



Contribution ID: 21

Type: Abstract for Research Paper

THE EFFECTS OF COMMUNICATION AND CORPORATE SOCIAL RESPONSIBILITY IN PUBLIC RELATIONS AS A CORPORATE STRATEGY IN UNIVERSITIES ENROLMENT FOR POSTGRADUATE STUDENTS

This study was designed to examine the effects of communication and corporate social responsibility in public relations as a strategy to postgraduate enrollment in Kabarak University, Kenya. This research employed a case study research design. The target population comprised of the 151 permanent employees in Kabarak University, Kenya. The researcher utilized 30% of the total population. This gives a sample of 45 respondents. The study adopted closed ended questionnaire. Data obtained from the study was coded and entered into the computer. They were subjected to the excel computer program for analysis. Descriptive statistics such as percentages and frequencies were used to summarize the data. The data was presented in tables, and bar graphs. The study found that public relations influence student enrollment to the University with effective strategies being through corporate social responsibility. Communication was also found to significantly influencing enrollment. It was recommended that universities top management should incorporate a greater market orientation into their strategic planning and frequently revise marketing communication tools to determine their effectiveness in order to have a competitive advantage and gain a big market share. The study will be significant to the Managers and employees of various Universities, Government and other stakeholders, it will also add to the existing knowledge with regard to the effects of public relations in enrollment. Recommendation for further studies was also advised especially on contribution of school infrastructure and students perceptions on enrollment.

Keywords

Public relation, Corporate strategy, Communication, Enrollment, Corporate social responsibility

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Track Classification: Management science, Strategic Management, Procurement