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ADDIS ABABA UNIVERSITY

SCHOOL OF JOURNALISM AND COMMUNICATION

DEPARTMENT OF PUBLIC RELATION AND STRATEGIC COMMUNICATION

**THE ROLE OF PUBLIC RELATIONS IN CORPORATE SOCIAL RESPONSIBILITY:
THE CASE OF ALEMA FARMS PLC**

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**A THESIS SUBMITTED TO THE SCHOOL OF JOURNALISM AND
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THE DEGREE OF MASTER OF ARTS IN JOURNALISM AND COMMUNICATION**

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DECLARATIONS

I , Kidist, hereby declare that this thesis is my original work and that it has not been submitted partially; or in full, by any other person for an award of degree in any other university/institution.

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APPROVAL

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Acronyms

CSR - Corporate Social Responsibility

PLC - Private Limited Company

PR - Public Relations

Abstract

The purpose of the study is to assess the role of public relations in corporate social responsibility, focusing on the case of Alema Farm PLC. Corporate social responsibility (CSR) entails corporate organizations actively incorporating environmental and social improvement into their business philosophies and practices. The primary objective of establishing a

commercial firm is to produce goods and services that meet public demand. Contemporary CSR practices assume that businesses willingly integrate social and environmental considerations into their operations and interactions with stakeholders. To examine the roles of public relations in corporate social responsibility, a descriptive research design utilizing a mixed approach of quantitative and qualitative research methods was employed. Purposive sampling methods were employed to collect data from 45 selected employees of Alema Farm PLC through questionnaires. Purposively, the Public Relations Department, Marketing Department, and HR Department were selected due to their engagement with external stakeholders. Data collection methods included questionnaires distributed to the 45 employees, interviews with department managers, and web analysis. Consequently, the roles of public relations in Alema Farm PLC encompass supporting and understanding both internal and external stakeholders. Additional roles not attributed to Alema Farm PLC include strategic communication, transparency and corporate social reporting, stakeholder relationship management, ethical action, and digital communication. In contrast to expectations that may suppose that public relations practitioners would cling to CSR leadership, interviewed professionals were adamantly opposed to PR ownership of responsibility initiatives. Public relation Professionals should recognize and utilize the importance of their position as a boundary-spanner and aggregator to inform and communicate CSR efforts internally and externally. This communication function includes spreading and promoting an internal culture of corporate responsibility to engage employees in the process. Corporate social responsibility requires cross-functional collaboration from all relevant business sectors to develop the most effective programs. The most successful CSR programs are embedded in the organizational structure, autonomous from other departments, and often have a Corporate Responsibility Officer in a leadership position. Specifically public relation of Alema Farm PLC should collaborate this activity.

Keywords: Corporate social responsibility, public relation, strategic communication

CHAPTER ONE

1. INTRODUCTION

1.1. Background of the study

As a concept, corporate social responsibility (CSR) refers to the practices of business organizations that incorporate environmental and social improvements into their strategies, businesses and practices. The main purpose of starting a business is to create products and services that the public needs. Corporate Social Responsibility (CSR), as it is now understood, assumes that businesses are willing to incorporate social and environmental concerns into their activities and interactions with stakeholders. The question of whether businesses should engage in or avoid certain activities because they are beneficial or harmful to society is central to the emerging concept of social responsibility, as it emphasizes ethics and integrity in the decision-making and business environment. Social issues themselves require ethics, and managers should consider how business affects society when making decisions (Porter & Kramer, 2003).

It is important to remember that community engagement is an evolving concept and there is currently no consensus on what it means. CSR is generally understood as a process where companies incorporate social, environmental and financial concerns into their values, cultures, decisions, strategies and work with transparency and accountability to create better practices, corporate wealth and prosperity. According to the

Public Relations Association General Assembly, public relations is the science and art of analyzing relations, estimating their effects, informing the managers in the organization and putting them into practice before making plans that will benefit the organization. organizations. the general public (Jensen, 1999). Meanwhile, some have defined it as public administration and communication activities in a company (Grunig and Hunt, 1984)

According to Bussey (2011), public relations public relations (PR), a company (or a person) presentation of art to the public, usually through advertising tends to increase the reputation of the company (or person) in a positive way, which affects the sales of the company / use of company services / the overall reputation of the company or company. individual.

In the context of business organisations, public relations is a management function that plays an i

important role in representing the company and generating interest among participants through two-way communication.

According to Wojcik (2021), if the value of information is taken to a higher level and combined with management theory, image and reputation will support PR management companies. In addition, valuable information and the reputation of a good image are obtained through the practice of PR development management.

Kriyantono and McKenna (2017) define public relations as having two perspectives. First, public relations is a management role, and second, public relations is the role of managing the organization's public relations. There are opinions and debates in society that PR should both advertise and counter, advertise while following traditional PR rules of understanding, communication, control, respect, relationships and reputation.

The job of public relations is to communicate effectively (Maloney & McGrath, 2021).

The development of CSR in the late 1970s and early 1980s coincided with an increased focus on corporate image/public relations. Companies must no longer respond to the public's demand for transparency, shut down boards and silence CEOs. Although the history of public relations goes back to the early 1900s, its impact, or some negative impact, did not increase until the late 1970s. Major changes in business and society during this time also had an impact on public relations and brought it to the forefront of the communications industry. It also has many versions, from public knowledge to reputation for social management, but its approach and operation are similar to the content of CSR.

The public relations department of many organizations operates as a corporate monitoring group that oversees the relationship between the company and its internal and external environment, hoping to experience problems and supporting policies to resolve them before they become disruptive. CSR practices such as public relations help improve a company's image and reputation. According to Tench (2006), an organization with a good reputation has the following characteristics: differentiation and competitive advantage over similar organizations, greater respect for the opinion of the organization, for example, the company has heard more, easier recruitment, morale improvement. and reducing employee turnover, improving and adding value to the organization's products and/or services, strengthening relationships information systems, and improving related resources. Corporate Social Responsibility (CSR) is a discipline of organizations involved in business strategy.

When businesses are forprofit, they accept responsibility for the impact of their activities on the environment, customers, employees, communities, affected stakeholders and all other members of society. They also promote the public interest by promoting the growth and development of society and voluntarily eliminating practices (whether legal or not) that harm the public (Wood,1991) Even though competition between companies has increased the need for public relations activities, social responsibility practice is discussed and criticized. Its proponents say it's a business issue for CSR, arguing that companies benefit in many ways by operating from a broad, long-term perspective rather than shortterm benefits. However, critics claim that CSR distracts attention from the core business; others claim it is nothing more than an expression of goodwill; attention (Freeman, 1984).

The most important thing, however, is that PR and CSR are related because they both work to improve the company's image in the market (Saether and Aguilera, 2008).

1.2. Statement of the problem

The idea behind social responsibility is that business has a broader influence on society influence on society beyond just their financial performance. Due to the fact that everyone holds a distinct perspective on what behaviors would best advance society, social responsibility may be a challenging topic to understand (Sherwin, 1983). The business sector should support kind and beneficial social policies that direct society as a participant in it. The idea of social responsibility is only the first step towards business being socially useful. Business participation in its social society is justified by philosophy, but philosophy alone is insufficient. Effective social activity should follow from corporate social responsibility. Therefore, one might argue that fewer but more meaningful corporate social responsibility obligations could lead to increased overall social responsibility.

The former is too evocative of legalistic thinking and although the former imposes definite requirements, the latter, being more open, allows for voluntary and inventive endeavor by Business serving a greater good in society (Sherwin, 1983).Almost all company websites, policies, and publications, according to Poovan et al. (2006), discuss their Efforts for CSR, which have evolved into a means of ensure that the organization is commitments to society and is therefore qualified for the operating license. It guarantees the A company can expand in a

sustainable way. Depending on the resources that firm has available for implementing sustainable practices, CSR activities ranging from small donations to larger programs for social welfare vary from organization to organization. According to Porter & Kramer (2003), large, prosperous organizations with access to a lot of resources have set the standard for adopting sustainable business practices. These corporations demonstrate their dedication to social responsibility all throughout the world.

CSR includes both what businesses do with their profits and how they cultivate their brand in the eyes of their customers. It extends beyond compliance and philanthropy to examine how businesses manage their economic, social, and environmental consequences as well as their interactions with all major spheres of influence, including the workforce, the market, the community, and public policy.

According to Clark (2002), evaluating the role of public relations on corporate social responsibility (CSR) gives an exciting chance to investigate the fundamentals of each discipline in order to provide clear suggestions about how to maximize their efficacy and influence on the business sector. The rise of CSR in the late 1970s and early 1980s coincided with an increased concern for a corporation's image; while the implementation of public relations is frequently used as a means of minimizing bad market pressures and enhancing their reputation as an intangible asset that would ensure good performance.

As a result, considerable study efforts have been focused on corporate reputation (Gotsi and Wilson, 2001), because reputation is one of those intangibles that is very difficult to imitate (Mahon, 2002), transforming it into a valuable source of competitive advantage. According to Caminiti (1992), having a "good" reputation among many stakeholders has multiple advantages, including improved customer retention, which leads to more repurchases, and higher product pricing. (Shapiro, 1983), resulting in both increased income and cheaper expenses due to a reduction in both capital costs (Beatty and Ritter, 1986) and people costs due to reduced workforce volatility (Caminiti, 1992, Eidson and Master, 2000 and Nakra, 2000).

In brief, this would result in improved performance for the "well-known" business. However, while the cited authors all agree on the more or less theoretical fact that reputation, brought about by public relations, is a source of competitive advantage that ensures good performance, there has been relatively little empirical evidence of the impact of public relations practices on a firm's

Corporate Social Responsibility strategy (Roberts and Dowling, 2002). As a result, The purpose of this study is to explore the role of public relations in corporate social responsibility at Alema Farms PLC in Debrezeit.

1.3. Objectives of the study

1.3.1. General Objective

The General objective of this study is to assess the role of public relation on corporate social responsibility in the case of Alema Farms PLC in Debre Zeit.

1.3.2. Specific objective

The following Specific objectives were addressed in accordance with the above general objective.

- I. To analyze the CSR strategies adopted by Alema Farms PLC in Debre Zeit.
- II. To find out the impact of CSR in realization of positive corporate image/public relations of Alema Farms PLC.

To find out how the PR team of Alema Farms PLC communicates its CSR-related messages to its stakeholders.

III.

- IV. To assess the relation between public relations and CSR.

1.4. Research Questions

The study directed by the following research questions in order to accomplish the stated research objectives and look for answers for the stated objectives:

- I. What are the CSR strategies adopted Alema Farms PLC in Debre Zeit?
- II. What are the impacts of CSR in realization of positive corporate image/public relations of Alema Farms PLC?
- III. How does the PR team of Alema Farms PLC communicate its CSR-related messages to its stakeholders?
- IV. What is the relation between public relation and CSR?

1.5. Significance of the study

This research is anticipated to add to the theoretical body of knowledge and practical application of the role of public relations in corporate social responsibility. It can add to the current literature on the topic as well as establish the groundwork for future academic investigation. The other researchers will consult the paper as a resource. The research also gives business owners tools to combat business failure by outlining some doable steps that these companies may take to uphold their corporate social responsibility. Additionally, it raises society's awareness of the company's issues with corporate social responsibility. By highlighting various business-related issues connected to corporate social responsibility, it is thought that this study helps the company growth effort. It makes it easier for these Companies to contribute to corporate social responsibility. Additionally, it serves as a foundation for subsequent research on the subject.

The study helps the company Alema Farm PLC to their status in their corporate social responsibility and their public relation and from their status it helps to arrange their public relation and become successful in their business.

The study also gives advantages for other related company to see their position in relation to their public relation.

1.6. Scope of the study

The research intended to discover and record the importance of public relations in corporate social responsibility in Alema Farms plc in Debre Zeit. The focus of the study is on determining how public expectations impact public relations functions in corporations and, as a result, the adoption of community investment methods.

This was tied to Alema Farms plc's corporate social responsibility policy in its drive to develop strong public relations.

The study is delimited conceptually, geographically and methodologically.

Conceptually the study deals about the roles of PR in corporate social responsibility: In the case of Alema Farm PLC.

Geographically the study delimited in Alema Farm PLC at Debre Zeit only.

Methodologically The study is limited to a sample survey, from which conclusions will be drawn.

1.7. Operational Definition

Public Relation: public relations are a business function of management that plays a crucial role in portraying the corporation and cultivating positive impressions with stakeholders through two-way communication

Corporate Social Responsibility: the practice of corporate organizations actively incorporating environmental and social improvement into their business philosophies and practices.

1.8. Organization of the study

The study presented in five chapters. The first chapter which were the introduction covers the background of the study, problem statement, objectives of the study, research questions significance of the study, as well as the scope of the study. This have been followed by chapter two which have been reviewed extensive related theoretical and empirical literature on the subject matter. Chapter three were looked at the methodology of the research which comprises the research design, the research population, sample and sampling technique. It also will has considered the sources of data and data collection instruments, methods of data collection and analysis. Chapter four will be dedicated to data analysis, findings and discussions. Finally, chapter five were deal with a summary of the study, conclusions drawn from the findings and recommendations of the study.

1.9. Limitations

limitation of this study was the difficulty encountered in collecting data through interviews and questionnaires. Due to the specific nature of the study population and the need to gather firsthand information, extensive travel to Alema Farms in Debrezeit was required to reach the target audience. This logistical challenge may have limited the diversity of perspectives obtained and affected the breadth of data collected.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

2.1. Introduction

This chapter reviews the related concept which can support the studies. It includes at the first the concepts and definitions which is related with public relation, corporate social responsibility, theoretical literature review and finally the conceptual framework is organized and presented on this part.

2.2. Concepts and Definitions

2.2.1. Public relation and tasks of the practitioner

According to Nikoli (2012) defined public relations as a complex business activity involving several dimensions and requiring knowledge of a variety of different disciplines, including psychology, communication, journalism, economics, culture, and others, in order to combine them to achieve effective communication. All these listed departments are contributed to public relation significantly.

In the context of a business organization, public relations are a business function of management that plays a crucial role in portraying the corporation and cultivating positive impressions with stakeholders through two-way communication. According to Wojcik (2021), image and reputation aid PR in managing the organization if the value of information is elevated and includes ideas of strategic management. Also, PR practices that are properly targeted in terms of

image information values and reputations enhance management processes. management is responsible for managing public relations, and the second is that PR is in charge of managing the relationship between the organization and the public (Kriyantono and McKenna, 2017).

The function of a business ecosystem, product development tools, marketing campaigns, and PR channels are some new digital business solutions being used by fashion technology start-ups to understand user style and wardrobe management (Wiklicki, Laurisz, & Mirzyska, 2021).

PR initiatives can make it simpler for stakeholders to participate in value creation processes that lead to positive social change. Moreover, PR influences institutional structures and public discourse and offers venues for recursive feedback loops of reflection to improve service ecologies. With its comprehension of stakeholder expressions, PR guides group activities to offer a foundation for jointly recognizing issues and necessary fixes (Fehrer, Baker, & Carroll, 2022).

2.2.2. The responsibilities of public relation and processes models

Decision-making models and two-way communication are used to depict the public relations process in the most popular textbooks written after 1970. The public relations model proposed by Cutlip and Center has four stages: fact-finding and feedback, planning and programming, action and communication, and assessment (Scott M. Cutlip and Allen H. Center, 1978). The four-step management process was developed from this concept with a small modification: defining the issue (or opportunity); planning and programming; acting and communicating; and evaluating the program (Scott M. Cutlip, Allen H. Center, and Glen M. Broom, 1994). Using the aforementioned concept, Marston developed the well-known RACE framework, which also included four stages: research, action, communication, and assessment (John E. Marston, 1979).

These procedures were mentioned by Grunig and Hunt when they discussed two-way symmetrical communication. (Ibid., p. 23) They argued that a well-planned, two-way flow of information allows both the corporation and diverse publics to modify attitudes and behaviors using the two-way symmetrical model. Before communicating a company policy or a program addressing a given issue, practitioners of this technique conduct research on the stakeholder values and make an effort to define the issue jointly. Two-way symmetrical communication is a strategy used by public relations agencies that strive for perfection because it may improve

connections and, as a result, an organization's effectiveness, moral character, and bottom line. (James E. Grunig (ed.)1992).

