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Evaluating the Extent to Which Public Relations of Private Organizations Employ Social Networks to Introduce Products and Services

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Abstract
This article aims to provide a model to explain the role of green human resource management in the resilience economy of small and medium companies. The method of this research is a developmental-applied type of mixed research (qualitative-quantitative), which was used in the qualitative part of the Foundation (emerging) data method to identify components and indicators, and in the quantitative part, the descriptive-survey method was used. The statistical population in the qualitative part included experts (university faculty members) in the fields of human resource management, environment and economics, after 28 interviews, the research reached theoretical saturation, and in a small part of the Cochran formula, there were 229 employees of the company. Industrial companies of Eshtehard town were selected. In the qualitative section, 13 codes were identified in process factors, 14 codes in prefixes and 10 codes in suffixes. For resistance economy, a researcher-made questionnaire with 31 indicators was used. The validity of the questionnaire was confirmed by the Cvr method. Cronbach's alpha of green human resources management questionnaire was equal to 0.761 and resistance economy questionnaire was equal to 0.870. Two types of internal and external validity were used to validate the model. The results of the analysis of factor loadings of research components showed that there is a positive and significant linear relationship between each dimension of green human resource management. According to the results of the research model, it showed that among the identified factors, the antecedent dimension with a coefficient of 0.819, process factors with a coefficient of 0.797 and suffixes with a coefficient of 0.713, and finally, the coefficient of the impact of green human resources management on the resistance economy was obtained as 0.914, which shows the impact of 91 A percentage of aspects of green human resource management had resistance on the economy.
Keywords: *Green human resources management, Resistance economy, Small and medium enterprises*

Introduction

Social networks advertisements can be employed as a powerful means of communication to achieve goals such as sales, profitability and reinforcing brand image. Organizations managers have established a department titled "public relations" in their organizations, through which they communicate with individuals inside and outside the organization, so that they can fulfill their goals at lower costs and within shorter time by informing and persuading those individuals. In this regards, the present study is aimed at evaluating the extent to which public relations of private organizations employ social networks to introduce their products and services. Research population consists of managers and public relation experts of private sector's organizations in Yazd, Iran. The present study takes a survey method and is regarded as field-work research. Sampling method is based probability and availability. Due to the limited population, 76 individuals were selected as the sample through limited population formula. Data was analyzed via Smart-PLS. results reveal that public

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relations of private organizations employ social networks at an optimal and acceptable level to introduce their products and services. Hence the hypothesis of the study is confirmed.

Keywords: introducing products and services, public relations of organization, social networks, managers and experts, advertisement

Statement of the Problem

Public Relations is a set of managerial practices contributing to keep a good relationship with all beneficiaries including employees, government, competitors, stakeholders, community elites, and individuals who are somehow related to the organization (Nasiri Ghidari, 2003). Its purpose is to improve the effectiveness of communications such that Childers Hon (1998) regards the importance of evaluating effectiveness in public relations activities as a key factor in evaluating performance. Executive managers also increasingly understand that PR is the process of negotiating agreement with the audience and key stakeholders of the organization (Wilcox et al., 2011). In this respect, investigation of the role of public relations in commercial organizations seems to be of great significance. As one of the most important inventions of human in the previous century, the internet has affected various aspects of life positively and negatively through its potential and extensive application. After a while, the internet served as a new means of developing commercial practices through providing infrastructures for financial transactions, marketing and a means of following the customers and their needs (Mobaraki, 2016). Novel business models have been introduced within electronic marketing world, and new inclinations are promising. One of such inclinations is social networking websites which not only attract numerous users, but also serve as a space for online advertisements by various companies and corporations. Social networks have connected people with a variety of interests and are among the most fast-growing aspects of the internet world. Business firms employ social networking services to support their products or offering t=new services to their customers. In fact, social networking is a network consisting of individuals and groups and their relationships, which has brought a revolutionary service on the internet, leading to an impressive influence on social systems of various countries. Today, these networks have become a powerful force in formation of business practices as they reinforce word of mouth and rapidly affect individuals' purchasing decision making. Undoubtedly, advertising on these networks provide business owners were tremendous opportunities (Ameri et al., 2015).

