

C851712 : MAJOR DEVELOPMENT COMMUNICATION
KEY WORD:

COMPARATIVE STUDY / PUBLIC RELATIONS / FINANCE COMPANY

KANOKPORN PIMPANG : COMPARATIVE STUDY BETWEEN THE EXPECTATION
AND APPLICATION OF PUBLIC RELATIONS IN FINANCE COMPANIES. THESIS

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ISBN 974-636-845-1

The objective of this research was to investigate public relations responsibilities from the view of public relations management executives, as well as to compare their expectations against the actual practice in public relations activities. Also to study the support facilities provided to public relations tasks together with their obstacles and limitation which caused inefficient activities. The research was conducted through indepth interview the public relations management executives from 7 prominent Finance companies which are the members of the Association of Finance Company.

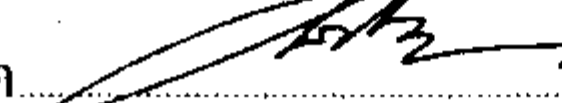
The research reveals that all public relations management executives have clear knowledge and understandings as well as positive attitudes towards the public relations responsibilities. Their are different in revels in the expectations inwhich correlate with the actual practice. Most of all public relations mangement executives have expectations on building good image to organizations and preventing . The research is also found that public relations activities in the finance companies will be carried out completely, however the effectiveness of the result have not been evaluated fully.

The obatacles of public relations activities of the Finance companies are: their are no differences amoung Finance companies'activities, top executives' lack of good understanding and give less importance to the public relations tasks, limitation of budget as well as govemment's regulations.

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