As Kruckeberg and Starck stated, the majority of writers and professionals agree that this type of public relations may be professional, moral, and socially responsible, and that it is what is meant by "genuine" public relations. They expanded on this idea in their book *The Quandary of Public Relations*, where they claimed that public relations is actually an effort to preserve and restore a sense of community and that community relations are the best way to practice public relations today. This is a crucial task for any business hoping to maintain a positive reputation. (Dean Kruckeberg and Kenneth Starck,1988).

About this period, CSR and public relations started to sound the most alike. During the 1980 Association for Education in Journalism conference held at Boston University, Bernays was cited as saying, "Public relations is the practice of social responsibility" (p. 47).

Two renowned communications scholars, James Grunig and Todd Hunt, wrote a book chapter on public relations and social responsibility in which they stated that two-way symmetrical communication is the best method for assessing social responsibility and that "public, or social, responsibility has become a major reason for an organization to have a public relations function" (p. 48).

The concepts of the two-way symmetrical model were advanced with the assistance of practitioners as well as thinkers. Harold Burson, one of the company's founders, started promoting the idea that a public relations executive's job should be to provide qualitative analysis of social trends, which will aid the practitioner in creating policies that will result in a formal corporate response, in the middle of the 1970s (Harold Burson,1974).

Burson-Marsteller, one of the biggest public relations firms in the world, virtually solely utilizes the latter word and makes no reference to public relations in any of its supporting materials. Practitioners at the leading public relations firms emphasized a two-way symmetrical approach and advertised their services as reputation management during the majority of the 1990s. In addition to managing reputation, a public relations professional also has to uphold their credibility, create strong internal and external connections, and manage challenges well.

The last several years have seen a lot of attention paid to relationship management. This viewpoint places more emphasis on creating, fostering, and preserving connections between organizations and the general public than it does on shifting public opinion. This change emphasizes the mutually beneficial relationships that are a key component of most public relations definitions.

2.2.3. CSR and responsibility of CSR

The social, economic, political, and environmental background since the 1950s served as the foundation for many CSR concepts that were created by academics in the past. Corporate social responsibility (CSR) is known by a variety of other titles, according to Paul H. (2007). They include, among others, "triple bottom line," business responsibility, corporate accountability, corporate ethics, corporate citizenship or stewardship, and corporate ethics. CSR is increasingly being referred to as "corporate sustainability" or "responsible competitiveness" as it is incorporated into contemporary company operations. Yet only the other names of CSR are indicated by these very vague meanings or conceptions. According to Shafiqur R. (2011), different definitions of CSR include different aspects such as corporate responsiveness, ethical conduct, environmental preservation, stakeholder involvement, transparency, accountability, and responsible behavior. Despite the existence of additional factors like health and human rights, this definition primarily focused on CSR. As a result, it generalizes CSR's meaning in terms of its criteria or dimensions. According to Business for Social Responsibility's definition of CSR from 2003, socially responsible business practices increase corporate accountability while upholding moral principles and serving all stakeholders' interests. The environment is respected and protected by ethical corporate activities.

Corporate social responsibility empowers individuals and make investments in the areas where a business operates, helping to improve the quality and chances of life. The concepts of Business for Social Responsibility and the Global Corporate Social Responsibility Policy Project from 2003 are quite similar. The World Business Council for Sustainable Development definitions are

also very similar. Although they didn't include other CSR indicators, these definitions are sound and technically sound. Only ethical, environmental, quality of life, and community views of CSR are reflected in the definitions.

According to Hopkins M. (2011)'s corporate social responsibility refers to how a firm or organization treats its stakeholders in an ethical or responsible way. "Ethically or responsibly" refers to handling important stakeholders in a way that is considered acceptable by international standards. This definition, which concentrates on a company's stakeholders, is very general. CSR can be viewed in broader contexts than this, such as the neighborhood, country, continent, and world at large. According to the European Commission (2002), corporate social responsibility (CSR) involves intimate linkages between businesses and society to address social and environmental issues. According to their definition, corporate social responsibility (CSR) is a concept wherein businesses voluntarily incorporate social and environmental issues into their daily operations and interactions with stakeholders. The Commission presents a new definition of CSR in its latest communication on the topic: "the responsibility of firms for their impacts on society."

In order to properly fulfill their corporate social responsibility, businesses should have a procedure in place to incorporate social, environmental, ethical, and human rights concerns into their daily operations and core strategy, working closely with their stakeholders, the Message continues (New EU definition on CSR mirrors Enterprise 2020 aspirations –2012). These definitions pretty much sum up CSR in its entirety. The definitions, however, simply connect CSR to company operations and strategies. Beyond corporate operations and strategies, CSR practices should be taken into consideration. For instance, helping the national team goes beyond what businesses typically do. Although CSR can occasionally be required, according to European Commission definitions, it must always be optional. CSR can be defined as a voluntary as well as obligatory activity of a business or an institution towards labor treatment, consumer protection, community welfare, environmental protection, human rights, transparency and anti-corruption, health and quality of life to enhance economic, social, political, ethical and environmental standards of the society as a whole.

Howard Bowen offers the first description of CSR. Corporate social responsibility is "the duties of businesspeople to pursue those policies, to make those judgments, or to follow those courses of action which are desirable in terms of the purposes and values of our society," according to Bowen (1953). Although if Bowen's definition of CSR is neither precise or quantitative, it is logical that Bowen would argue that corporations have a responsibility to society. According to Bowen, every business has a duty to society, which is defined by the goals and values of society. Businesses should take these goals and values into account when making decisions and developing policies.

CSR was expanded by Joseph McGuire (1963) beyond the confines of contractual and ethical commitments. The concept of social responsibilities, in the words of McGuire, "presupposes that the company has some responsibilities to society that transcend beyond these commitments" in addition to its economic and legal duties. (1963, McGuire). McGuire, however, omitted to specify the extent of the obligation he said businesses bear. Clarence Walton envisioned CSR as a close partnership between business and society. Unlike his predecessors, he saw CSR as a two-way partnership rather than a one-way obligation. The new idea of social responsibility, according to him, "recognizes the closeness of the links between the firm and society and realizes that such linkages be kept in mind by senior management while the corporation and associated organizations pursue their separate goals" (Walton, 1967). Walton underlined that the corporation and management must work together to achieve CSR implementation. The literature makes it abundantly evident that the foundation of the early CSR ideas was the idea that businesses had social obligations.

According to Watts and Holme (1999), CSR aims to balance economic growth with raising the standard of living for both employees and society as a whole. The business's dedication to enhancing the lives of people it can reach and its financial success can go hand in hand. Enhancing quality involves a variety of factors, including economic, social, environmental, and political ones. Thus, knowing CSR through this lens provides a better perspective.

The topic of CSR was expanded upon by Kytte and Ruggie (2005) in the academic community. They stated that CSR is about how businesses make their profit as well as what they do with it. As a result, businesses should include ethical principles into their strategy. Businesses should

closely evaluate how they manage their economic, social, and economic impacts as well as their stakeholder interactions since their circle of influence goes beyond the workplace and market to the supplier chain, the community, and macroeconomic policies (Kytte and Ruggie, 2005).

2.2.4. Relationship between Public relation and Corporate social responsibility

According to L'Etang, CSR "is frequently managed by public relations practitioners for public relations ends, and as a result corporate social responsibility is seen as part of the public relations portfolio and as a technique to establish relationships with particular groups (for example, in the local community) and to improve reputation with key stakeholders" (2006: 414). The idea that PR may be a vehicle within a liberal, pluralist society to enable the realization of "laudable social goals" is another important factor as to why PR practitioners have tended to be connected with CSR (Gandy 1992: 133).

Broom contends that public relations professionals "must act as moral actors in society" and that they "must be willing to choose public service and social duty before personal advantages and special private interests" (2009: 151-2).

In general, corporate social responsibility entails making contributions to society that go beyond just monetary ones. Carroll offered a four-part definition of corporate social responsibility in 1979 and again in 1999, stating that "the social responsibility of business covers the economic, legal, ethical, and discretionary expectations that society has on businesses at a given point in time" (Carroll, 1979, p. 500). Organizational reputation, stakeholder connections, crisis management, and ethical behavior are just a few of the organizational needs and functions that PR and CSR campaigns support (Siltaoja, 2006; Yoon, Gurhan-Canli, & Schwarz, 2006; Freeman, 1984; Sohn & Lariscy, 2014). In academic inquiry and practical application, the two areas have frequently been connected by these parallels.

Corporate responsibility programs and public relations efforts are inextricably connected by comparable roles and communication requirements. Both support the company's attempts to develop relationships, manage its reputation, engage with the community, and reduce risk. Yet, the connections between the two ideas are contentious and have drawn criticism (Frynas, 2005; Banerjee, 2008).

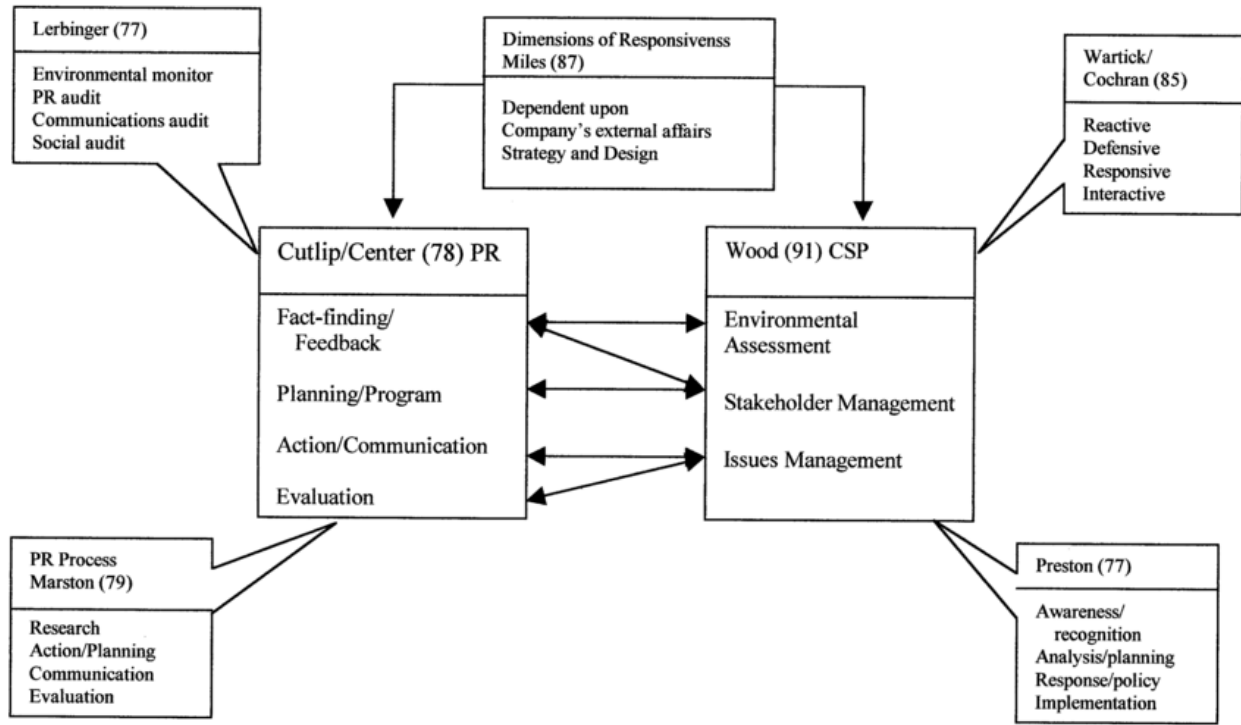


Figure 1. The Similarities of Public Relations and CRS Process

As shown in the above the main steps of each process are similar in terms of product and development.

Public relations professionals begin with the first steps in management by focusing on investigating and explaining problems, or sometimes interpretation time. This stage is simply called research by Marston.

The knowledge, attitudes and behaviors of those interested in or affected by the organization's actions and policies are monitored using internal and external analysis at this initial stage. (Scott M., Allen H. & Glen M.,, s.201–203.)

The first phase lays the foundation for the entire communication management process to be viewed as an important part of the solution, not the problem. Communication analysis, defined as "evidence of an organization's communication to understand how it communicates with the public," is part of internal situational analysis. (ib., no.323)

External factors of stakeholder analysis, namely “gathering information about stakeholders: what they know, what they think and what they do” Evaluation questions flow. age, p. 324) The first stage of Cutlip's four-stage management process is similar to

Wood's CSP process; The first phase is environmental assessment based on the assumption that the company with good company skills will have knowledge of the need to better respond to the needs of the society. It would be better to specify Wood's model as well. Use learning environment and communication as a measure.

However, Cutlip's definition of research and Lerbinger's interpretation of research methods are equivalent to the environmental assessment level definition of Wood's CSP model.

Myers' research also leads to the integration of public relations and CSP models by driving senior management, internal evaluation and external strategies. Project, and planning are designed to pick up where this work left off, including the second phase of Cutlip's fourstage management system. After determining the nature of the problem or opportunity, the doctor must come up with a strategy for solving the problem or using the opportunity. Setting goals and objectives, identifying key audiences, developing policies and choosing methods are all parts of a successful public relations campaign (Scott M. Cutlip, Allen H. Center and Glen M. Broom, p. 349).

All this is done by focusing on the specific benefits and specific needs of each participant group. According to Wood, the process by which companies seek to "understand their stakeholder environment, manage stakeholder relationships, address stakeholder needs and expectations, and satisfy their position of personal power and influence in the corporate sector" are processes involved or controlled. solar panel level.

Both Cutlip and Wood (Donna J.P392) have band members; all discuss the importance of maintaining connections with employees, investors, customers, community organizations and governments for the overall performance of the company. While Wood focuses on the group of stakeholders involved in flow management, Cutlip discusses how identifying these groups can improve communication.

2.2.5. Criticism of a PR-CSR Relationship

While some literature emphasizes the positive effects of CSR on business and reputation, a lot also focuses on corporate denial of wrongdoings, overzealous advertising of triumphs, and contempt for human rights as evidence of the superficiality of responsibility programs (Banerjee, 2008; Frankental, 2001). In relation to their parallel CSR efforts, major multinational companies

like Nike, BP, and Shell have received bad press for environmental catastrophes, violations of human rights, or deceptive promises (Banerjee, 2008; Frankental, 2001). The inherent inconsistencies in the idea of corporate social responsibility and conflicts with the pursuit of competitive advantage and a shareholder-centric business model are revealed by Frankental (2001). He draws the conclusion that until all stakeholders are acknowledged, overall corporate governance complies with CSR principles, a definition is accepted by the majority of scholars, and CSR programs are validated and significantly rewarded by external publics, CSR will remain a "invention" and a public relations tool (Frankental, 2001). The leadership of public relations in CSR projects exhibits a similar conflict, according to Benn, Todd, and Pendleton (2010). Many business executives still only consider PR specialists as a source of good press, according to their interviews with Australian PR practitioners. CSR is envisioned as a "collective quality," in which employees share and distribute responsibility (Benn, Todd & Pendleton, 2010).

2.2.6. The role of public relation in Corporate social responsibility

“The public relations project should aim to protect the reputation of the organization” (Eisenberg & Goodall, 1997, p. 312). 85% of CEOs said in a recent survey ("Competition with authority", 2003) that public relations controls the reputation of the business. As Richard Edelman, Edelman President and CEO of Public Affairs, said in 2004, "A company's reputation is built on relationships created by ongoing communication with stakeholders, including employees, media, investors, consumers, regulators, education and markets." business)" (p. 128) In today's business world, "P R" is often synonymous with "corporate communication".

Some in the public relations industry believe that there is an important link between community engagement and public relations, and that public relations professionals are becoming important to the business. He noted Bennett Freeman, former Assistant Secretary of State for Law, Human Rights and Labor and current Director of Human Resources at Burson-Marsteller ("Corporate Responsibility", 2005, p. 9 para.).

Do the social relationships of the organization also affect their communications and activities, both of which may affect their reputation? By the same token, the way the media manages the com

pany's reputation is through "power building"—some might call it advertising.

Press releases, CEO speeches, manuals, and websites are just a few examples of individual communications that many believe are designed to influence the public. In fact, one of the criticisms leveled at CSR is that the management of CSR managers is intertwined with the public relations departments: "While these departments play an important role, they often make decisions in different ways" (Ian, 2005, para. 23).