Meanwhile, the significance of marketing and advertisement has increasingly risen due to the growth in the market and increased competition. Regarding the rapid development of social networks, such as Facebook, such mass networks cannot be solely regarded as newsletter and informing websites. With the advent of social networks, the tools and methods for communicating with customers have significantly changed. Hence, companies must learn how to use social networks effectively in their business practices (Keshvarian et al., 2014). In fact, social networking-based marketing is an online marketing strategy facilitating reaching for the target audience. Social networking marketing includes an effort to employ social networks to convince consumers of a company to use its precious products and services. The main objective of social networking marketing is to build customer-centered businesses and to establish the reputation of a company. No one can claim that social networking marketing brings advantages only; rather, this area is accompanied with both advantages and disadvantages (Mobaraki, 2016). Undoubtedly, private organizations have always been seeking ways to introduce their products and services more efficiently. In this way, various methods have been employed, one of which is social networking. The current research is aimed at investigating how the public relations departments of private

organizations employ social networks in introducing their products and services. Since no precise information is available on the effectiveness of advertisement on social network in Iran, there exists a considerable gap in studies on the way public relations departments of private organizations employ social networks to introduce their products and services. Therefore, the present study seeks to answer to what extent public relations departments of private organizations employ social networks to introduce their products and services.

Research Background
Domestic Background

Darvish et al. (2023) have conducted a research titled identifying the effective factors of word-of-mouth electronic marketing on brand equity. In this research, the researcher has tried to use the contextual qualitative research method (Glossary's contextual theory) and with the help of MAXQDA software, to identify and present the dimensions, components and indicators of oral electronic marketing effective on "brand value". The statistical population of this research are experts in the field of human resource management, marketing and branding. According to research findings, oral electronic marketing has two dimensions of technical and technological factors and individual factors, and the dimension of technical and technological factors includes the components of electronic marketing tools and situational features, message features, and the dimension of human factors. Components of individual factors and interpersonal factors. The special value of the brand also has two dimensions of consumer perception and consumer behavior. The dimension of consumer perception includes the components of brand association, perceived quality, and brand awareness, and the dimension of consumer behavior includes the components of brand loyalty, customer relationships, and brand stability.

Kefi Laleh et al. (2022) have conducted a research titled validation of the model of brand marketing efforts in social media with customers in the skin and makeup industry. This research is a cross-sectional research in terms of the method and time frame of data collection. The statistical population included customers of the Serita brand dermo-osmetic industry. The sample size was 384 people and the sampling method was a simple random method. To validate the model of brand marketing efforts in social media, the researcher used partial least squares method along with Smart PLS software. The results showed that the creation of informative content and social content are considered as the basic factors of the model that affect customer trust. Brings customer trust. Customer interaction and encouraging attractive page design.

Shekari, Mousavi and Gholami Chenaristan Elia (2020) have conducted a research titled Designing Attitudes to Advertising Model through Mobile Social Networks. In this research, two types of questionnaires, including an open questionnaire, which was completed by 16 experts and university professors, were designed to identify indicators and sub-indices that determine the acceptance of advertisements through mobile-based cyberspace networks. Another questionnaire was a 5-point Likert questionnaire that was redesigned based on the identified indicators of the questionnaire, which was completed by 234 cyberspace users who were selected by simple random sampling in order to investigate the identified factors. The results of the research led to the identification of seven main indicators including income generation, legalization, awareness at social levels, family and friends, advertiser owners, monitoring and quality of advertisements and identification of 44 sub-indices for the seven three main factors.

I his Master's thesis, Kamangar (2016) has investigated the effect of advertising in social networks on sports products and services marketing. The research population consisted of all individuals in Kermanshah who are members of social networks. Through available sampling, 632 individuals were selected as the statistical population. Results

of this study confirmed a positive relationship between the components of social networks and products and services marketing.

Ameri Siahoui et al. (2015) examined the effect of advertising in social networks on educational services marketing. In this descriptive-analytic study, 95 participants were randomly selected from a population of 235 individuals. Results of data analyses revealed that the average score of the participants' familiarity with social networks was 3.64, to whom social networking advertisement was attractive with an average score of 2.95. However, objective use of social networks to introduce educational services was at an average level.

Tavalayi et al. (2015) Employed mapping method in a study conducted to investigate the novel potentials of social networks in developing marketing research. Their findings showed that social networks can contribute to develop marketing research through four dimensions; communication with beneficiaries, data collection and content, research planning, and determining the criteria for measuring performance.

