the organization. At the end of

the day, advertising interchanges include endeavors to characterize reality for the focused on publics on whom the association depends. Consequently, advertising is in a component of development of social reality since it helps shape the viewpoints through which individuals see the world. This recognizes advertising special position among all limited time blend components. It underlines its capacity to convey and collaborate to general society on a particular, hint level that gives the present day open the most wanting idea: validity and trust.

The present media can be viewed as involving a solitary complex framework that incorporates a huge scope of computerized and no digital, mass and individual correspondence. This framework offers new open doors for advertising professionals to create incorporated methodologies for observing and dealing with an expansive correspondence setting. New media innovations challenge PR specialists to grow their reasoning and practice. An extensive piece of the PR business has not yet occupied with any significant route with new media and ideas, for example, Web 2.0. Of those that have, the essential concentration is the way to deliver Sites, create web journals, and create podcasts, yet more yields; more concentrate on process and practice. It is relatively uncommon to discover specialists checking and dissecting the utilization, effect and impacts of websites, for example, and it is uncommon to discover them at the cutting edge of approach making and arranging, instructing their associations on the suggestions regarding new media. A solid PR procedure can truly separate an organization from the opposition and expand business' idea administration effort and touch a more extensive gathering of people. PR experts who need to navigate effectively in the new present day world must have the capacity to grasp and ace this innovation well. It is clear that the use of new media

and advances are broadly polished in Asia and around the globe.

A few innovative organizations have accomplished industry deceivability that is not really supported by their market position or specialized authority, yet rather by their use the ideas of advanced advertising. Advertising experts can enable their organizations or customers to explore these new waters. New media advancements have revolutionarily affected the field and routine with regards to advertising. The new computerized media have dialogical, intuitive, social, and worldwide properties that make them flawlessly suited for a key administration worldview of advertising properties that one would think would compel advertising professionals to relinquish their conventional one-way, message-oriented, asymmetrical and ethnocentric worldview of training. The unprecedented worldwide reception of advertising as of late has changed the way associations and people in general identify with each other. Researchers from around the globe give interesting bits of knowledge into how always developing advancements expect associations to be intuitive and real in virtual conditions where control and production of messages is a common procedure. In an undeniably rising financial atmosphere and expanded rivalry, with cost rising and benefit lessening, it has progressed toward becoming basic and additionally trying for some associations to make benefit as well as guarantee that the general population, inward and outer, see them in a positive light.

Today, mechanical advancements and joining have reformed existing media relations instruments like press units, bulletins, news discharges, office visits just to say yet a couple; in this way prompting the development of new and contemporary apparatuses of media relations. It is not necessarily the case that these contemporary instruments have supplanted the "old" devices yet are utilized to supplement each other for powerful relations with the media. The

contemporary apparatuses of media relations remains those media/offices that meet the changing patterns related with the 21st century along these lines improving the act of media relations. They incorporate the Web, webcasting, email, videoconferencing, video news discharge, office visits among others. Each branch of media relations is online today. The future will be all the more so. Showcasing interchanges,

emergency interchanges, mark correspondences, reputational correspondences, money related interchanges, industry relations all are to a great extent directed on the web, primarily through email, sites and conferencing. Progressively, exercises will incorporate blogging and Voice Over Web Convention (VOIP) in which calling is finished by web. Despite the fact that various research thinks about have inspected the colossal effect new interchanges media are having on the act of advertising, what is missing is investigate considering how advertising experts really are utilizing these new media. The vast majority of the explores begin with inquiries, for example, why, and to what degree does correspondence add to the accomplishment of hierarchical destinations and how should advertising be drilled and the correspondence work sorted out for it to contribute most to authoritative viability? They affirmed that advertising have an incentive to the bigger society too.

METHODOLOGY

The study has been conducting an evaluation of these two companies (Karamax, Frero). They have been asked 10 questions regards the strategic planning of using public relation and strategic planning for developing their companies. The total number of the participant in the Legal Advice Company, Karamax Company and Frero Company was 31The participants Gender are %61 Male, %39 Female, and their ages are %6 (20-30), %41 (30-

40), %53 (40-50). The questions of the survey is shown in table1 below .

Table 1 Survey Questions

Survey Questions
1. I know the strategy of our company in Public Relation.
2. Our works done very easily through technology, so I believe we do not need PR's activities.
3. I contact my manager through technologies tools.
4. We know that the PR has an important role and a good coordination between departments.
5. Personally, I don't feel the role of PR in our company.
6. I really enjoy working at this company.
7. I feel that there's a technologies weakness in promoting the company's products.
8. We count three Facebook behaviors (like, comment, and share) every day?
9. PR supervises in all activities undertaken by the company to promote our products.
10. Our social media employers are taking courses on PR

RESULTS

According to the information which has being showed in the table2 which describe all the results, %64.5 agree somewhat to know the strategies of the PR's company, meanwhile is has a deficiency in introduction of the strategies company among the employers and people which work there. These two high ratio of the second question which are %25.8 Strongly agree and agree %35.4 showed that they do not understand the PR's works and strategies, they have done their work without PR's assessments. Also %64.5 participant which strongly agree to do their communication through technology with their manager, this showed that the rest of the

communications have being done through face to face. Means technology is not alternative yet.