In addition, CSR has been expanded to include business reputation even in the world, and it is clear that public relations also includes reputation (Freitag, 2008). According to Palacios (2004), businesses that do not operate ethically have seen their brands decline and their business decline. According to him, these projects attract more public attention. He concluded that, in addition to complying with laws and ethics, CSR must have a social responsibility to stakeholders, including employees, communities and governments. View patterns of behavior that represent a spectrum such as required, desired, and desired.

While increasing interest in CSR seems to increase well-being, it raises ethical questions for public relations professionals and the companies they serve. According to Fitzpatrick and Gauthier (2001), companies instinctively benefit from good behavior and ethics, so it can be said that it is beneficial for public relations if the company conducts these activities according to its ethics. But in doing so, they say, they are exposed to the perception that their commitment to duty is motivated by selfish motives. According to the attackers, the group is operating undercover if it has a philanthropic motivation. Macleod (2001) also shares this concern.

According to him, companies run the risk of being arrogant if they openly discuss their CSR activities.

He said that overall, the literature review shows that communication is accepted by the majority of the population, as long as public relations best practices are followed. Knowledgeable corporate leaders will understand the nature of public relations management during the CSR policy formulation and planning phase, as doing so will ensure a positive relationship between corporate communication and CSR activities. When this concern is significant in the involvement behind PR involvement in the CSR process, the organization's managers will be aware of the reasons.

examines the history of CSR and public relations and finds many similarities between the two, albeit a lack of communication in the CSR literature.

According to Clark, with the Gulf of Texas sulfur crisis in 1973, CSR and public relations began to connect. These links strengthened in that decade as public relations leaders such as Harold Berson argued that the work of the discipline should be expanded to include a center for quality analysis and evaluation of relationships, and then help organizations develop appropriate responses. Clark makes sure that the 4step approach to public relations and the process of dealing with CSR are similar. The idea is that public relations professionals are particularly prepared and ready to lead this effort because the public wants companies to contribute to public health. According to Utting (2005), in the last 20 years, the growth of NGOs is due to unfair business practices of some MNCs, environmental perception and the situation and injustice including the Bhopal disaster in India. , the Exxon Valdez oil spill, Shell's work in Nigeria and Nike's Utting argue that the CSR can now solve many of these problems (real or imagined), but the quality of the organization's signs of social injustice has not yet improved enough to address the following issues . and the economic problems that led to this phenomenon.

Utting believes that establishing universal, clear standards of responsibility is the only way to achieve a high level of CSR. Many studies and ideas about CSR suggest that social relations experts should take the lead in raising CSR to a higher level than it is now.

Motorola is another organization that puts the most emphasis on CSR efforts. Motorola developed the Motorola Ethics Update in response to community concerns and established a Global Corporate Governance Committee to enforce its ethics (Moorthy, De George, Donaldson et al., 1998 and Post, Preston, & Sachs, 2002).

Two main concepts, capitalism and capitalism, aim to explain the natural environment and human concern as well as the profit concern of the enterprise. Economic, environmental and human resources have been called the "triple bottom line" of corporate social responsibility.

The scope of the company's CSR activities depends on the company's need to engage with the communities in which it operates, the people living in the communities, the company's employees and everyone else it affects. Neglecting these duties can affect many issues, from the reputation of the company to the customer relations to the growth of the business in the countries of business. Therefore, CSR managers should follow the social goals of the company (Günay, G.)

2.3. Theoretical literature review

Theoretical and practical developments of a dialogical approach to public relations are suggested by Chen, Hung-Baesecke, and Chen (2020). The authors propose enhancing the dialogue theory of public relations by taking into account dialogue between the organization and the public to identify crucial issues for further development. This can be achieved given that information and communication technologies and social media have reshaped all activities in contemporary society.

In a brand-new setting known as the sharing economy, where users themselves participate in communication in a particular way, corporate organizations interact with the general public and their customers via online platforms. In the sharing economy, interactions on web platforms have been analyzed to reveal that businesses talk to the public about security and support, as well as the caliber of social trust relationships (Knight, 2021).

2.3.1. Stakeholders Theory and CSR

The stakeholder perspective emphasizes the importance of businesses focusing on their stakeholders or the public rather than ownership and profits. Based on the general public relations literature, Cutlip et al. (2006) defines PR as a management function that manages the relationship between the business and the public. Wilcox et al. (2006) emphasized that public relations should create a two-way open communication in which the thoughts and behaviors of the organization, not the people of the target audience, change. Stakeholder theory is an important theory to support the development of social participation.

According to Freeman (1984) and Golob and Barlett (2007), there is cooperation between the business world and society and many stakeholders.

Although resources are varied according to the goals of the organization, companies are considered to have a responsibility to look after the interests of all stakeholders, not just owners and/or shareholders, as they make additional non-monetary resources affordable (Freeman, 1984; Key and Popkin, 1998; Boehm, 2002). An organization will be exposed, in a social setting, to various groups that, according to the organization and ownership considerations, have a legitimate claim on the organization.

These stakeholders include the local community, business management, environmental impact, employees, customers and suppliers, business owners and government.

(Freeman 1984); Maintaining good relations with different people is the basis of public policy. Although the public with an "s" is not commonly used in documents other than public relations documents, most public relations practitioners agree that it can be considered participatory (Harrison, 2007).

public relations Therefore, there are many links between stakeholder theory and CSR because both depend on how organizations and society (or more citizens or stakeholders) interact. (1984, Freeman)

Some businesses that use narratives to express their ethical behavior in public relations want their ethical behavior to be seen as authentic and relevant. For this, they asked participants who have good relations with the company to share their articles. Especially these businesses need the cooperation of these people (Social Responsibility Report 2001).

According to Garriga and Mele's (2004) taxonomy, stakeholder theory is classified as leadership focused on achieving the goal of social benefit. Freeman (1984) examined the rationale for the stakeholder approach to organizational governance in the management literature. He advocated the use of interactions between stakeholders, rather than process development, implementation, and implementation to evaluate ideas (Freeman, 1984). Participants in this approach must consider how actions affect all stakeholders, including shareholders, and an understanding of their beliefs, principles, language, and interests (Freeman, 1984).

Freeman (1984) argues that stakeholder theory makes the responsibility role unnecessary, while in his next book he uses the concept of stakeholder to share, integrate and measure business and ethics at different levels (Freeman, 1994).

McWilliams, Siegel, and Wright (2006) conveyed to Jones (1995) that organizations will have long-

term motivation to treat their stakeholders fairly. This ethical behavior will benefit the company by meeting with stakeholders on a safe and regular basis.

Although the stakeholder's perspective is often articulated and well-explained in the field of social participation, it is a matter of debate whether the stakeholder's perspective should be considered as a collective, theory, or set of explanations (Moir, 2001). . Moir (2001) (2001) also makes a discussion that stakeholders, if any, should be the main drivers of CS

R.

Stakeholder theory argues that participation in some CSR initiatives deemed important by non-financial stakeholders will benefit companies because failure to do so will render these groups un-supportive (McWilliams, Siegel, & Wright, 2006, p. 16).

5) This is important because "owner's hegemony" is at a negative point in modern corporate history. That is, the creation of shareholder funds, which was previously considered the purpose of the business and the measurement of the value of the organization, has been replaced by a broad definition of the success of the collaboration that provides the benefits of the majority.

According to the stakeholder theory, companies should take CSR as the first step to meet the needs of all their stakeholders, not just their shareholders (Moir, 2001). As PR transcends the boundaries of a company and its stakeholders, the theory emphasizes the complementarity of PR and CSR.

In other words, stakeholder theory is often used to examine companies' CSR interactions. Although the shareholder's perspective and the stakeholder's perspective are the two perspectives of CSR, the stakeholder perspective is more attractive (Argandoña, 1998). Additionally, according to Mitchell, Agle, and Wood (1997), "stakeholder theory seeks to identify key questions in the approach: Which groups are stakeholders, which gain or need control and which do not?" (p. 855).

Stakeholder theory is more than just structural, measurable, and explanatory (empirical) value (Donaldson & Preston, 1995). Donaldson and Preston say the concept is used to describe and explain work and behavior. Stakeholder theory helps to define the characteristics of the company and the CSR initiatives among various stakeholders. The authors also point out that, in addition to the descriptive (experimental) findings, stakeholder theory even helps to demonstrate the link between stakeholder management and the achievement of traditional business goals such as profitability and growth. In the light of these theory and research objectives, stakeholder theory has developed the evaluation of the effectiveness of CSR in research companies.

According to Donaldson and Preston, the value of stakeholder theory also provides an opportunity to analyze the reasons for the behavior of companies. To explore the reasons why research organizations adopt CSR programmes, the study explained the definition, measurement and results of participants' methods. Businesses, customers, employees, suppliers, communities, investors, etc. relies on various interactions with stakeholders such as; Therefore, CSR basically involves think

ing about the business such as the society, community and environment that support its core products (Bokhodir & Iroda, 2010).

2.3.2. Preston Theory and CSR

Preston, a consultant to the Royal Commission on Business Concentration in Canada, was one of the early theorists on the CSR process. (Max B. E. Clarkson,1995) Preston's theories on the corporate social response matrix, which placed emphasis on how corporations should handle social issues, were incorporated in the research. (Ibid., p. 244.) The corporate social participation procedure was followed by managers in four steps. The steps were: awareness of the problem or acknowledgement of it; analysis and planning; response in terms of developing policies; and implementation.

Yet, Preston and Post had claimed that businesses only have a responsibility for concerns connected to their primary and secondary social engagements. (L. E. Preston and James E. 1975) This research, which was subsequently broadened to cover responsibility tactics, contributed to the development of the notion that business and society are intertwined. Frederick created a later-popularized abbreviation for CSR and corporate social responsiveness by referring to them as CSR1 and CSR2, respectively, after Preston and Post.(William p. 10)

The concept of CSR1 was shortly sharpened by Carroll, who asserted that firms had four fundamental duties to society: economic, legal, ethical, and discretionary.He also described the four primary responsiveness approaches of defensive, accommodating, proactive, and reactive. (Archie B pp. 497, 505..)

Carroll's perspective on CSR2 procedures was expanded upon by Wartick and Cochran, who claimed that in addition to being reactive or defensive, businesses may also be responsive and interactive. The convergence of social responsibility concepts, social responsiveness procedures, and policies created to address social challenges is how the authors defined CSP. S. L. Wartick and Phil Cochran, p. 758.) According to Miles, a company's external affairs strategy and design, which are both influenced by top management philosophy, have something to do with responsiveness, or CSR2. (Robert H,1987)

Miles, one of the few academics on social issue management, makes an important remark on the need of communication in social responsibility.

A model for corporate social performance was also provided by Wood in the form of a schema of principles, practices, and outcomes. The principles, which stress legitimacy, civic responsibility, and managerial discretion, aid in defining CSR. The CSR process includes managing issues, managing stakeholders, and evaluating the environment. The third component focuses on the influence that corporate behavior has had on social programs, policies, and outcomes.

2.4. Empirical Literature Review

PT Aqua Danone in Indonesia applied the 3P (Planet, People, Snow) concept of community engagement and PR techniques as part of the WASH (Access to Water, Sanitation and Hygiene) approach research to clarify the role of Water, Purification and Sanitation PR. Corporate Social Responsibility achieved positive results. In this case, PR efforts include the use of company websites, social media and social media (Nugraheni and Toni, 2022).

According to research findings in Ghana, a developing country, public relations is important for building and maintaining the reputation of a company or organization (Anani-Bossman, 2021). Multinational business PR professionals surveyed found many ways to build a reputation. Community involvement, interpersonal relationships and community involvement are prominent.

It is also worth noting that public relations specialists of research companies use creative strategies to do their job (Anani-Bossman, 2021).

Ji, Tao, and Rome (2020) argue that new opportunities for studying business and communications are increasing. This happens through management and marketing. In addition, social participation is both a practical and an emotional basis for communication.

Clark (2000) compares what he sees as two different approaches to examining the link between corporate social responsibility and public relations.

He concluded that while there is still room for improvement in the interaction between corporate public relations and corporate social responsibility, both need to improve the relationship. It shows how public relations professionals can help design CSR programs by analyzing political, social and historical contexts. Additionally, PR and CSR create and facilitate collaborative public dialogue with community organizations and individuals through CSR initiatives and PR strategies (Clark, 2000). Zurita (2006) repeated Clark's (2000) findings and questioned the role of public relations in CSR initiatives. In his evaluation of the framework, Zurita (2006) stated that public relations as a business management has the responsibility of communicating and promoting CSR programs, but CSR is different from public relations (Zurita, 2006).

Corporate responsibility should include management, employees and public relations as a group (Zurita, 2006). From this perspective, public relations works in an environment of monitoring the potential or danger of future CSR projects, informing the public about CSR and building partnerships with the society. Some of these tasks are reminiscent of those performed in a corporate communications plan. Public relations is communication in its simplest form.

Therefore, almost every business that has a CSR program is obliged to inform the public about these initiatives. Although approximately 80% of 250 global organizations publish corporate social responsibility statements, different businesses and industries have different communication strategies and communication levels (Du, Bhattacharya & Sen, 2010; Morsing & Schultz, 2006).

Recent research has addressed the necessity and preference of publishing CSR messages through corporate websites (Capriotti & Moreno, 2007). Although up to 70% of the websites analyzed have a CSR component, these platforms appear to be the result of one-on-one communication without discussion or negotiation (Capriotti & Moreno, 2007). Regardless of the link language, businesses often rely on culture and principles to determine the scope, location, presentation and production of CSR communications (Snider, Hill, & Martin, 2003; Villagra & Lopez, 2013).

Effective CSR communication is ultimately limited to the company's past reputation and brand name (Du, Bhattacharya & Sen, 2010).

Environmental monitoring, public relations analysis, communication analysis and social analysis are the four main factors that Lerbinger identifies when analyzing the market using research. Public relations analysis considers the strength and nature of public interest; communication control of internal and external communication equipment; and social surveys measure company perfor

mance against stakeholders, all of which are used by organizations to measure public opinion. and monitor social and political events and their impact on organisations. (Otto Lerbinger, 1997)

Dozier, in his 1987 study on members of the International Association of Business Communications (IABC), found that physicians using two-way communication abused and confused, and conducted research on screening. environment. (David M. Dozier. environment

Awareness will be raised about the needs that will meet the needs of the community. It would be better if Wood's model

also took into account the learning environment and used communication as a measure . However, Cutlip's definition of research research and Lerbinger's interpretation of the research process

are similar to Wood's interpretation of the CSP's level of environmental assessment. model.

According to Scholes and Clutterbuck (1998), people emphasized good behavior such as protecting the environment, so respondents wanted businesses to promote regional development in addition to protecting and improving the environment. The Royal Dutch/Shell painting has drawn the ire of environmental groups for polluting the ocean from oil platforms.

These protests forced KNM/Shell to reassess and reconsider its ethics to address various areas of its operations (Julius, 1997). Research by Henry (2016), which includes in-depth interviews with 11 communication professionals from nine different companies with functional roles, examines the role of public relations in business operations. Most researchers have reported positive opinions of CSR leaders, but are against public relations ownership of projects. Instead, these professionals advocate equal employment, where public relations is a supportive or complementary activity.

2.5. Conceptual Framework

Corporate social responsibility is the basic cornerstone for organization. Hence public relation is the bridge between the organization and the public it has many responsibilities. From the discussed literature public relation may play roles in CSR as advisor, strategic communicator, supporter, aggregator, boundary spanner, understanding of internal and external stakeholder, transparency and corporate social reporter, stakeholder relationship, ethical actions controllers are the major one and selected in this study as a framework.