In another study under the title of "The role of social networks in Iranian women's sporting marketing in the present age", Alizadeh and Shahroudi (2015) investigated the role of social networks in sports marketing of Iranian women. Their findings revealed that Women's sports marketing through social networks can have the greatest effect on the price, product, promotion and place.

Keshvarian et al. (2014) conducted a study under the title of "The role of social networks in online marketing and advertisement". Their study examined the effectiveness of social networks with an emphasis on creating a professional and objective group project in form of social relation, advertisement and marketing manager besides other existing methods. Their findings confirmed a significant effect of social networks on online marketing and advertisement.

Foreigner Background

Mir (2015) in his research under the title of "The effects of believes and concerns on the users' attitudes towards social networks advertisement and their clicking behavior on the advertisements", concluded that personal profitability believes of social networks advertisements (e.g. informing and entertainment) have positive effects on the users' attitudes towards the advertisement on social networks and their clicking behavior. Moreover, certain concerns such as the belief that social networks are annoying leave negative impact on the users' attitudes towards the advertisement on social networks and their clicking behavior.

Vij and Sherma (2013) conducted a research in Panjab, India, under the title of "An experimental study of the behavior of social networks' consumers and marketing strategies of marketers' social media" to investigate the experience of social media users. According to their findings, the content of social media advertisement must be interesting, informing, interactive and reliable. Also marketers must attempt to change the taste and preferences of their customers.

Natarajan et al. (2013) conducted a study under the title of "An investigation of believes towards social media advertisement among students and professionals: the application of breakdown analyses". Results of breakdown analyses show that denial, joyfulness, social role and desirability for the economy are different among the two studied groups.

Hadija et al. (2012) conducted a study under the title of "The effects of social networks advertisements, why and how?" results of data analyses revealed that advertisement on social networks has significant effect in attracting students and that the attractiveness of these advertisements causes more use of social networks by the studied population.

Research Hypotheses
Main Hypothesis

It seems that public relations departments of private organizations employ social

networks to introduce their products and services at a desirable and anticipated level.

Subsidiary Hypotheses

H1) The expertise of public relations managers of private organizations is of great significance in efficient use of social networks to introduce their products and services.

H2) The experience of public relations managers of private organizations is of great significance in efficient use of social networks to introduce their products and services.

H3) The expertise of public relations experts of private organizations is of great significance in efficient use of social networks to introduce their products and services.

H4) The experience of public relations experts of private organizations is of great significance in efficient use of social networks to introduce their products and services.

Methodology

Since the current study is an attempt to develop applied knowledge in a specific field and is led toward scientific use of knowledge, it is an applied research in terms of goal. Moreover, with regards to the fact that this is a field study, it can be a survey study; also since it seeks to explain certain relationships among variables in addition to describe the extent of using social networks, it can be considered as descriptive-analytic study.

$$n = \frac{N.Z_{\frac{\alpha}{2}}^2.\sigma_x^2}{\varepsilon^2.(N-1) + Z_{\frac{\alpha}{2}}^2.\sigma_x^2} = \frac{250 * 1.96^2 * 0.286}{(0.01 * 249) + 1.96^2 * 0.286} \cong 76$$

where, $Z_{\propto/2}$ is the value of standard, normal variable which, regarding the reliability of 95% in this research, is 1.96.

σ^2 is the variance of the population which is considered as 0.286

ε is standard error considered as 0.08 (Khaki, 2008).

Data Analyses Method

To analyze the descriptive data, factors such as frequency (prevalence, percentage, mean and independent t-test are used.

Data Collection Tools

In this research, questionnaire has been used to collect required data. The questionnaire consists of both open and close questions, and has been completed in presence of the researcher. The items are based on Likert's spectrum. This questionnaire has been compiled by the researchers and includes questions concerning the familiarity of managers and experts of public relations departments of private organizations with social networks, methods of advertising products and services, and their expertise and experience.

Research Population

The research population consists of the managers and experts of public relations departments of private organizations of Yazd Township, who were given the questionnaire.

Sampling Method and Sample Size

To speculate the sample size, a pre-test was primarily carried out on 30 respondents to determine the variance of the studied trait. The value of variance for the studied sample, for the variable of the organization's use of social networks in introducing products and services was calculated to be 0.286, which was greater than the variance of other variables.