Coordination between departments especially in the moderate companies mostly have being done by the CEO so PR's role is weak for that it records %58.0 to agree somewhat.

However individual participant do not feel the PR's role in the company with the ration of %85 in both strongly agree and agree.

Working with enjoy in the companies with %74.1 means they principle of PR is working without framing in PR strategies.

Also different ratios of aspects of the participant can be seen equally for using technology in promoting companies products, they felt that there is a weakness in that area.

Many participants work on three face book behavior every day but it is not enough because only %54.8 strongly agree.

PR's is not supervise all activities in these companies, Disagree with %32.2 is an indicator that there are not a available a specific PR's unit to supervise everything.

Finally the last question showed that the employers do not take any PR's Training Courses, meanwhile it is so important especially for the social media employers.

Table 2. Results of PR study

Statements	Strongly agree	Agree	Agree some what	Disagree	Strongly Disagree	Total
Q1	%6.4	%16.1	%64.5	%9.6	%3.2	%100
Q2	%25.8	%35.4	%16.1	%12.9	%9.6	%100
Q3	%64.5	%16.1	%12.9	%3.2	%3.2	%100
Q4	%16.1	%19.3	%58.0	%6.4	%0	%100
Q5	%61.2	%19.3	%12.9	%6.4	%0	%100
Q6	%74.1	%12.9	%6.4	%0	%6.4	%100
Q7	%41.9	%32.2	%16.1	%9.6	%0	%100
Q8	%54.8	%22.5	%9.6	%0	%12.9	%100
Q9	%12.9	%16.1	%25.8	%32.2	%12.9	%100
Q10	%3.2	%9.6	%3.2	%3.2	%80.6	%100

Conclusion and recommendations

A few experts consider that in spite of expanding levels of web utilize, the advertising business has not yet gotten a handle on its maximum capacity in an expert area. The experts exhibit inner conflict towards new media, as they express both tension about its expanding use in correspondence and recognize it was something that would change the calling and which they would need to grasp. Many see points of interest in new media, for the most part with email, sites. Specialists additionally view new media as changing advertising practice, particularly as far as speed and workload. There is agreement that new media are the space of a more youthful era. Reacting to the requests of rising media in a domain where customary media requests on advertising practice are not lessening essentially will be a noteworthy zone of worry in coming years. Assessment challenges that have been verbalized in the advertising writing over the recent decades will

be additionally entangled by the appearing ease of both the new media advancements themselves and the traditions of their utilization. Additionally investigate is expected to determine whether it was absence of mechanical expertise, hesitance with respect to the advertising professionals to coordinate new media into their training, or the correspondence administration part. Signs are that if advertising professionals don't venture up to the stamp, at that point others will do as such. Hence, these media can possibly really progressives advertising yet

just if a change in perspective in the reasoning of numerous professionals and researchers happens. The recommendations of this study are:

- We recommend that the tools and technologies that are using in the company's nowadays is enriched so the local companies must use in different levels.
- PR's strategies and fundamental are very important, everyone who is working in the company must familiar with at least the fundamental.
- We suggest to open that PR's department or someone being responsible to undertake PR's responsibility.
- Technology and PR are two important faces in one coin especially those who are working in the social media.

Acknowledgment

References

1. Owyang, J. and Toll, M., 2007. Tracking the influence of conversations: a roundtable discussion of social media metrics and measurement. Dow Jones & Company.

2. Karim, S.H. and Ghareb, M.I., The Impact of Technology Complexity on Public Relations.

3. Bentele, G. and Wehmeier, S., 2007. Applying sociology to public relations: A commentary. *Public Relations Review*, *33*(3), pp.294-300.

4. Ikonen, P., Luoma-aho, V. and Bowen, S.A., 2017. Transparency for Sponsored Content: Analysing Codes of Ethics in Public Relations, Marketing, Advertising and Journalism. *International Journal of Strategic Communication*, *11*(2), pp.165-178.

5. Coviello, N., Winklhofer, H. and Hamilton, K., 2006. Marketing practices and performance of small service firms: an examination in the tourism accommodation sector. *Journal of Service Research*, *9*(1), pp.38-58.

6. Wind, Y., Thomas, R.J. and Sheth, J.N., 2014. *Organizational buying behavior*. SAGE Publications.

7. Papasolomou, I. and Melanthiou, Y., 2012. Social media: Marketing public relations' new best friend. *Journal of Promotion Management*, *18*(3), pp.319-328.

8. Moriarty, S., Mitchell, N.D., Wells, W.D., Crawford, R., Brennan, L. and Spence-Stone, R., 2014. *Advertising: Principles and practice*. Pearson Australia.

9. Andrews, J.C. and Shimp, T.A., 2017. Advertising, promotion, and other aspects of integrated marketing communications. Nelson Education.

10. Wilcox, D.L., Cameron, G.T. and Reber, B.H., 2015. *Public relations: Strategies and tactics*. New York, NY: Pearson.

11. Grunig, J.E. ed., 2013. Excellence in public relations and communication management. Routledge.

12. Kaul, V., 2013. Plugging In: New PR Technologies. *SCMS Journal of Indian Management*, *10*(1), p.33.

13. Singh, N. and Pandey, A.R., 2017. Role of Public Relations in Image Management of an Organization.