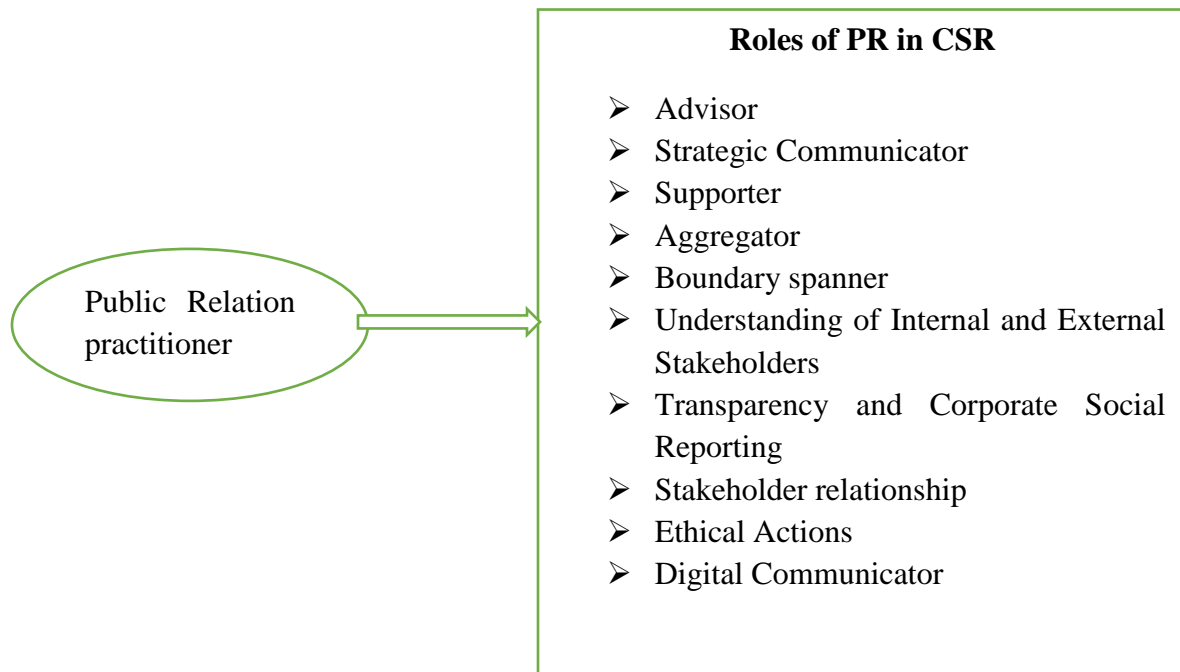


Figure 1: Conceptual Framework

Source: Researcher compilation, 2023.

CHAPTER THREE

3. RESEARCH METHODOLOGY

3.1. Introduction

This chapter discusses the methods employed in the study, including the research design, research approach, study population, sampling techniques, sample determination, analysis methods, and considerations of instrument reliability and validity.

3.2. Research Design

This research employed a descriptive research design. Descriptive research is used when the aim is to describe what happens, rather than establish cause-and-effect relationships. It is suitable for structured problems where the focus is on describing phenomena without investigating causal connections between variables.

Descriptive research study is concerned with Defining “who”, “where”, “when”, “how” and “what” of the decision problem with Narration of facts characteristics of individuals, group or situation that the research is Investigating (Kothari 2008; Easwaran & Singh, 2008). Moreover, typical descriptive studies will concern with the assessment of attitudes, opinions, demographic information, conditions, and procedures. This research describes the roles of public relation in corporate social responsibility. Thus, the research used Descriptive research design.

3.3. Research Approach

This research is basically of a mixed research approach where both qualitative and quantitative methods were employed. Creswell, (2014) stated that the combined use provides an expanded understanding of research problems and to explain or build the results of research by triangulating different qualitative and quantitative data sources. Qualitative research is a “subjective” assessment of a problem and takes the form of an opinion, view, perception, or attitude towards objects (that are referred to as an attribute, variable, factor or question). Kothari, (2004) stated that qualitative research is concerned phenomenon and takes place in the natural setting. This enables the researcher to develop a level of detail about the individual or the organization. Quantitative research, on the other hand, is an objective measurement of the problem that investigates facts and tries to establish relationships using statistical tools. Quantitative research relies on numerical data so as to establish essential conclusion based on

statistical data. It also tends to maximize objectivity for the purpose of generalizing the findings and further the prediction is interesting as per Harwell (2011). Qualitative research is a “subjective” assessment of a problem and takes the form of an opinion, view, perception or attitude towards objects. Hence, in this study the research will use mixed approach of both qualitative and quantitative research approach.

3.4. Population of the study

The population of the study consisted of employees of Alema Farms PLC who work in Debre Zeit. Based on information from Alema Farms PLC, there are a total of 620 employees working in Debre Zeit. Of these, 45 employees work in departments related to public responsibility, including the marketing department, human resources department, and management positions. Therefore, the target population of the study consists of these 45 employees at Alema Farms PLC.

3.5. Sampling Techniques

To conduct this research the researcher were used purposively sampling technique to select samples from the total population, and distribute questionnaire and collect the required information from the samples determined. This technique preferred to assist in minimizing bias when dealing with the population. According to Catherine Dawson (2009), the correct sample size in a study is dependent on the nature of the population and the purpose of the study. Although there are no general rules, the sample size usually depends on the population to be sampled.

3.6. Sample size Determination

Out of the 6 public relations employees at Alema Farms PLC, the researcher included all members of the population. Due to the small number, there were no constraints in time or finances to cover all the samples. The justification for this decision is to maintain a manageable sample size considering resource and time constraints. This approach also aims to streamline the analysis process, making it more feasible and less labor-intensive.

3.7. Data Sources and Collection Instruments

The study utilized both primary and secondary sources of data. Primary data was collected using questionnaires, while secondary data included various documents, literature, and reports. Additionally, the researcher reviewed the website of Alema Farms PLC.

3.7.1. Questionnaire

The questionnaire was the primary data collection method used in this study. It was developed by the researcher based on an empirical review of related literature. The questionnaire included scaling with close-ended questions developed using a five-point Likert scale, as well as open-ended questions. It consisted of three parts.

The first part of the questionnaire will focus on the demographics of the respondents. The second part will include informative questions focusing on respondent participation, emphasizing the main objectives of the research with close-ended questions. The third part will consist of open-ended questions for the respondents.

A series of questions that are easy and convenient to answer, yet capable of describing intended practices or behaviors, will be used in the questionnaire. Structured questionnaires were chosen as the appropriate method for gathering primary data from a number of respondents within a limited timeframe. This method was used to gather both qualitative and quantitative information from employees of Alema Farms PLC."

3.7. Methods of Data analysis

The data from the questionnaires were analyzed descriptively using SPSS software version 26 (Statistical Package for the Social Sciences). Descriptive statistics such as frequency distribution, percentile, mean, and standard deviation were employed to examine the roles of public relations in corporate social responsibility. Additionally, responses from open-ended questions were analyzed by grouping similar ideas together. The data accessed from the website of Alema Farms PLC were viewed and analyzed accordingly.

3.8. Reliability of the instrument

According to Kothari (2004), a measuring instrument is reliable if it consistently provides similar results. Cronbach's alpha is a coefficient used to measure the internal consistency or reliability of a psychometric test score within a sample of examinees. To test the reliability of the data instrument in this study, Cronbach's Alpha will be calculated. According to Zikmund, Babin,

and Griffin (2010), scales with a Cronbach's alpha coefficient between 0.8 and 0.95 are considered to have very good reliability, coefficients between 0.7 and 0.8 indicate good reliability, and coefficients between 0.6 and 0.7 suggest fair reliability.

Table 1: Reliability statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.874	25

Source: Survey analysis result, 2023

3.9. Validity of the instrument

Content validity involves the degree to which the study is measuring what it is supposed to measure. More simply, it focuses on the accuracy of the measurement (John et.al, 2007). All measures use to construct the instruments should have shown acceptable level of construct and content validity in previous studies and are used in this study with modification. Additionally, several measures will be employed to ensure that the results are free from material errors from the design of the questionnaire. Such measures are clarity of instructions, clarity of the questions, the layout of the questionnaire and other comments.

3.10. Ethical Consideration

The degree to which the study measures what it is designed to measure is referred to as content validity. In other words, it concerns the accuracy of measurement (John et al., 2007). All instruments used in this study have previously demonstrated adequate construct and content validity in prior research, though they have been modified as necessary for this investigation. Additionally, further checks will be implemented to ensure that the results are free from significant errors attributable to the questionnaire's design. These checks include assessing the clarity of instructions, the coherence of questions, the layout of the questionnaire, and other relevant factors.

CHAPTER FOUR

4. FINDING, RESULT AND DISCUSSION

4.1. Introduction

This chapter presents the results of the study conducted to identify the roles of public relation in corporate social responsibility at Alema Farm PLC. The data collected from survey questionnaire were carefully coded and prepared for analysis and interpretations. The analysis was performed using descriptive statistics with the help of SPSS. Therefore, this chapter presents analysis of the result and discussion to achieve research objectives based on data obtained from the questionnaire respondents.

4.2. Response rate of the respondents

The questionnaire was distributed to a population selected using purposely selected of the department which have knowledge about the public relation of which with employees of marketing departments, finance department, HR department and higher officials of 45 employees. Out of the 45 distributed questionnaires physically distributed to the target population, 41 responses were filled and returned properly. This presented a response rate of 91.11% response rate. Hence the study used 41 respondents' response for the analysis.

4.3. Demographic information of the respondents

This section covers the background information of the respondents. The background information of gender, age, employment types, marital status, department which the employees are working on and experience working on Alema Farm PLC were discussed in these sections.

Table 2: Background information of the respondents

		Freq	Perc %
Gender	Male	21	51.2%
	Female	20	48.8%
Age	Below 20	6	14.6%
	21-30	27	65.9%
	31-40	6	14.6%
	Above 41	2	4.9%
Marital Status	Single	17	41.5%
	Married	24	58.5%

	Divorced	0	0.0%
	Widowed	0	0.0%
Level of Education	Primary Complete	8	19.5%
	Secondary Complete	0	0.0%
	Diploma	9	22.0%
	Bachelor Degree	19	46.3%
	Master Degree	5	12.2%
	PHD and above	0	0.0%
Work experience in your company	Less than 5 years	17	41.5%
	Between 6-10 years	24	58.5%
	11-15	0	0.0%
	Above 16	0	0.0%
Types of Employment	Permanent	36	87.8%
	contract	5	12.2%
	Labor	0	0.0%
	Other	0	0.0%
Working area	Finance	3	7.3%
	Marketing	32	78.0%
	Technical	0	0.0%
	Purchase	0	0.0%
	Public relation	6	14.6%
	IT related	0	0.0%

Source: Survey analysis result, 2023

21 respondents which covers 51.2% of the respondents were male respondents and the remaining 20 respondents which covers 48.8% of the respondents were female respondents. This implies that the majority of the respondents were male respondents and hence the gender distributions were balanced in the employees of Alema Farm PLC.

The second background information was the age distribution and hence 6(14.6%) of the respondents were aged below 20, 27(65.9%) of the respondents were aged at the age range of

between 21-30 years and the remaining 6(14.6%) of the respondents aged between 31-40 and the other two respondents which covers 4.9% of the respondents are aged above 41 years. The majority of the respondents were 21-30 years aged in numbers 27(65.9%) of the respondents. This implies that Alema Farm PLC employees are at the working age groups.

17(41.5%) of the respondents were single, and the remaining 24(58.5%) of the respondents were married. The majority of the respondents were married. This implies that the majority of the Alema Farm PLC employees were married.

The level of education of the respondents, the majority of the respondents which covers 19(46.3%) of the respondents were bachelor's holder, 5(12.2%) of the respondents have a master degree, and the remaining 9 respondents which covers 22% of the respondents were diploma holders. The majority of the respondents were bachelor's degree holders and this implies that Alema Farm PLC employees were good in education levels.

17(41.5%) of the respondents worked for 1-5 years in Alema Farm PLC and the remaining 24(58.5%) of the respondents have worked for 6-10 years at Alema Farm PLC. This implies that the respondents have a knowledge about the company since they work relatively for a long period of time in the company.

The majority of the respondents were permanent employees of Alema farm PLC which covers 36(87.8%) from the sampled population.

4.4. Descriptive Statistics

In this section various statistical data analysis tools such as mean, standard deviation, frequency and percentage are used to analyze the collected data. The summary of descriptive statistics of all variables that are evaluated based on a 5-point Likert scale ("1" being "strongly disagreed" to "5" being "strongly agreed"). According to Zaidaton & Bagheri (2009) the overall mean (M) score between 4.21-5.00 is considered as the respondents strongly agreed (SA), if the respondents score between 3.41-4.20 means they agreed (A), the score between 2.61-3.40 is considered as the respondents are neutral(N), the respondents score between 1.81-2.60 shows

that they disagreed and if the respondents score between 1-1.80 shows that they strongly disagreed. Thus, detail of the analysis is presented as follows:

4.5. The role of public relations in corporate social responsibility as Advisors

This section discusses about the role of corporate social responsibility as an advisor at Alema farm PLC. The result from the respondents and discussions are as follows:

Table 3: Public relation as advisors

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Mean	SD
	Fre q	Perc %	Fre q	Perc %	Fre q	Perc %	Fre q	Perc %	Fre q	Perc %		
It is the responsibility of public relation to advise the company what have to be done in relation to the community in Alema Farm PLC	0	0.0 %	0	0.0 %	0	0.0 %	27	65.9 %	14	34.1 %	4.34 15	.480 09
Public relation supports the Alema Farm plc as a consultant to reform strategy for corporate social responsibility	0	0.0 %	0	0.0 %	9	22.0 %	18	43.9 %	14	34.1 %	4.12 20	.748 17

The public relation of Alema Farm plc advises the company to work with the integration of the community	0	0.0 %	6	14.6 %	7	17.1 %	28	68.3 %	0	0.0 %	3.53 66	.744 90
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Source: Survey analysis result, 2023

The table above presents the results about the roles of public relation as advisors in corporate social responsibility. The first questions raised where it is the responsibility of public relation to advise the company what have to be done in relation to the community in Alema Farm PLC. This response was 27(65.9%) of the respondents and the remaining 14(34.1%) of the respondents agreed by the statement It is the responsibility of public relation to advise the company what have to be done in relation to the community in Alema Farm PLC. This implies that at Alema Farm plc It is the responsibility of public relation to advise the company what have to be done in relation to the community in Alema Farm PLC.

The other statements which respondents requested to tell their agreement levels were about the statement public relation supports the Alema Farm plc as a consultant to reform strategy for corporate social responsibility. This response was neutral by 9(22%) of the respondents, agreed by 18(43.9%) of the respondents. The remaining respondents which cover 14(34.1%) of the respondents strongly agreed by the response public relation supports the Alema Farm plc as a consultant to reform strategy for corporate social responsibility. The majority of the respondents agreed by the response public relation supports the Alema Farm plc as a consultant to reform strategy for corporate social responsibility. This implies that at Alema farm plc public relation supports the Alema Farm plc as a consultant to reform strategy for corporate social responsibility.

The last statement which respondents requested to give their agreement levels were the public relation of Alema Farm plc advises the company to work with the integration of the community. This response was disagreed by 6(14.6%) of the respondents, neutral by 7(17.1%) of the

respondents and the remaining 28 respondents which covers 68.3% from the sample agreed by the respondents about the statement The public relation of Alema Farm plc advises the company to work with the integration of the community. From here the majority of the respondents agreed by the statements The public relation of Alema Farm plc advises the company to work with the integration of the community. This implies that at Alema farm plc The public relation of Alema Farm plc advises the company to work with the integration of the community.

The mean of the response It is the responsibility of public relation to advise the company what have to be done in relation to the community in Alema Farm PLC were 4.34 and standard deviation of 0.48. The mean indicates that the respondents agreed by the statement It is the responsibility of public relation to advise the company what have to be done in relation to the community in Alema Farm PLC and the standard deviation is slightly above and indicates that the response is slightly dispersed. This implies that at Alema farm plc It is the responsibility of public relation to advise the company what have to be done in relation to the community in Alema Farm PLC.

The response public relation supports the Alema Farm plc as a consultant to reform strategy for corporate social responsibility have a mean of 4.12 and SD of 0.75. This indicates that the respondents agreed by the statement public relation supports the Alema Farm plc as a consultant to reform strategy for corporate social responsibility and the response were slightly dispersed. This implies that at Alema farm plc public relation supports the Alema Farm plc as a consultant to reform strategy for corporate social responsibility.

The statement the public relation of Alema Farm plc advises the company to work with the integration of the community have a mean of 3.533 and SD of 0.744. This indicates that the response is slightly dispersed and respondents agreed by the statements the public relation of Alema Farm plc advises the company to work with the integration of the community. This implies that at Alema farm plc the public relation of Alema Farm plc advises the company to work with the integration of the community.

The overall mean about public relation as advisors in corporate social responsibility were 4.00. This indicates that the respondents agreed by the ideas raised in pr as advisors in corporate social responsibility and this implies that at Alema farm plc public relation practitioners work as an advisor of the company in corporate social responsibility.