Since the research population is limited, the following formula was used to determine the sample size:

Moreover, structural equations modeling as well as SPSS and Smart-PLS are used to examine the research model and hypotheses. Furthermore, to examine the hypotheses, Pearson's correlation test, t-test and other relevant statistical tests are used as well. Excel software is also used to draw the diagrams.

Research Variables

Public relations departments of private organizations

Public relations department serves as the heart of the organizations. Clearly, its dynamicity results in growth and development of the organization. (Cocca & Alberti, 2010).

Managers' expertise and experience

Since the terms experience and expert are derived from a Latin word meaning to test, these two terms can be regarded as interrelated. Therefore, an experienced and expert manager is the one with academic knowledge, who has gained significant experience through practical conditions (Jafari Moghadam, 2004).

Experts' expertise and experience

A highly experienced expert of public relations is in charge of designing the content of the publications and advertisement, analyze public attitude, and design and implement interviews and promotional activities through the application of scientific methods (Ibid, 2004).

Introducing products and services

This refers to impersonal demonstration of ideas, products and services through various media, carried out by a specific supporter who gets wage for doing so. Among the goals of advertisement, one can refer to providing appropriate information about the products and services (informing advertisement), persuading consumers to buy products and services (persuasive advertisement) and reminding customers about a specific product or brand (reminding advertisement) (Nguyen, 2011).

Research Model

A model was designed by the researchers for the antecedents and consequences of attitudes towards social networks advertisement (Fig.1). A conceptual model or theoretical framework is the foundation of the whole research.
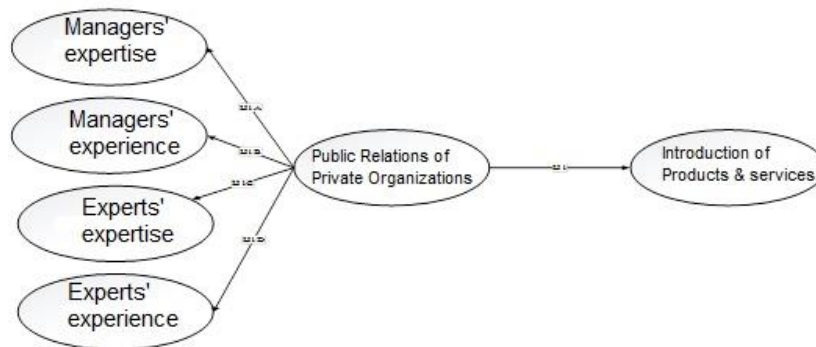

Figure1. *The conceptual model of the research*

Data Analyses

Descriptive Statistics

Descriptive statistics refers to factors such as the frequency, mean, distribution etc. Descriptive statistical methods assist the researchers to determine and explain the data collected in relation with a specific subject.

Here, the respondents' descriptive statistics is presented.

Table 1 presents the descriptive statistics of the demographic characteristics of the respondents, including their gender, age, marital status and education level.

Table1.
Descriptive statistics of the respondents (Source: Researchers)

Parameter		Prevalence	Percentage (%)
Gender	Male	29	38
	Female	47	62
Age Group	29-20	5	7
	39-30	26	34

Parameter		Prevalence	Percentage (%)
	49-40	39	51
	+50	6	8
	Diploma and lower	0	0
Educational Qualification	Upper diploma	4	5
	Bachelor's	60	79
	Master's	12	16
	Ph.D.	0	0

PLS Method

In the current study, PLS method was implemented using SmartPLS software evaluate the fitness of the research conceptual model and to examine the hypotheses. The most important reasons for using this method include small sample size, abnormal data, and dealing with constructive measurement models. Either structural equations or path analysis is used to deal with large sample size. Since the sample size in the current study was small, PLS method was employed. Evaluation of model fitness consists of three stages; fitness of measurement model, fitness of structural model and fitness of overall model. Evaluation of model fitness includes factor load coefficients, index reliability, convergent validity and divergent validity.

