FACTORS AFFECTING EMPLOYEE PERFORMANCE IN PUBLIC RELATIONS PRACTICES: A CASE STUDY OF TRANS NATIONAL BANK LIMITED

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Declaration

I hereby declare that this Research is my original work and has not been presented by any other person in any other institution to the best of my knowledge.

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Signature: [Signature] Date: [8/11/2013]

SUPERVISOR

This Research has been submitted for examination with my approval as the University Supervisor.

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Abstract
The influence of Public Relations Management Practices on organizations has been discussed widely and analyzed extensively. This project seeks to extend this research to a broader perspective by analyzing its influence on organizational performance and more specifically in a service industry context. The first chapter gives an overview of what the study entails. It defines terms and gives the relevant areas that shall be covered by this study as well as the research gap that it covers. The second aims to compare and contrast different authors’ views as well as group those who draw similar conclusions while the third chapter gives ways and guidelines of how the study shall be carried out. The fourth and the fifth chapters findings addressing the research questions and gives the conclusion, recommendations and limitations of the study respectively. Service organizations need to consider in depth the Public Relations management (PRM) practices and strategies that will enable them to achieve sustained performance in the competitive era. This project, therefore, analyzes the PRM practices developed to accommodate the changing performance levels associated with service organizations in the banking sector. Based on case study data, it describes how Trans National Bank Limited, has linked its PRM practices with its overall human resource management strategy, and the extent to which its PRM practices have helped it to utilize their Public Relations resource capability to achieve sustainable organizational performance.