4.6. Public relation practitioners as a strategic communicator in corporate social responsibility

This section discusses about the roles of PR as strategic communicators in Alema farm plc.

Table 4: Public relations as strategic communicator

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Mean	SD
	Fre q	Per c %	Fre q	Per c %	Fre q	Per c %	Fre q	Per c %	Fre q	Per c %		
Information about the companies' strategies to the relation with communities is communicated through the public relation	6	14.6%	11	26.8%	7	17.1%	9	22.0%	8	19.5%	3.0488	1.37752
In the formation of the strategies about the corporate social responsibility the main source was the public relation	6	14.6%	18	43.9%	0	0.0%	17	41.5%	0	0.0%	2.6829	1.17130

Public relation practitioner translates information between the company and the community	0	0.0 %	24	58.5 %	0	0.0 %	9	22.0 %	8	19.5 %	3.0	1.2
											244	745
												2

Source: Researcher survey analysis result, 2023

The above table indicates that the respondent’s response about the roles of public relation as strategic communicators in Alema farm plc. One of the questions raised to respondents to give their agreement levels were about Information about the companies’ strategies to the relation with communities is communicated through the public relation. This response is strongly disagreed by 6(14.6%) of the respondents, 11(26.8%) of the respondents disagreed about the statement Information about the companies’ strategies to the relation with communities is communicated through the public relation and 7 respondents which covers 17.1% of the respondents becomes neutral about the statement, agreed by 9(22%) and the remaining 8 respondents which covers about 19.5% of the sample were strongly agreed by the idea Information about the companies’ strategies to the relation with communities is communicated through the public relation. The majority of the respondents becomes neutral about the idea Information about the companies’ strategies to the relation with communities is communicated through the public relation. This implies that at Alema Farm plc Information about the companies’ strategies to the relation with communities is not communicated through the public relation.

The statement about in the formation of the strategies about the corporate social responsibility the main source was the public relation were strongly disagreed by 6 respondents which covers 14.6% of the respondents and disagreed by 18(43.9%) of the respondents, and the remaining 17(41.5%) of the respondents agreed by the statements in the formation of the strategies about the corporate social responsibility the main source was the public relation. The majority of the respondents disagreed by the statement in the formation of the strategies about the corporate

social responsibility the main source was the public relation. This implies that at Alema farm plc in the formation of the strategies about the corporate social responsibility the main source was not the public relation.

24(58.5%) of the respondents disagreed by the response public relation practitioner translates information between the company and the community, 9(22%) of the respondents agreed by the statement public relation practitioner translates information between the company and the community and the remaining 8 respondents which covers 19.5% of the respondents strongly agreed by the statements public relation practitioner translates information between the company and the community. The majority of the respondents disagreed by the idea of public relation practitioner translates information between the company and the community. This implies that at Alema farm plc public relation practitioner did not translates information between the company and the community.

The mean of the statement Information about the companies' strategies to the relation with communities is communicated through the public relation were 3.05 and standard deviation of 1.38. The mean indicates that the respondents disagreed by the statement Information about the companies' strategies to the relation with communities is communicated through the public relation and the SD indicates that the response is dispersed. This implies that at Alema farm plc Information about the companies' strategies to the relation with communities is not communicated through the public relation.

The statement in the formation of the strategies about the corporate social responsibility the main source was the public relation have a mean of 2.68 and standard deviation of 1.17. This indicates that the respondents disagreed by the response in the formation of the strategies about the corporate social responsibility the main source was the public relation. This implies that at Alema farm plc in the formation of the strategies about the corporate social responsibility the main source was not the public relation.

The mean of the response about public relation practitioner translates information between the company and the community were 3.02 and SD of 1.07. This indicates that the respondents disagreed by the response public relation practitioner translates information between the

company and the community. This implies that at Alema farm plc public relation practitioner translates information between the company and the community.

The overall mean about the ideas raised in public relations as strategic communicators were 2.9187. This indicates that respondents disagreed by the ideas. This implies that at Alema farm plc public relation did no serve as strategic communicators.

4.7. Public relations roles in corporate social responsibility as supporters

The section presents and discusses about the roles of public relations as supporters in Alema farm plc as follows:

Table 5: Public relation roles as supporters in corporate social responsibility

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Me an	SD
	Fre q	Per c %	Fre q	Per c %	Fre q	Per c %	Fre q	Per c %	Fre q	Per c %		
The public relation supports the company as a marketer through which they impress good image of the company	0	0.0 %	18	43.9%	0	0.0 %	8	19.5%	15	36.6%	3.4 878	1.3 806 1
The public relation in Alema Farm PLC supports the community through preparing good strategies which helps	6	14.6%	0	0.0 %	18	43.9%	0	0.0 %	17	41.5%	3.5 366	1.4 159 4

the communities												
The public relation practitioner appreciates the company to do activities for the communities	0	0.0 %	17	41.5 %	0	0.0 %	24	58.5 %	0	0.0 %	3.1707	.99756
Public relation in the Alema Farm PLC is completely volunteer to serve the communities	0	0.0 %	17	41.5 %	7	17.1 %	0	0.0 %	17	41.5 %	3.4146	1.39599

Source: Survey analysis result, 2023

The table above presents the response about the public relation roles in corporate social responsibility as supporters. The first ideas respondents requested to give their agreement levels were about the public relation supports the company as a marketer through which they impress good image of the company. This response was disagreed by 18(43.9%) of the respondents, agreed by 8 respondents which covers 19.5% of the respondents and the remaining 15 respondents which covers 35.6% of the respondents strongly agreed about the idea The public relation supports the company as a marketer through which they impress good image of the company. The majority of the respondents agreed by the statement The public relation supports the company as a marketer through which they impress good image of the company. This implies that at Alema farm plc The public relation supports the company as a marketer through which they impress good image of the company.

The statement the public relation in Alema Farm PLC supports the community through preparing good strategies which helps the communities disagreed by 6(14.6%) of the respondents, neutral 18(43.9%) of the respondents, agreed by and the remaining 17 respondents which covers 41.5% of the respondents strongly agreed by the statement The public relation in Alema Farm PLC supports the community through preparing good strategies which helps the communities. This indicates that the majority of the respondents agreed by the statement and hence this implies that at Alema farm plc the public relation in Alema Farm PLC supports the community through preparing good strategies which helps the communities.

The majority of the respondents agreed about the ideas The public relation practitioner appreciates the company to do activities for the communities. This implies that at Alema farm plc The public relation practitioner appreciates the company to do activities for the communities.

The response public relation in the Alema Farm PLC is completely volunteer to serve the communities is disagreed by 17(41.5%) of the respondents, 7(17.1%) of the respondents becomes neutral about the idea, and the remaining 17(41.5%) respondents agreed by the statement public relation in the Alema Farm PLC is completely volunteer to serve the communities. This indicates that the majority of the respondents agreed by the idea and hence this implies that at Alema farm plc public relation in the Alema Farm PLC is completely volunteer to serve the communities.

The mean of the idea the public relation supports the company as a marketer through which they impress good image of the company were 3.49 and SD of 1.38. The mean indicates that respondents agreed by the idea and SD indicates that the response were dispersed and hence this implies that at Alema farm plc The public relation supports the company as a marketer through which they impress good image of the company.

The response the public relation in Alema Farm PLC supports the community through preparing good strategies which helps the communities have a mean value of 3.54 and SD of 1.42. This indicates that respondents agreed by the idea The public relation in Alema Farm PLC supports the community through preparing good strategies which helps the communities and the response were dispersed. This implies that at Alema farm plc The public relation in Alema Farm PLC supports the community through preparing good strategies which helps the communities.

The mean of the response the public relation practitioner appreciates the company to do activities for the communities were 3.17 and SD of 0.9976. This indicates that the respondents become neutral by the statement and hence this implies that the public relation practitioner did not appreciate the company to do activities for the communities.

The overall mean about the idea of public relations role in corporate social responsibility as supporters were 3.402425. This indicates that respondents agreed about public relations role in corporate social responsibility as supporters. Therefore, at Alema farm plc public relations do as a supporter.

4.8. Public relation roles in corporate social responsibility as boundary spanner

The tables below present the result from the respondents about public relations role in corporate social responsibility as boundary spanner in Alema farm plc as follows:

Table 6: Public relations as boundary spanners in corporate social responsibility

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Mean	SD
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage		
Public relation practitioner in Alema Farm PLC is a mediator between the company and the communities	0	0.0%	0	0.0%	6	14.6%	28	68.3%	7	17.1%	4.0244	.56955
It is the role of the public relation to transfer information from the company to the	8	19.5%	18	43.9%	15	36.6%	0	0.0%	0	0.0%	2.1707	.73832

communities and the reverse												
Public relation practitioner interrelates the company with the communities	0	0.0 %	18	43.9 %	6	14.6 %	9	22.0 %	8	19.5 %	3.1707	1.20213

Source: survey analysis result, 2023

The above tables presented three statements that can measure the public relations roles in corporate social responsibility as boundary spanners. One of the statements was public relation practitioner in Alema Farm PLC is a mediator between the company and the communities. This response was neutral by 6(14.6%) of the respondents and agreed by 28(68.3%) of the respondents, strongly agreed by 7(17.1%) of the respondents. This indicates that the majority of the respondents agreed by the statement’s public relation practitioner in Alema Farm PLC is a mediator between the company and the communities. This implies that at Alema farm plc public relation practitioner in Alema Farm PLC is a mediator between the company and the communities.

The majority of the respondents disagreed by the ideas It is the role of the public relation to transfer information from the company to the communities and the reverse. This implies that at Alema farm plc It is not the role of the public relation to transfer information from the company to the communities and the reverse.

The majority of the respondents disagreed about the statements public relation practitioner interrelates the company with the communities. This implies that at Alema farm plc public relation practitioner did not interrelates the company with the communities.

The mean about the statement public relation practitioner in Alema Farm PLC is a mediator between the company and the communities were 4.02 and SD of 0.57. This indicates that the

respondents agreed by the statement's public relation practitioner in Alema Farm PLC is a mediator between the company and the communities. This implies that at Alema farm plc public relation practitioner in Alema Farm PLC is a mediator between the company and the communities.

The mean of the response It is the role of the public relation to transfer information from the company to the communities and the reverse were 2.17. This indicates that the respondents disagreed by the statement and hence at Alema farm plc It is not the role of the public relation to transfer information from the company to the communities and the reverse.

The mean of the idea about public relation practitioner interrelates the company with the communities were 3.17 and SD of 1.20. The response is dispersed and the mean indicates that the respondents disagree about the statements and this implies that at Alema farm plc public relation practitioner did not interrelates the company with the communities.

The overall mean about the roles of public relations in corporate social responsibility as boundary spanners were 3.121933. This indicates that at Alema farm plc public relation did not participate as boundary spanners in corporate social responsibility.

4.9. Public relations roles in corporate social responsibility as Understanding of Internal and External Stakeholders

The section below presents the respondents response about public relation roles in corporate social responsibility as understanding of internal and external stack holders at Alema farm plc:

Table 7: Public relations as Understanding of Internal and External Stakeholders

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree			
	Co unt	Ro w N %	Co unt	Ro w N %	Co unt	Ro w N %	Co unt	Ro w N %	Co unt	Ro w N %		

The public relation in Alema farm PLC knows all the internal responsible persons of the company	0	0.0 %	0	0.0 %	19	46.3 %	15	36.6 %	7	17.1 %	3.7 073	.74 980
It is the role of the public relation practitioner in Alema Farm PLC knowing both the internal and external stakeholders of the company and communities	0	0.0 %	19	46.3 %	0	0.0 %	9	22.0 %	13	31.7 %	3.3 902	1.3 579 0

Source: Survey analysis result, 2023

The table above respondents requested to give their agreement levels about the role of public relation in corporate social responsibility at Alema farm plc. The first questions which respondents asked were the public relation in Alema farm PLC knows all the internal responsible persons of the company. This response was neutral by 19(46.3%) of the respondents and 15(36.6%) of the respondents agreed about the statement and the remaining 7 respondents which covers 17.1% of the respondents strongly agreed about the statement. The majority of the respondents agreed by the statement The public relation in Alema farm PLC knows all the internal responsible persons of the company. This implies that at Alema farm plc the public relation in Alema farm PLC knows all the internal responsible persons of the company.

The response It is the role of the public relation practitioner in Alema Farm PLC knowing both the internal and external stakeholders of the company and communities were disagreed by 19(46.3%), 9(22%) of the respondents agreed and the remaining 13(31.7%) of respondents

strongly agreed about the statement It is the role of the public relation practitioner in Alema Farm PLC knowing both the internal and external stakeholders of the company and communities. This indicates that the majority of respondents becomes neutral about the statement and this implies that at Alema farm plc It is the not the role of the public relation practitioner in Alema Farm PLC knowing both the internal and external stakeholders of the company and communities.

The mean of the response the public relation in Alema farm PLC knows all the internal responsible persons of the company were 3.71. This implies that the respondents agreed about the statements. This implies that at Alema farm plc the public relation in Alema farm PLC knows all the internal responsible persons of the company.

The overall mean about the roles of public relation roles in corporate social responsibility as understanding of internal and external stack holders were 3.54875. This implies that at Alema farm plc public relations acts as understanding of internal and external stack holders.

4.10. Public relations roles in corporate social responsibility as Transparency and corporate social reporting

These sections discussed about public relations roles in corporate social responsibility as transparency and corporate social reporting as follows:

Table 8:Public relations roles as transparency and corporate social reporting

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree			
	Co unt	Ro w N %	Co unt	Ro w N %	Co unt	Ro w N %	Co unt	Ro w N %	Co unt	Ro w N %		

Public relations are transparency to tell information for the communities about what the company do	6	14.6 %	8	19.5 %	18	43.9 %	9	22.0 %	0	0.0 %	2.73 17	.975 30
The Alema Farm PLC public relation practitioners are transparency for both the company and the communities	0	0.0 %	7	17.1 %	11	26.8 %	17	41.5 %	6	14.6 %	3.53 66	.951 25
It is the role of the public relation to report the corporate social in Alema Farm PLC	11	26.8 %	8	19.5 %	9	22.0 %	7	17.1 %	6	14.6 %	2.73 17	1.41 464

Source: Survey analysis result, 2023

In the tables above public relations are transparency to tell information for the communities about what the company do response were strongly disagreed by 6(14.6%) of the respondents, disagreed by 8(19.5%) of the respondents, neutral by 18(43.9%) of the respondents, agreed by 9(22%) of the respondents. This indicates that the respondents disagree about the statements and hence this implies that at Alema farm plc public relations are not transparency to tell information for the communities about what the company do.

The response The Alema Farm PLC public relation practitioners are transparency for both the company and the communities is disagreed by 7(17.1%) of the respondents and agreed by 17(41.5%) of the respondents. The majority of the respondents agreed about the statement The Alema Farm PLC public relation practitioners are transparency for both the company and the communities. This implies that at Alema farm plc The Alema Farm PLC public relation practitioners are transparency for both the company and the communities.

The majority of the respondents disagreed about It is the role of the public relation to report the corporate social in Alema Farm PLC. This implies that at Alema farm plc It is the role of the public relation to report the corporate social in Alema Farm PLC.

The mean of the response public relations is transparency to tell information for the communities about what the company do were 2.73 and this indicates that the respondents did not agree about the ideas and this implies that at Alema farm plc Public relations are not transparency to tell information for the communities about what the company do.

The overall mean about public relations roles in corporate social responsibility as transparency and corporate social were 3. This indicates respondents neutral about the idea of public relations roles in corporate social responsibility as transparency and corporate social. This implies that at Alema farm plc public relations did not act as in corporate social responsibility as transparency and corporate social.