Factor load coefficients

The factor load coefficients of each question should be equal to or greater than 0.4. According to Figure 2, all factor load coefficients of the questions are greater than 0.4.
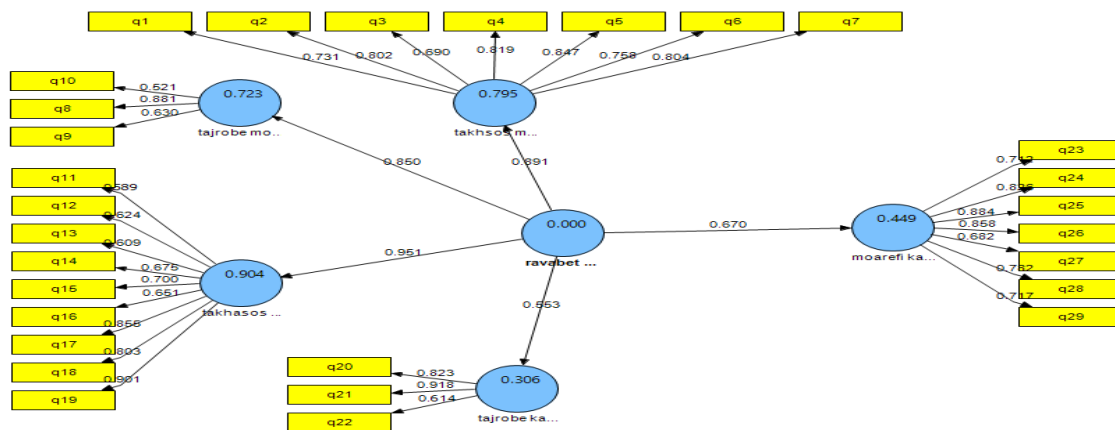

Figure 2. *Factor load coefficients*

External model reliability

Here, two indicators are used to examine the model reliability; combined reliability (CR) and Cronbach's alpha coefficient.

Combined Reliability (CR)

This criterion was introduced by Wertz et al. (1974) and its superiority to Cronbach's alpha is that the reliability of the structures is calculated not by absolute terms but by the correlation of their structures with each other. If the combined reliability value for each construct is greater than 0.7, it indicates appropriate internal reliability for the measurement models; however, a value smaller than 0.6 indicates absence of reliability (Davari & Rezazadeh, 2013). The reported combined reliability values for each model hidden construct are reported in Table 2.

Table 2.
Combined Reliability (CR)

Structure	CR
Managers' expertise	915·/
Managers' experience	726·/
Experts' expertise	894·/
Experts' experience	727·/
Organization's public relations	935·/
Introduction of products and services	916·/

Cronbach's Alpha coefficient

Cronbach's alpha coefficient is a factor ranging from 0 to 1. Cronbach's alpha value greater than 0.7 indicates acceptable reliability. However, Moss et al. (1998) reported a value of 0.6 as the lower boundary of the Cronbach's alpha coefficient for variables with few questions. In Table 3, this coefficient is estimated for each factor.

Table 3.
Cronbach's alpha coefficients

Structure	Cronbach's alpha
Managers' expertise	892·/
Managers' experience	8963·/
Experts' expertise	863·/
Experts' experience	715·/
Organization's public relations	921·/
Introduction of products and services	5965·/

Convergent validity

Table 4 reports the results of convergent validity (AVE). Since the appropriate value for AVE is 0.5, and the AVE value of all variables is greater than 0.5, the convergent validity of the model is confirmed.

Table 4.
Results of convergent validity (AVE)

Structure	AVE
Managers' expertise	609·/
Managers' experience	581·/
Experts' expertise	596·/
Experts' experience	521·/
Organization's public relations	601·/
Introduction of products and services	614·/

Divergent Validity

According to Table 5, divergent validity is derived from the Fornell and Larker's method. The value of the AVE root of the variables in the present study, which are located in the boxes in the original diameter of the matrix, is greater than the correlation between them, located in the lower and right houses of the original diameter. Hence, divergent validity of the model is acceptable.

