UNIVERSITY OF NAIROBI

COLLEGE OF EDUCATION AND EXTERNAL STUDIES

DEPARTMENT OF EXTRA-MURAL STUDIES

IMPACT OF POOR COMMUNICATION BY THE MANAGEMENT ON THE CORPORATE IMAGE OF AN ORGANIZATION: A CASE STUDY OF G4S, NAIROBI.

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THIS RESEARCH PROJECT REPORT IS SUBMITTED TO THE DEPARTMENT OF EXTRA-MURAL STUDIES FOR THE PARTIAL FULFILLMENT OF THE AWARD OF DIPLOMA IN PUBLIC RELATIONS OF THE UNIVERSITY OF NAIROBI

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DECLARATION

This research project is my original work and has not been presented in any university for the award of a diploma or any other award.

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Date 21/11/2013

Supervisor's declaration

This research project has been submitted for examination with my approval as the University supervisor.

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Date 21/11/2013
ABSTRACT

The fact that there has been no similar study which has been carried at G4s head office or in any other county in Kenya necessitated the researcher to investigate the impacts of poor communication on the corporate image of the organization. The study was driven by five objectives namely: To establish the impacts of poor communication on the corporate image of the organization, to identify the challenges facing effective communication in an organization, to explore ways of ensuring effective communication in an organization, to identify the determinants of a positive corporate image and; to find out boosters of positive corporate image.

The study reviewed the empirical literature in relation to the objectives and variables of the study. Descriptive design was adopted for the study. The target population of the study was the employees of the G4s head office along Mombasa road and members of republic within the central business district in Nairobi. The study adopted both stratified sampling and simple random sampling techniques to obtain the sample from the population who were used for the study. Questionnaire and interview schedule was used as a tool of data collection in the field. Data collected was analyzed using SPSS and interpreted using descriptive statistics.

The researcher concluded that communication and corporate image are interlinked and interrelated and goes hand in hand with each other hence the organization should not ignore the role played by communication to either build or destroy the corporate image. This is because communication is essential ingredient of the corporate image. Poor communication has impacts on corporate image of the organization. The study further concluded that the organization should vibrantly engage in public relation activities to improve their corporate image, satisfaction of employees to either improve or positively shape their attitudes and perceptions about the organization and improving their quality of services to the consumers. To boost their corporate image, the study concluded that the organization should launch promotions of their services; work toward improving their relationship with their public’s and ensure effective communication management.