4.11. The roles of public relation in corporate social responsibility as Stakeholder relationship

The table below shows that the result from the respondents of Alema farm plc about the roles of public relation in corporate social responsibility as stakeholder relationship as follows:

Table 9: roles of public relation in corporate social responsibility as stakeholder relationship

	Strongly	Disagree	Neutral	Agree	Strongly		
--	-----------------	-----------------	----------------	--------------	-----------------	--	--

	Disagree								Agree			
	Co unt	Ro w N %	Co unt	Ro w N %	Co unt	Ro w N %	Co unt	Ro w N %	Co unt	Ro w N %		
The public relation in Alema Farm plc communicates the owner with the company management about corporate social responsibility	0	0.0 %	24	58. 5%	0	0.0 %	9	22. 0%	8	19. 5%	3.0 244	1.2 745 2
It is the role of the public relation to make good relationship of the company management with the communities	0	0.0 %	19	46. 3%	15	36. 6%	0	0.0 %	7	17. 1%	2.8 780	1.0 769 2

Source: survey analysis result, 2023

The response the public relation in Alema Farm plc communicates the owner with the company management about corporate social responsibility were disagreed by 24(58.5%) of the respondents, agreed by 9(22%) of the respondents and strongly agreed by 8(19.5%) of the respondents. The majority of the respondents disagreed by the statement The public relation in Alema Farm plc communicates the owner with the company management about corporate social responsibility and this implies that at Alema farm plc the public relation in Alema Farm plc did not communicates the owner with the company management about corporate social responsibility.

The majority of the respondents disagreed about the response It is the role of the public relation to make good relationship of the company management with the communities. This implies that at Alema farm plc It is not the role of the public relation to make good relationship of the company management with the communities.

The mean of the response the public relation in Alema Farm plc communicates the owner with the company management about corporate social responsibility were 3.02 and SD of 1.27. The mean indicates respondents becomes neutral about the statement and SD indicates that the response is dispersed. This implies that at Alema plc the public relation in Alema Farm plc did not communicates the owner with the company management about corporate social responsibility.

The overall mean about roles of public relation in corporate social responsibility as stakeholder relationship were 2.9512. This indicates respondents disagree about the statement and hence at Alema farm plc it is not the role of public relations in corporate social responsibility as stakeholder relationship

4.12. The roles of public relation in corporate social responsibility as Ethical Action

The sections discuss about the roles of public relations in corporate social responsibility as ethical action at Alema farm plc as follows:

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree					
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %				
The public relation of the Alema Farm PLC does ethically responsible	0	0.0 %	26	63.4 %	9	22.0 %	0	0.0 %	6	14.6 %	2.6	585	1.0	6324

things													
The public relation practitioner of Alema Farm PLC is known in integrity	0	0.0 %	17	41.5 %	8	19.5 %	16	39.0 %	0	0.0 %	2.9756	.90796	

Source: Survey analysis result, 2023

The majority of the respondents were disagreed by the statements The public relation of the Alema Farm PLC does ethically responsible things. This implies that at Alema farm plc it is not the roles of The public relation of the Alema Farm PLC does not do ethically responsible things.

The response the public relation practitioner of Alema Farm PLC is known in integrity were disagreed by the respondents. This implies that at Alema farm plc The public relation practitioner of Alema Farm PLC is not known in integrity.

The overall mean about roles of public relations in corporate social responsibility as ethical action were 2.81705. This implies that public relations in corporate social responsibility is not responsible as ethical action at Alema farm plc

4.13. The roles of public relation in corporate social responsibility as Digital Communicator

This part discusses about the roles of public relations in corporate social responsibility as digital communicator as follows:

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree			
	Co unt	Ro w N	Co unt	Ro w N	Co unt	Ro w N	Co unt	Ro w N	Co unt	Ro w N		

		%		%		%		%		%		
The public relation practitioner in Alema farm PLC controls the digital communication channel	6	14.6 %	15	36.6 %	20	48.8 %	0	0.0 %	0	0.0 %	2.34	.728
											15	35
The public relation practitioner in Alema Farm PLC transfer information through different digital information to the communities	6	14.6 %	11	26.8 %	7	17.1 %	9	22.0 %	8	19.5 %	3.04	1.37
											88	752
It is the responsibility of the public relation to report all things related to the corporate social responsibility through digital channels	0	0.0 %	17	41.5 %	17	41.5 %	7	17.1 %	0	0.0 %	2.75	.734
											61	18

Source: Survey analysis result, 2023

From the above tables the majority of the respondents disagreed about the statements The public relation practitioner in Alema farm PLC controls the digital communication channel. This

implies that at Alema farm plc The public relation practitioner in Alema farm PLC did not controls the digital communication channel.

The majority of the respondents disagreed by the statements The public relation practitioner in Alema Farm PLC transfer information through different digital information to the communities. This implies that at Alema farm plc The public relation practitioner in Alema Farm PLC did not transfer information through different digital information to the communities.

The response It is the responsibility of the public relation to report all things related to the corporate social responsibility through digital channels were disagreed by the majority of the respondents. This implies that at Alema farm plc It is not the responsibility of the public relation to report all things related to the corporate social responsibility through digital channels.

The overall mean about the roles of public relations in corporate social responsibility as digital communicator were 2.715467. This indicates that the respondents disagree about it and this implies that at Alema farm plc public relations in corporate social responsibility did not do as digital communicator.

Table 10: General information about Alema farm plc public relation

		Count	Column N %
Who is the decision-makers of CSR activities in the Company	CEO	21	51.2%
	Board of directors	11	26.8%
	Head of Marketing Department	0	0.0%
	HR Manager	0	0.0%
	Head of corporate communication (PR)	9	22.0%
Do you think that PR is the practice of social responsibility, therefore, a major reason for companies to employ communicators?	Yes	24	58.5%
	No	17	41.5%
Do you believe that Alema Farm PLC responsible for the corporate social responsibility?	Yes	41	100.0%
	No	0	0.0%

Do you think that central to PR practice is maintaining an excellent communication with its various publics?	Yes	30	73.2%
	No	11	26.8%
Do you think that corporate communication is a model for organization to use CSR reporting as a strategy to legitimize their activities?	Yes	15	36.6%
	No	26	63.4%

Source: Survey result, 2023

In the above table respondents were asked to give their opinion on the questions Who is the decision-makers of CSR activities in the Company, the majority of the respondents replied that CEO is the first person responsible for public relation activity. Do you think that PR is the practice of social responsibility, therefore, a major reason for companies to employ communicators? Respondents were asked these questions and the majority of the respondents replied yes and all employees believed that Alema farm plc is responsible for corporate socially responsible.

Respondents also believes that central to PR practice is maintaining an excellent communication with its various publics.

4.14. Qualitative result and Discussion from Interview

In Alema farm plc different activities and practices are practiced related to corporate social responsibility. Some of the programs which the company follows were support NGOs whom the NGOs participate in children education. In this case Alema farm plc participate in supporting of the NGOs financially. The non-governmental organization gives access of educations for children these programs support the community directly and indirectly.

Alema Farm PLC is also one of the main cornerstones in Debrezeit, fulfilling the community's needs for power, water, and road services. When Alema Farm PLC establishes facilities, often in rural areas, the community benefits from these services significantly.

Alema Farm plc also participate in corporate social responsibility financially by supporting Ethiopian defense force all the times. This indirectly and directly support the community.

Alema Farm PLC also supports its employees by providing them with various products of the company, such as hens and eggs, during holidays. Additionally, the company assists financially disadvantaged individuals during these times. The company also sells by-products to the community at the lowest possible cost.

At Alema Farm PLC, corporate social responsibility is primarily led by the CEO and is not scheduled or planned. The marketing department also participates in public relations activities. There is a gap in the public relations department's ability to function independently as a department.

The advantages that Alema Farm PLC gains include the community's sense of ownership and belonging.

The main stakeholders of Alema Farm PLC include internal employees, external industries, environmental protection groups, commerce officials, and others

4.15. Web Analysis of Alema farm PLC

As shown in the appendices, Alema Farm PLC releases information about some social responsibility programs in which the company participates. However, this is not handled by the public relations department, and there is a gap in Alema Farm PLC's digital communication.

The web analysis was conducted in March, April, and May 2023. The researcher followed their website and extracted data.

The website only indicates that Alema Farm PLC supports its employees by providing different company products, such as hens and eggs, during holidays. The company also assists financially disadvantaged individuals during holidays. Additionally, the company sells by-products to the community at the lowest possible cost.

Alema Farm PLC is also a cornerstone in Debrezeit, providing facilities related to power, water, and road services to the community. When Alema Farm PLC establishes facilities, it is often in rural areas for the purpose of benefiting the community.

When we looked at Alema Farm PLC, we found that it has a website. However, the website of Alema Farm PLC is inactive. There is a limited amount of news and promotion on the website, and similar pictures of the company's products are displayed.

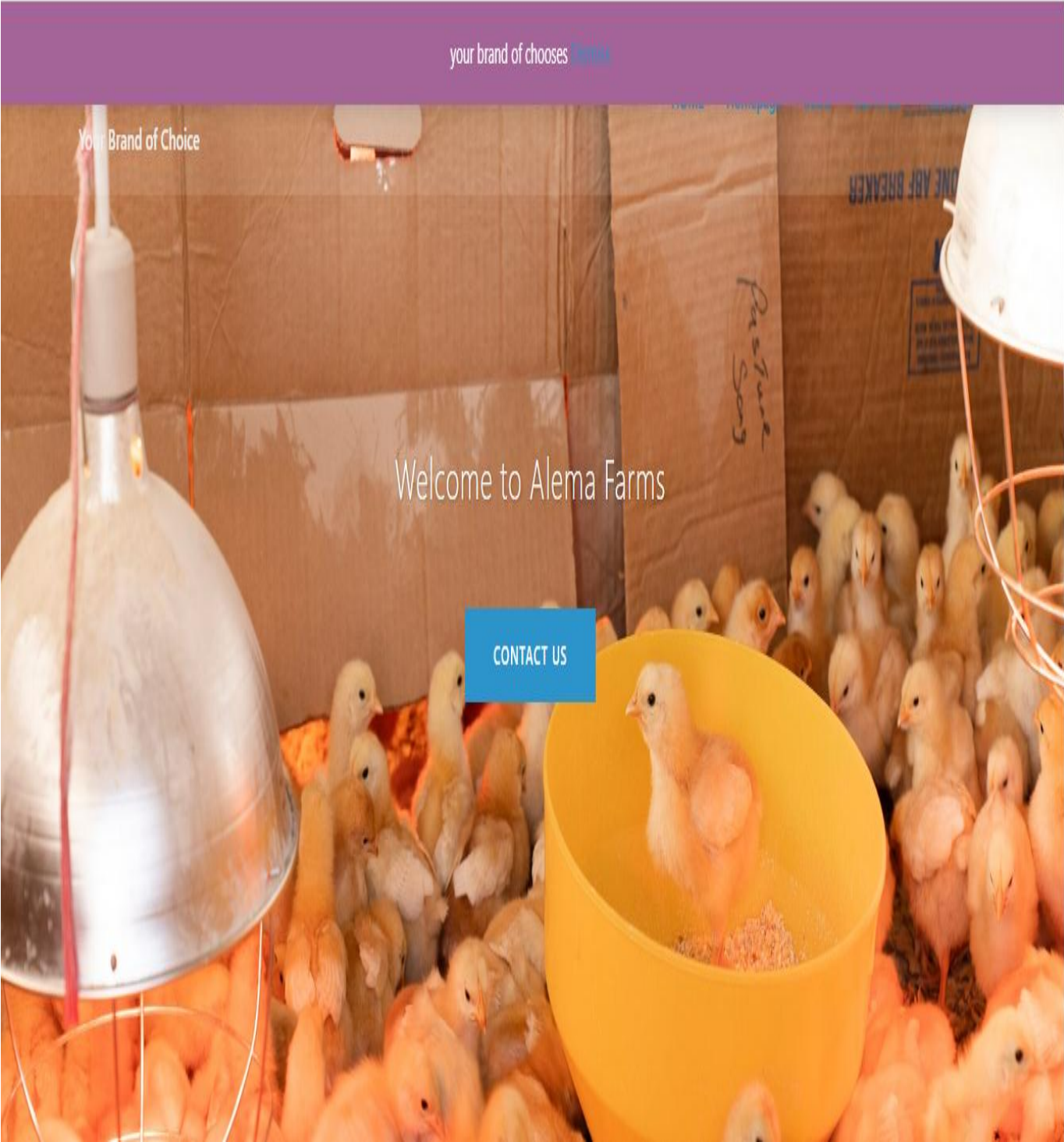


Figure 2: Products of Alema Farm PLC

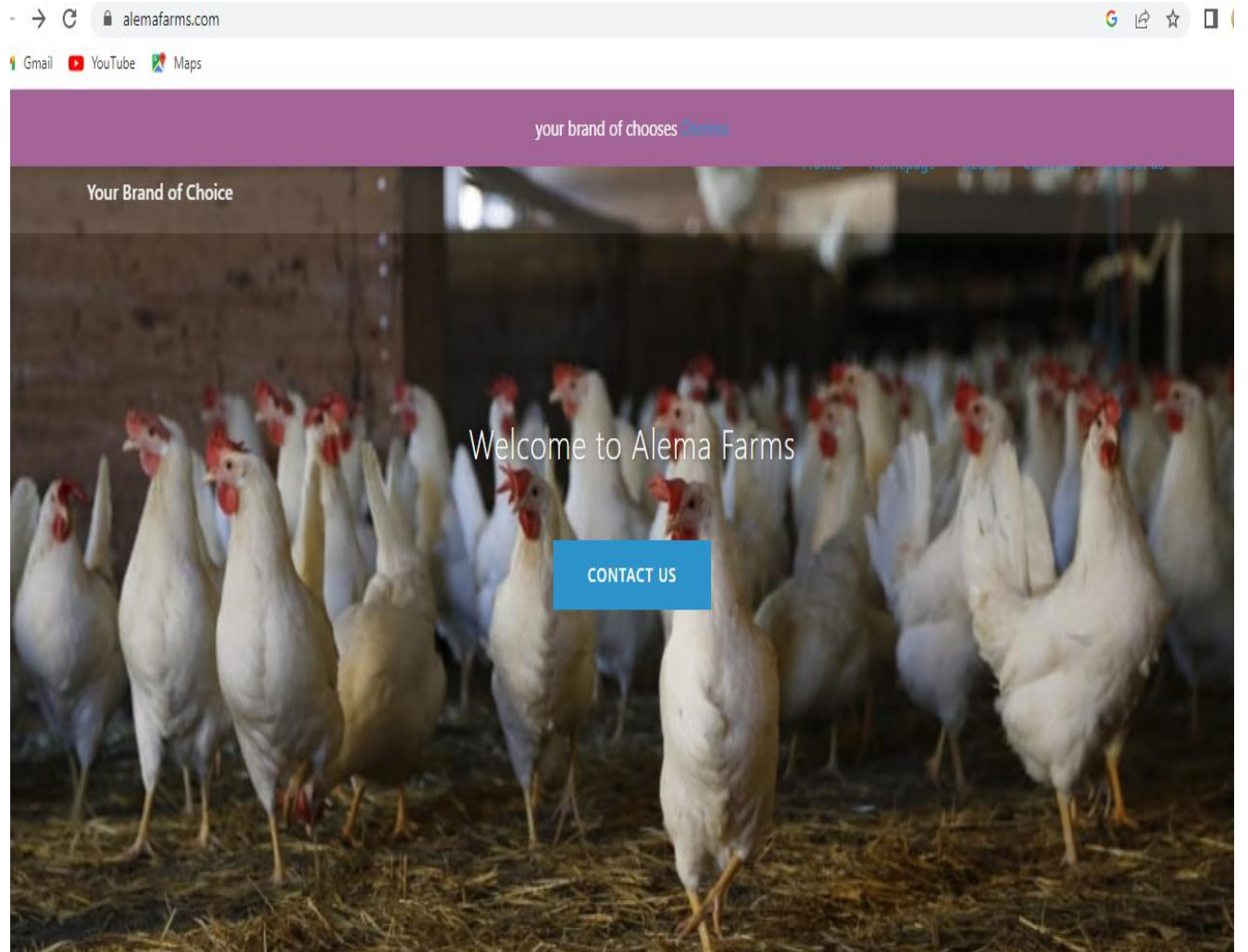


Figure 3: Chicken of Alema Farm PLC on website

This section introduces the general front of the website. This indicates that the company produces chickens for the community. That makes the company works for public relation.

your brand of chooses [Dismiss](#)

They remain the sole owners of Alema Farms Plc. and their mission is to: 'to consistently provide customers with high quality, innovate poultry, livestock and agricultural products and services.

Sustainability and growth will be achieved through optimum product mix, efficient production, human animal treatment, employee development in a safe and supporting work environment'.