Table 5.
Results of divergent validity

Ref.	Structure	1	2	3	4	5	6
1	Introduction of products and services	783·/					
2	Organization's public relations	670·/	775·/				

Ref.	Structure	1	2	3	4	5	6
3	Experts' experience	613·/	553·/	721·/			
4	Managers' experience	443·/	450·/	393·/	761·/		
5	Experts' expertise	691·/	650·/	555·/	534·/	772·/	
6	Managers' expertise	485·/	591·/	278·/	733·/	737·/	780·/

t- Statistic

Fitness of structural models includes t-statistic and R2 criterion. According to Figure 3, the t-statistic of the path of public relations of organizations on the introduction of products and services is greater than 1.96, indicating the significance of the path and the fitness of the structural model. The t-statistic value for the dimensions of PR has been shown, indicating that all paths are greater than 1.96; hence the paths are significant.
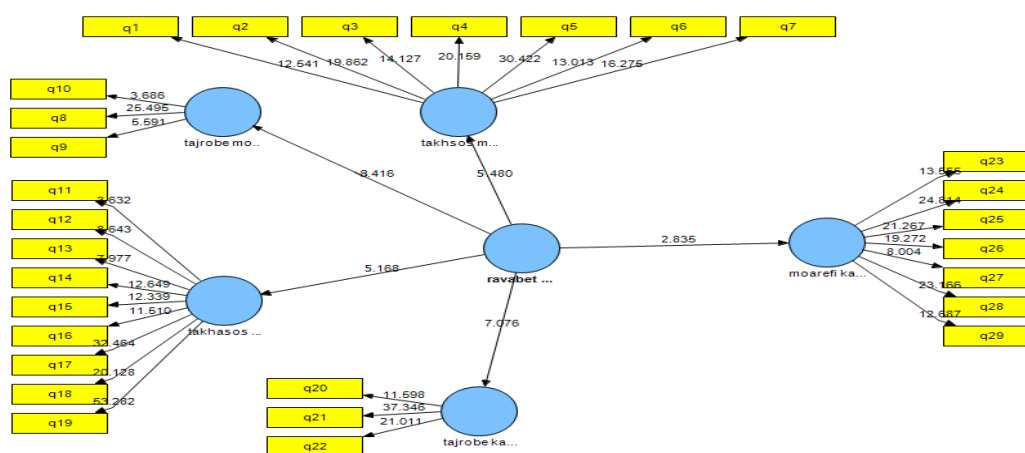

Figure 3. *T-statistic*

R2 Index

R2 is a criterion used to connect the measurement and structural components of structural equation modeling and indicates the effect that an exogenous variable has on an endogenous variable. The essential point is that the value of R2 is calculated only for model dependent (endogenous) structures, and for exogenous structures, the value of this criterion is zero. The higher the R2 value for the endogenous structures of a model, the better the model fits. Chin (1998) used three values of 0.19, 0.33 and 0.67 as the criterion for poor, medium, and high fitness values, respectively. The fitness of the structural part of the model is evaluated by the R2 criterion. According to table 6, the value of R2 for components of managers' experience, experts' expertise, managers' expertise, as well as for the construct introduction of products and services is high, but almost medium for experts' experience.

Table 6**.**
Results of R2 criterion

Structure	R2
Introduction of products and services	0.443
Experts' experience	0.306
Managers' experience	0.723
Experts' expertise	0.903
Managers' expertise	0.794

Overall model fitness

GOF is the criterion used to evaluate the overall model fitness and in this study, it is

obtained from the mean of the common values of hidden first-order variables; hence, it will be as follows:

$$0/594 = \sqrt{0/587 \times 0/603} = GOF = \sqrt{\overline{Communality} \times \overline{R^2}}$$

Regarding the three values 0.1, 0.25 and 0.36 as poor, medium and high GOF, respectively, the obtained value of 0.594 in this research confirms good fitness of the overall model.

Examining the hypotheses
Table7 represents the summary of the results of examining the hypotheses in form of path coefficients with significance level.

Table 7.
Results of examining the hypothesis

Path	Beta value	value T	Significance	Result
It seems that Public Relations of private companies employ social networks efficiently to introduce their products and services	0.670	2.835	<0.05	Confirmed