Currently active in and around Bishoftu with Broiler parent farms, Layer parent farms, Hatchery, Broiler farms, Rearing farms, Layer farms, Slaughterhouses, Pig farm, Butchery, Veterinary drug and agrochemical products and services.

For their Integrated Poultry Farm in Ethiopia, we are looking for a Poultry Farm Manager. As the Poultry farm manager, you will be responsible for running the day-to-day business of the integrated farm.

De Heus is active in Ethiopia through a joint venture with Alema Farms. Alema Koudijs Feed Plc is the largest producer of complete animal feed in Ethiopia. With over 15 years of experience in the market, Alema Koudijs Feed is making a significant contribution to the development of the livestock and feed sectors in Ethiopia.

What will your responsibilities be?

As the Poultry Farm Manager, you will be managing all aspects and activities of the poultry farm. You are responsible for maintaining high quality on all levels of the farm production chain. You ensure the biosecurity and production planning. Together with your team you run all the farm activities and target high production levels. As the manager, you focus on maintaining good relations and collaboration between the team members and with external relations.

What do we expect from you?

- A practical relevant, BSc or MSc degree or proven level by working experience.
- At least 5 years of experience in the poultry sector as a farm manager or Vet Doctor.
- You are market-oriented, enthusiastic, and innovative with a winning mentality.

Figure 4: Alema Farm PLC websites about job vacancy

Source: Websites of Alema Farm PLC. May, 2023

The above picture is taken from Alema farm PLC website. It is an invitation for jobs. For the managerial position. It says that “Together with your team you run all the farm activities and target

high production levels. As the manager, you focus on maintaining good relations and collaboration between the team members and with external relations.” This indicates that the company cares about the public relation within the company as well as in the organization itself

between employees. Therefore, this indicates that somehow Alema farm PLC cares for public relations.



Where to buy Va

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Alema Koudijs Feed & De Heus Animal Nutrition

Alema Koudijs Feed PLC (AKF) is a joint venture between Alema Farms PLC and De Heus Animal Nutrition BV which was established in 2009. Alema Koudijs Feed produces high quality animal complete feeds for poultry, ruminants, aqua and swine at our factory in Debre Zeit (Bishoftu).

The two companies combine the vast knowledge of feedmilling, raw materials, animal husbandry from De Heus Animal Nutrition, with the local knowledge of Alema Farms PLC. Together that makes Alema Koudijs Feed PLC (AKF) a professional organization with deep knowledge about Ethiopian farming. We at AKF are able to know exactly what the Ethiopian farmers need and to make a high quality feed resulting in profitable farming.

Figure 5: Works integration with other companys for the community
Source: Websites of Alema Farm PLC. May, 2023


The picture above was taken on 18/5/2023 from the website of Alema Koudijs Feed & De Heus Animal Nutrition. It talks about the company merging two companies and working for the community. It further states that “We at AKF are able to know exactly what the Ethiopian farmers need and to make a high-quality feed resulting in profitable farming”.



Feed for Food

We collaborate with customers and partners to keep animals healthy whilst optimising the production of safe and healthy animal proteins. Through knowledge sharing, we continually improve the conversion of animal feed into animal protein and professionalise farmers' business. We contribute to the accessibility of safe and nutritional rich food that is produced sustainably.

The Feed for Food pillar covers activities on the following topics: food safety, feed conversion, animal health, reduction of antibiotics, use of residual flows.



Alema Farms PLC
Your Brand of Choice

High standard Animal feed Production such as , Poultry feed (broiler and layer), Dairy feed(basic and excellent), super Calves and heifers feed , Sheep and goat feed , Pigs feed , Equine feed ,Beef fattening feed (basic and super)...

Veterinary drag and Agro Chemical

It's a project done together with USAID to support the smallholder farmers to provide them with fair price veterinary medicine, agrochemical, equipment's, and anima feed.




Figure 6: Participation in modern agriculture and medicine

Source: **Websites of Alema Farm PLC. May, 2023**

The above picture indicates that when Alema Farm PLC participate on projects which can support the Ethiopian Community.

It says that “It’s a project done together with USAID to support the smallholder farmers to provide them with fair price veterinary medicine, agrochemical, equipment’s, and animal feed” which indicates that the company in somehow participate on corporate social responsibility.

In general Alema Farm PLC website is practiced low activity. The researcher can say that Alema Famr PLC did not work or promote Corporate social responsibility. Which indicates hat Alema Farm PLC public relation is inactive.

CHAPTER FIVE

5. SUMMARY, CONCLUSION AND RECOMMENDATION

5.1. Summary

The study was a descriptive and approaches used in the study were mixed approach of both quantitative and qualitative research approaches. The data collected from survey questionnaire were carefully coded and prepared for analysis and interpretations. The questionnaire was distributed to a population selected using purposely selected of the department which have knowledge about the public relation of which with employees of marketing departments, finance department, HR department and higher officials of 45 employees. Out of the 45 distributed questionnaire physically distributed to the target population, 41 responses were filled and returned properly.

In the study, the number of respondents was nearly equal between genders, indicating a balanced gender distribution among the employees of Alema Farm PLC..

At Alema farm plc public relation practitioners work as an advisor of the company in corporate social responsibility. The overall mean about the ideas raised in public relations as strategic communicators were 2.9187. This indicates that respondents disagreed by the ideas. This implies that at Alema farm plc public relation did no serve as strategic communicators. Alema farm plc public relations do as a supporter. Alema farm plc public relation did not participate as boundary spanners in corporate social responsibility. Alema farm plc public relations acts as understanding of internal and external stack holders. Alema farm plc public relations did not act as in corporate social responsibility as transparency and corporate social.

It is not the role of public relations in corporate social responsibility as stakeholder relationship. public relations in corporate social responsibility is not responsible as ethical action at Alema farm plc. Alema farm plc public relations in corporate social responsibility did not do as digital communicator.

In general Alema Farm PLC website is practiced low activity. The researcher can say that Alema Farm PLC did not work or promote Corporate social responsibility. Which indicates that Alema Farm PLC public relation is inactive.

The web only indicates that releasing news about Alema farm plc also support the company's employees in giving different products of the company at holiday time, like hen, egg. The company also support peoples who is low in finance at the Holyday times. The company also sells by products within cheapest cost for the community.

Alema farm plc is also one of the main cornerstones in Debrezeit in fulfilling the facilities related to power, water and road service to the community. When Alema farm plc formulate it most of the time in rural areas for the purpose of Alema farm plc facilities.

When we saw Alema Farm PLC it have a website. But the website of Alema Farm PLC is inactive. There is few amount of news and promotion found on the websites of Alema Farm PLC. Similar pictures about the company's product is displayed on the websites of Alema Farm PLC.

In the Alema farm plc mainly, the corporate social responsibility is led by the CEO of the company and it is not scheduled and planned. The marketing department also participate on public relations actions. There is a gap in public relation department to stand by itself as department.

The advantages which Alema farm plc got were the community thinks as ownership of the company and belongingness.

5.2. Conclusion

The study is a descriptive research design and mixed of both quantitative and qualitative research approaches. Employees of the Alema farm plc were the population of the study and result were concluded as follows.

The roles of the public relations in Alema farm plc were supporter, understanding of internal and external stack holders, In that case. Those which are not the roles of Alema farm plc are strategic communicators, transparency and corporate social reporting, stakeholder relationship, ethical action, digital communicator. In contrast to expectations that may suppose that public relations practitioners would cling to CSR leadership, interviewed professionals were adamantly opposed to PR ownership of responsibility initiatives. Rather, each professional highlighted the importance of multiple voices involved in planning and developing corporate responsibility programs. One practitioner, in particular, emphasized the danger of greenwashing when public relations has sole accountability for these initiatives: “Those are aspects of the core business and those are aspects that need to be run by executives... (with) the skills, balances and abilities to do those things... and those (aspects) are all part of a good corporate citizen.

Organizational structures and practices vary from business to business but several similarities emerged: corporate responsibility programs are autonomous and embedded in practices throughout the firm, most had a high-level corporate responsibility professional to organize and guide programs, (3)

CSR programs were supported by executives and perpetuated by organizational cultures, public relations served as an advisor, communicator, and boundary spanner, and various communication strategies seek to balance informing the public with excessive promotion. Public relations did not offers an external perspective to assist in developing strategy and informing programs, fulfilling the “bridging” function of an intermediary between an organization and its constituents. The communications department in Alema Farm PLC did not plays a coordination role, internally and externally. PR professionals organize cross-functional groups within the company and arrange participation of external partners, including nonprofit organizations and governmental actors, in program implementation.

5.3. Recommendation

Finally, the researcher recommends that

- The PR of Alema farm plc to have a planned strategies in corporate social responsibility.
- Professionals should recognize and utilize the importance of their position as a boundary-spanner and aggregator to inform and communicate CSR efforts internally and externally. This communication function includes spreading and promoting an internal culture of corporate responsibility to engage employees in the process
- The company should have separated department of public relation department which follows the corporate social responsibility of the company.
- The public relation department should control the digital communications of the company.
- Corporate social responsibility requires cross-functional collaboration from all relevant business sectors to develop the most effective programs. The most successful CSR programs are embedded in the organizational structure, autonomous from other departments, and often have a Corporate Responsibility Officer in a leadership position. Specifically public relation of Alema Farm PLC should collaborate this activity.
- Public relations and corporate responsibility are interrelated but independent. Public relations departments of Alema Farm PLC should share responsibility with other departments and teams of employees to build comprehensive responsibility programs.
- Externally, PR practitioners can capitalize on the opportunities provided by social media to more broadly communicate responsibility programs and successes.

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Appendix: Questionnaire

Addis Ababa University

School Of Journalism and Communication

Department of Public relation and strategic communication

Dear Respondent

I am a post graduate student of public relation and strategic communication at Addis Ababa University. Currently, I am undertaking research on “**The role of public relation in Corporate social responsibility: the case of Alema Farms PLC**”. You are one of the respondents selected to participate for this study. Please participate by giving correct and complete information to get a representative information on roles of public relation in corporate social responsibility. Your participation is completely voluntary and the questioner is completely anonymous.

I would like to confirm you that the information you give is used for only for academic purpose and the information will kept confidential.

Thank you in advance for your kind cooperation and dedicating your time.

Sincerely,

Kidist

Email: santamia515@gmail.com

Ph No +251949392373

Section A: General Information

Please mark (X) in appropriate position

A. Gender

1. Male 2. Female

B. Age

1, Below 20 3. 31-40

2, 21-30 4. Above 41

C. Marital Status

1, Single 2, Married 3, Widowed 4, Divorce

D. Education level

1, Primary complete 4. First Degree
 2, Secondary complete 5. Second degree complete
 3, Diploma 6. PhD and above

E. Work experience in your company

1, Less than 5 years 3, 11-15
 2, Between 6-10 4, above 16

F. Job types

1, Permanent 3, Labor
 2, Contract 4, Other

G. Area of working

1, Finance 2, Marketing 3, Technical
 4, Purchase 5, Public relations 4, It related
 6, Other state here _____

Section B: The roles of public relation Question

Please mark (X) in appropriate box to your response. Indicate with a (X) in the appropriate answer box according to roles of public relation at Alema Farm PLC. You can mark X in the appropriate number to indicate the extent to which you agree or disagree with each statement as per the rating scale below

The rating of your response is as follows:

1=Strongly Disagree (SD) 2= Disagree (D) 3=Neutral(N) 4=Agree (A) 5=Strongly Agree (SA)

No	Questions	1 SD	2 D	3 N	4 A	5 SA
	Advisor					
1	It is the responsibility of public relation to advise the company what have to be done in relation to the community in Alema Farm PLC					

2	Public relation supports the Alema Farm plc as a consultant to reform strategy for corporate social responsibility					
3	The public relation of Alema Farm plc advise the company to work with the integration of the community					
	Strategic Communicator					
1	Information about the companies' strategies to the relation with communities is communicated through the public relation					
2	In the formation of the strategies about the corporate social responsibility the main source was the public relation					
3	Public relation practitioner translates information between the company and the community					
	Supporter					
1	The public relation supports the company as a marketer through which they impress good image of the company					
2	The public relation in Alema Farm PLC supports the community through preparing good strategies which helps the communities					
3	The public relation practitioner appreciates the company to do activities for the communities					
4	Public relation in the Alema Farm PLC is completely volunteer to serve the communities					
	Boundary spanner					
1	Public relation practitioner in Alema Farm PLC is a mediator between the company and the communities					
2	It is the role of the public relation to transfer information from the company to the communities and the reverse					
3	Public relation practitioner interrelates the company with the communities					
	Understanding of Internal and External Stakeholders					
1	The public relation in Alema farm PLC knows all the internal					

	responsible persons of the company					
2	It is the role of the public relation practitioner in Alema Farm PLC knowing both the internal and external stakeholders of the company and communities					
	Transparency and corporate social reporting					
1	Public relations are transparency to tell information for the communities about what the company do					
2	The Alema Farm PLC public relation practitioners are transparency for both the company and the communities					
3	It is the role of the public relation to report the corporate social in Alema Farm PLC					
	Stakeholder relationship					
1	The public relation in Alema Farm plc communicates the owner with the company management about corporate social responsibility					
2	It is the role of the public relation to make good relationship of the company management with the communities					
	Ethical Action					
1	The public relation of the Alema Farm PLC does ethically responsible things					
2	The public relation practitioner of Alema Farm PLC is known in integrity					
	Digital Communicator					
1	The public relation practitioner in Alema farm PLC controls the digital communication channel					
2	The public relation practitioner in Alema Farm PLC transfer information through different digital information to the communities					
3	It is the responsibility of the public relation to report all things related to the corporate social responsibility through digital					

	channels					
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Section-C

1, Who are the decision-makers of CSR activities in the Company

A, CEO B, Board of directors C, Head of marketing dept.

D, HR manager E, Head of corporate communication (PR)

2, Do you think that PR is the practice of social responsibility, therefore, a major reason for companies to employ communicators?

A, yes B, No

3, Do you believe that Alema Farm PLC responsible for the corporate social responsibility?

A, yes B, No

4, Do you think that central to PR practice is maintaining an excellent communication with its various publics?

A, yes B, No

5, Do you think that corporate communication is a model for organization to use CSR reporting as a strategy to legitimize their activities?

A, yes B, No

Section-D:Interview

1, What are the CSR activities conducted by the Company?

2, In your corporate social responsibility (CSR) efforts, what stakeholders are perceived to be important and thus influence your CSR efforts?

3, What benefits did Alema Farm PLC got from the corporate social responsibility?

4,Who are the primary internal and external stakeholders at Alema Farm PLC?

5, What are the tools used by the Company to communicate its CSR activities to stakeholders?

6, What programs do carryout Alema Farm PIC for the betterment of the communities?

7, What facilities are done for the employees to better the corporate social responsibility?

8, What is your opinion about the social responsibility of programs of your company?

9, How does CSR policies boost the Company's image and reputation?

10, What are the corporate social responsibility strategies of Alema Farm PLC?

Thank your cooperation

Appendix: መጠይቅ

አዲስ አበባ ዩኒቨርሲቲ

ጋዜጠኛ እና ኮምፕዩተር ቴክኖሎጂ ትምህርት ክፍል

የህዝብ ግንኙነት እና እስትራቴጅክ ኮምፕዩተር ዲፓርትመንት

የተከበሩ መልስ ሰጭ

በአዲስ አበባ ዩኒቨርሲቲ የህዝብ ግንኙነት እና እስትራቴጅክ ግንኙነት የድህረ ምረቃ ተማሪ ነኝ፡፡ በአሁኑ ጊዜ በ “የኮርፖሬት ማህበራዊ ኃላፊነት ወሰን የህዝብ ግንኙነት ሚና በአለማዊ ፍርም ኃ.የተ.የግ.ማ ላይ ጥናት እያደረግሁ ነው፡፡ “ እርስዎ ለዚህ ጥናት ለመሳተፍ ከተመረጡት መልስ ሰጭዎች ወሰን አንዱ ነዎት፡፡ በድርጅት ማህበራዊ ኃላፊነት ወሰን የህዝብ ግንኙነት ሚናዎች ወካይ መረጃ ለማግኘት እባክዎ ትክክለኛ እና የተሟላ መረጃ በመስጠት እባክዎ ይሳተፉ፡፡ የእርስዎ ተሳትፎ መሉ በመሉ በፈቃደኝነት ላይ የተመሰረተ እና ጥያቄው መሉ በመሉ ስም-አልባ ነው፡፡

የሚሰጡት መረጃ ለትምህርታዊ ዓላማ ብቻ ጥቅም ላይ የሚውል መሆኑን እና መረጃው ማስጠንቀቂያ ሆኖ እንደሚቆይ ለማረጋገጥ እፈልጋለሁ፡፡

መልካም ትብብርዎ እና ጊዜዎን ስለሰጡክ ስቀድሜ ለማመስገን እወዳለሁ፡፡

ከሰላምታ ጋር

ቅድስት

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ክፍል ሀ : አጠቃላይ መረጃ

እባክዎን ለእርስዎ ምላሽ በተገቢው ጊዜ ወሰን <X>ን ምልክት ያድርጉ፡፡

- H. ጾታ
 - 1. ወንድ
 - 2. ሴት
- I. እድሜ

- 1, ከ 20 በታች 3. 31-40
- 2, 21-30 4. ከ 41 በላይ
- J. የጋብቻ ሁኔታ
 - 1, ያላገባ 2, ያገባ 3, Widowed 4, የተፋታ
- K. የትምህርት ደረጃ
 - 1, የመጀመርያ ደረጃ ያጠናቀቀ 4. የመጀመሪያ ዲግሪ
 - 2, ሁለተኛ ደረጃ ያጠናቀቀ 5. ሁለተኛ ዲግሪ ያጠናቀቀ
 - 3, ዲፕሎማ 6. ፒኤቸ ዲግሪና ከዛ በላይ
- L. በድርጅቱ የአገልግሎት ጊዜ
 - 1, ከ 5 አመት ያነሰ 3, 11-15
 - 2, ከ 6-10 4, ከ 16 በላይ
- M. የቅጥር ሁኔታ
 - 1, ቃዋሚ 3, የጉልበት ስራ
 - 2, ኮንትራክት 4, ሌላ
- N. የሚሰሩበት የስራ ክፍል
 - 1, ፋይናንስ 2, ንግድ ክፍል 3, ተከኒ ክፍል
 - 4, ግዥ ክፍል 5, የህዝብ ግንኙነት ክፍል 4, አይቲ
 - 6, ሌላ ካለ ይግለጹ _____

ክፍል ለ-የህዝብ ግንኙነት ሚና

እባክዎን ለእርስዎ ምላሽ በተገቢው ሳጥን ወስጥ < X > ን ምልክት ያድርጉ. በአለማ ፋርም ኃ.የተ.የግ.ማላይ የህዝብ ግንኙነት ሚናዎች መሠረት በተገቢው መልስ ሳጥን ወስጥ በ < X > ን ያመልክቱ. ከዚህ በታች ባለው የደረጃ አሰጣጥ መጠን መሠረት በእያንዳንዱ መግለጫ የሚሰጠውን ወይም የማይሰጠውን መጠን ለማመልከት በተገቢው ሳጥን ወስጥ <X> ን ምልክት ያድርጉ: : የምላሽዎ ደረጃ እንደሚከተለው ነው:-

1=በጣም አልሰማም (በአ) 2= አልሰማም (አ) 3=ገለልተኛ (ገ) 4=እሰማለሁ (እ) 5=በጣም እሰማለሁ (በእ)

No	ጥያቄ	1 በአ	2 አ	3 ገ	4 እ	5 (በእ)
	እንደ አማካሪ					
1	በአለማ ፋርም ኃ.የተ.የግ.ማ ወስጥ ድርጅቱ ከማህበረሰቡ ጋር በተያያዘ ምን መደረግ እንዳለበት ለኩባንያው ምክር መስጠቱ የህዝብ ግንኙነት ኃላፊነት ነው					

2	አለማ ፋርም ኃ.የተ.የግ.ማ ወሰጥ የህዝብ ግንኙነት ድርሻ የድርጅቱ ማህበራዊ ኃላፊነት ለመወጣት የሚያስችል እቅድ በድጋሚ ማስተካከል ድርሻ የህዝብ ግንኙነት ሃላፊነት ነው					
3	የአለማ ፋርም ኃ.የተ.የግ.ማ የህዝብ ግንኙነት ኩባንያው ከማህበረሰቡ ወህደት ጋር እንዲሠራ ድጋፍ ያደርጋል					
	ስትራቴጂካዊ ኮሚቴ ኬሽን					
1	ስለ ኩባንያዎ ማለትም አለማ ፋርም ኃ.የተ.የግ.ማ ከማህበረሰቦች ጋር ግንኙነት በሚመለከት ስትራቴጂዎችን ለህዝቡ በሕዝብ ግንኙነት በኩል ይነገራቸዋል					
2	ስለ ድርጅት ማህበራዊ ኃላፊነት ስትራቴጂ ምስረታ ዋነኛው የመረጃ ምንጭ የህዝብ ግንኙነት ሃላፊነት ነው					
3	የህዝብ ግንኙነት ባለመያወ በኩባንያው እና በማህበረሰቡ መካከል ያለውን መረጃ ልወጧቸው ማድረግ እና ግልጽ እንዲሆን ያደርጋል					
	ረዳት					
1	የህዝብ ግንኙነት ኩባንያውን እና የኩባንያውን ገጽታ (በህብረተሰቡ ወሰጥ ጥሩ ምስል) የመፍጠር ሃላፊነት አለበት					
2	በአለማ ፋርም ኃ.የተ.የግ.ማ ወሰጥ ያለው የህዝብ ግንኙነት ባለመያወ ማህበረሰቦችን የሚረዳ ጥሩ ስትራቴጂዎችን በማዘጋጀት ህብረተሰቡን ይደግፋል					
3	የህዝብ ግንኙነት ባለመያወ ኩባንያው ለማህበረሰቡ እንቅስቃሴዎችን እንዲያደርግ ድጋፍ ያደርጋል					
4	በአለማ ፋርም ኃ.የተ.የግ.ማ ወሰጥ ያለው የህዝብ ግንኙነት ማህበረሰቦችን ለማገልገል መላኩ ፈቃደኛ ነው					
	የግንኙነት መስመር					
1	በአለማ ፋርም ኃ.የተ.የግ.ማ ወሰጥ የህዝብ ግንኙነት ባለመያወ በኩባንያው እና በማህበረሰቡ መካከል የማቀራረብ ስራ ይሰራል					
2	ከኩባንያው መረጃን ወደ ማህበረሰቡ እና በተቃራኒው ማለትም ከማህበረሰቡ ወደ ኩባንያው መረጃን ማስተላለፍ የህዝብ ግንኙነት ማድረግ ነው					

3	የህዝብ ግንኙነት ባለመያዝ ኩባንያውን ከማህበረሰቡ ጋር ያገናኛል					
	የወጭ እና የወሰን ጥያቄ ማሟላት ከታች ወን ክፍሎች መረዳት					
1	በአለማዊ ፋርም ኃ.የተ.የግ.ማ ወሰን ጥያቄው የህዝብ ግንኙነት በኩባንያው ውስጥ ኃላፊነት ያላቸውን ሰዎች ሁሉ ያውቃል					
2	አለማዊ ፋርም ኃ.የተ.የግ.ማ የኩባንያው እና የህብረተሰቡ ውስጣዊ እና የወጭ ባለድርሻ አካላትን ማወቅ የህዝብ ግንኙነት ባለመያዝ ማድከም ነው					
	ግልፅነት እና የኮርፖሬት ማህበራዊ ሪፖርት					
1	የህዝብ ግንኙነት ተቆይታ ኩባንያው ስለሚያደርገው እና ስለሚሰራው ገንጠል ማህበረሰቡ መረጃ በመስጠት ግልፅናቸው					
2	የአለማዊ እርሻ ኃ.የተ.የግ.ማ የህዝብ ግንኙነት ባለመያዝ ሰዎች ለኩባንያው እና ለማህበረሰቡ ግልፅናቸው					
3	በአለማዊ እርሻ ኃ.የተ.የግ.ማ ውስጥ የድርጅቱ ማህበራዊ ሀላፊነት ስራዎችን ሪፖርት ከማድረግ ጋር የተገናኙ ገዢዎች የህዝብ ግንኙነት ማድከም ነው					
	የባለድርሻ አካላት ግንኙነት					
1	በአለማዊ ፋርም ኃ.የተ.የግ.ማ. የህዝብ ግንኙነት ባለመያዝ ኩባንያውን ከኩባንያው አስተዳደር ጋር ዝምድናን ያጠናክራል					
2	ማህበረሰቡን ከኩባንያው አስተዳደር ጋር ጥሩ ግንኙነት እንዲኖር መፍጠር የህዝብ ግንኙነት ማድከም ነው					
	ሥነ ምግባር እርምጃ					
1	የአለማዊ ፋርም ኃ.የተ.የግ.ማ. የህዝብ ግንኙነት በሥነ-ምግባር ኃላፊነት የማሰማቸው ገዢዎችን ያደርጋል					
2	የአለማዊ ፋርም ኃ.የተ.የግ.ማ. የህዝብ ግንኙነት ባለመያዝ በታማኝነት ይታወቃል					
	ዲጂታል ኮሙኒኬሽን					
1	በአለማዊ ፋርም ኃ.የተ.የግ.ማ. ውስጥ ያለው የህዝብ ግንኙነት					

	ባለ መያዣ ዲጂታል የግንኙነት ጣቢያ ወን ይቆጣጠራል					
2	በአለማዳርም ኃ.የተ.የግ.ማ ወሰን ላይ የህዝብ ግንኙነት ባለ መያዣ መረጃን በተለያዩ ዲጂታል መረጃዎች በኩል ወደ ማህበረሰቡ ያስተላልፋል					
3	በዲጂታል ሰርቦች በኩል ከኮርፖሬት ማህበራዊ ኃላፊነት ጋር የተዛመዱ ነገሮችን ሁሉ ሪፖርት የማድረግ ስራ የህዝብ ግንኙነት ኃላፊነት ነው					

1, በኩባንያው ወሰን የ CSR እንቅስቃሴዎች ወሳኔ ስጭዎች እነ ማን ናቸው?

ሀ ፣ ዋና ሥራ አስፈጻሚ ለ ፣ የዳይሬክተሮች ቦርድ መ ፣ የግብይት ዋና ኃላፊ .

ሰ ፣ HR ሥራ አስኪያጅ ረ ፣ የኮርፖሬት ግንኙነት ኃላፊ ሸ ፣ PR

2 ፣ PR የማህበራዊ ኃላፊነት ልምምድ ነው ብለው ያስባሉ ፣ ስለሆነ ምክባንያዎች ኮሚቴ ኬሽን እንዲቀጠሩበት ዋናው ምክንያት?

ሀ ፣ አዎ ለ ፣ አይ

3 ፣ ለአለማዳርም ኃ.የተ.የግ.ማ ለድርጅት ማህበራዊ ኃላፊነት ተጠያቂ ነው ብለው ያምናሉ?

ሀ ፣ አዎ ለ ፣ አይ

4 ፣ ለ PR ልምምድ ማዕከላዊ ከተለያዩ ሕዝባዊ አካላት ጋር ጥሩ ግንኙነትን ጠብቆ የሚቆይ ይመስልዎታል?

ሀ ፣ አዎ ለ ፣ አይ

5 ፣ የኮርፖሬት ግንኙነት የድርጅት CSR ሪፖርት ተግባራዊነቱን ሕጋዊ ለማድረግ እንደ ስትራቴጂ የሚጠቀም ሞዴል ይመስልዎታል?

ሀ ፣ አዎ ለ ፣ አይ

ለትብብርዎ አመስግናለሁ

ክፍል-ሰ ፣ ለአለማዳርም ኃ.የተ.የግ.ማ ሃላፊዎች ቃለ መጠይቅ

1, በኩባንያው የሚከናወኑ የ CSR እንቅስቃሴዎች ምን ድናቸው?

2 ፣ በድርጅት ማህበራዊ ኃላፊነት ወሰን ላይ CSR ጥረቶች ፣ እነ ማን አስፈላጊ ባለድርሻ አካላት እንደሆኑ ተደርገው ይታያሉ እና ስለሆነ ምን ላይ የትኞቹ ባለድርሻ አካላት ከፍተኛ ተጽዕኖ ያሳድራሉ?

- 3 ፣ አለማፋርም ኃ.የ.ተ.የ.ግ.ማ ከኮርፖሬት ማህበራዊ ኃላፊነት ምን ጥቅሞች አግኝቷል?
- 4, በአለማፋርም ኃ.የ.ተ.የ.ግ.ማ ዋና የወሰጥ እና የወጭባለድርሻ አካላት እነ ማን ናቸው?
- 5, ኩባንያው የ CSR ተግባሮቹን ለባለድርሻ አካላት ለማስተላለፍ የሚጠቀሙ መሳሪያዎች ምን ድናቸው?
- 6 ፣ ለማህበረሰቡ መሻሻል አለማፋርም ኃ.የ.ተ.የ.ግ.ማ ምን አይነት ፕሮግራሞችን አድርገዋል?
- 7, ሠራተኞቹ የኮርፖሬት ማህበራዊ ኃላፊነትን በተሻለ ሁኔታ ለማሻሻል ምን መገልገያዎች ተደርገዋል?
- 8, ስለ ኩባንያዎ ፕሮግራሞች ከማህበራዊ ኃላፊነት አንጻር ምን አስተያየት አለዎት?
- 9 ፣ የ CSR ፖሊሲዎች የኩባንያውን ምስል እና ዝና እንዴት ያሳድጋሉ?
- 10 ፣ የአለማፋርም ኃ.የ.ተ.የ.ግ.ማ የኮርፖሬት ማህበራዊ ኃላፊነት ስልቶች ምን ድናቸው?

ትብብርዎን እና መሰግናለን

Appendixes: Website of Alema farm plc



Fostering Communities

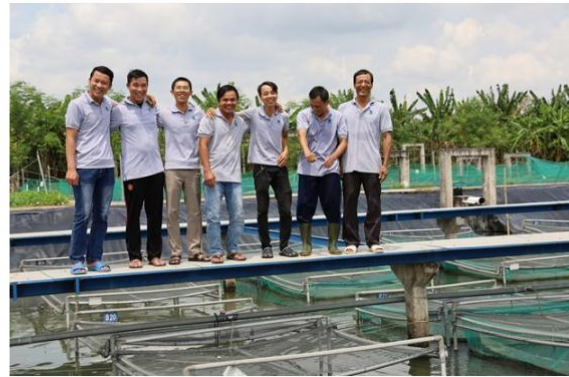
We have a positive impact on the development of local communities and economies and stimulate local entrepreneurship. Through our core activities, we add economic and social value to local communities. We strengthen the economic position and support the personal development of farmer-entrepreneurs and their families.

The Fostering Communities pillar covers activities on the following topics: local communities, i.e. living standards, education, social services, infrastructure, entrepreneurship.

Thriving employees

We provide a safe and inspiring working environment for our employees, actively stimulate lifelong learning and empower our employees to positively contribute to society.

The Thriving Employees pillar covers activities on the following topics: working conditions, working environment, inclusion, i.e. diversity, professional development, leadership.



Sustainable Supply Chain

We work together with customers and chain partners on a sustainable supply chain from raw materials to food. We collaborate with key partners in the animal protein supply chain to make our chain more sustainable by developing new agricultural practices and business concepts, making efficient use of natural resources and reducing GHG emissions.

The Sustainable Supply Chain pillar covers activities on the following topics: origin of raw materials, climate, i.e. energy usage and greenhouse gases, water and waste, ecosystems and biodiversity and animal welfare.





Feed for Food

We collaborate with customers and partners to keep animals healthy whilst optimising the production of safe and healthy animal proteins. Through knowledge sharing, we continually improve the conversion of animal feed into animal protein and professionalise farmers' business. We contribute to the accessibility of safe and nutritional rich food that is produced sustainably.

The Feed for Food pillar covers activities on the following topics: food safety, feed conversion, animal health, reduction of antibiotics, use of residual flows.

[Home](#) > [Sustainability](#) > [Responsible feeding](#)

Our Responsible Feeding programme

The Responsible Feeding programme is our long-term sustainability programme aimed at creating value and impact within the food production supply chains in which we operate. The programme enables us to prioritise opportunities and activities, both at corporate level and at the level of each individual business unit. The programme is built on four pillars: Feed for Food, Sustainable Supply Chain, Fostering Communities and Thriving Employees.