Findings and Discussion

The first main hypothesis of the research claims that the public relations of private organizations use social networks to introduce their goods and services in a favorable and expected manner. In examining the first hypothesis, the path coefficient equal to (0.670) was obtained and according to the t-statistic (2.835) at the 95% level, it seems that the public relations of private organizations from social networks for The introduction of their products and services are used in a favorable way and as expected, and this hypothesis is accepted. In the examination of the first sub-hypothesis, the path coefficient equal to (0.891) was obtained and according to the t-statistic (5.480) at the 95% level, it seems that the companies use the expertise of managers as one of the dimensions. Public relations of private organizations are used to introduce their goods and services in a favorable way and to the extent (expected) and this hypothesis is accepted. In the investigation of the second sub-hypothesis, the path coefficient equal to (0.850) was obtained and according to the t-statistic (8.416) at the 95% level, it seems that companies use managers' experience as one of the dimensions of relationships. The public uses private organizations to introduce their goods and services in a favorable way and to the extent (expected) and this hypothesis is accepted. In the investigation of the third sub-hypothesis, the path coefficient equal to (0.951) was obtained and according to the t-statistic (5.168) at the 95% level, it seems that the companies use experts' expertise as one of the dimensions. Public relations of private organizations are used to introduce their goods and services in a favorable way and to the extent (expected) and this hypothesis is accepted. In the examination of the fourth hypothesis, the path coefficient equal to (0.553) was obtained and according to the t-statistic (7.076) at the 95% level, it seems that companies use experts' experience as one of the dimensions of relationships. The public uses private organizations to introduce their goods and services in a favorable and expected manner, and this hypothesis is accepted.

Conclusion

The current research was conducted with the aim of investigating how public relations departments of the private sector use social networks in order to introduce goods and services. The results of the research showed that the public relations of private organizations use social networks to introduce their products and services in a favorable and expected manner. This result is

in line with the research results of Chen et al. (2014), Hajarian et al. (2017) and Barbo (2016). Public relations, which is a link between institutions and organizations in society, must play its vital role in creating more and more advanced communication. In fact, the most important role of leaders and public relations officials is to explain the impact of new technologies on institutions and organizations. Leaders of organizations must not only understand the reality of new technology and have proper knowledge of it, but also must know their limitations. New technologies make it possible for public relations employees to work for their organization wherever they are (Saeidi, 2017). Also, in the examination of the first sub-hypothesis, it was found that companies use the expertise of managers as one of the dimensions of public relations of private organizations to introduce their goods and services in a favorable way and as expected. In addition, companies benefit from the experience of managers as one of the dimensions of public relations of private organizations to introduce their goods and services in a favorable way and as expected. These results are also in line with the research results of Chen et al. (2014), Hajarian et al. (2017) and Barbo (2016). Also, the results showed that companies use the expertise of experts as one of the dimensions of public relations of private organizations to introduce their goods and services in a favorable way and as expected, and also companies use the experience of experts as One of the dimensions of public relations is used by private organizations to introduce their goods and services in a favorable and expected way. These results are also in line with the research results of Chen et al. (2014), Hajarian et al. (2017) and Barbo (2016). 45% of experts in the research community are men and 55% are women; According to their answers, they both agree on the influence of their experience and expertise as one of the dimensions of public relations of private organizations in order to introduce goods and services. The definition of a public relations expert in Iran and Yazd city is an expert who

has learned the necessary skills in the field of public relations. These skills are basically the same skills and training that a person has learned in university to work in public relations; As a result, the expertise of public relations experts is the first effective factor in their activities. In addition to the necessary education and training, a person who is employed in public relations must be able to perform three important tasks (producing information and reflecting on the audience), (creating a positive image of the organization) and (presenting the services or goods of the organization); As a result, the experience of public relations experts in this field is the second influencing factor. As a result, private companies in Yazd city can benefit from the experience and expertise of public relations experts of their organization in introducing goods and services.

Managerial and Applied Recommendations

1. Business executives can use the results of the present study in order to adopt a proper strategy in the development of social networks in the organization in a way as to improve awareness and information in the organization.

2. The results show that the experience and expertise of using social networking tools play the most important role in public relations management. Therefore, business executives should invest in forming strong teams of experienced consultants. Otherwise, the desired results will not be achieved. Employing appropriate tools is also a strategic priority for personnel training using social media tools. The workforce required for training must also have the knowledge of proper analysis, since training would not be fruitful without the theory needed to analyze the outputs.

3. Considering the fact that social networking systems are usually growing rapidly, it is necessary to consider an extensible architecture which is adaptable to new and up-to-date needs.

Research Limitations

1. In this study, questionnaire was used for data collection, while if other methods such as qualitative method and in-depth interviews were also used for data collection, better results would be obtained; therefore, it is recommended to conduct studies with qualitative methods as well.
2. Lack of easy access to the PR managers of organizations in the time horizon of the research caused some problems with completing the questionnaires.

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