

MANAGEMENT OF ORGANIZATIONAL VISIBILITY

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Abstract:

The management of the organization's visibility ensures its correct positioning in the eyes of the public. To bring the issue of organizational visibility into the scientific debate demands for our research to be reported to what the image and organizational identity implies at a certain time.

The importance of organizational image is closely related to the managerial approaches of internal and external communication developed in the course of business. Starting from the points outlined above, we want to analyze the impact of the organizational image, as a managerial tool of perception, among different audiences.

Keywords: *organizational communication, organizational image, organizational identity, management*

Jel Classification: L220, M300, O120

1. Introduction

The organizational image is an extremely important milestone for modern business. Its goal is the success of the business started and developed at one point. It also represents, by reference to the social framework in which it operates, the frequent way of communication, of persuasion as much as possible, of the audience categories.

In this context, the analysis of the organizational visibility management must start from defining its image. According to Halic and Chiciudean (2004), "... the social image of the organization is focused on informational complexes generated by the preponderant immediate perception of the messages emanating through the relevant manifestations that take place inside and outside the organization and, consequently, of the information actions carried out deliberately by its specialized structures (public relations)." (Halic, B. Al, Chiciudean, I., 2004)

In our opinion, the pertinent evaluation of the organizational image leads implicitly to the operationalization of the concept itself. (Hristache, D.A. (coord.), Popescu (Iacob), S.E. et al., 2008). It is the analysis of the image of the organization in the social context in which it is perceived and manifested at a certain moment. In its double state of manifestation - "organizational good" and "public good" - the organizational image communicates to what extent the organizational reputation is integrated into the system of norms and values in the community to which it relates.

In this context, we agree with Flament and Rouquette (2003) who identify the organizational image as "a concept of representation" which in the public mind will be associated with the understanding and interpretation of the messages transmitted through the communication mix (public relations, advertising, sales promotion, direct communication).

Therefore, managing the image of the organization, in the context of increasing its visibility, should not be viewed simplistically. It will be related to the symbols and interpretations that they give, by their behavior, to target audiences.

In other words, management of image visibility for an organization requires a "mental modeling" of the product metaphor presented by the organization to potential clients through the communication tool. Internal and external communication at the organizational level is channeled, modifies and manages the business to the extent in which the "image perceived" by the public approaches the "image desired" by the organization. What needs to be kept in mind is that the image of an organization requires a laborious construction. It is a permanent process with obvious socio-economic and communicative implications.

2. Perception and visibility in the management of the organizational image

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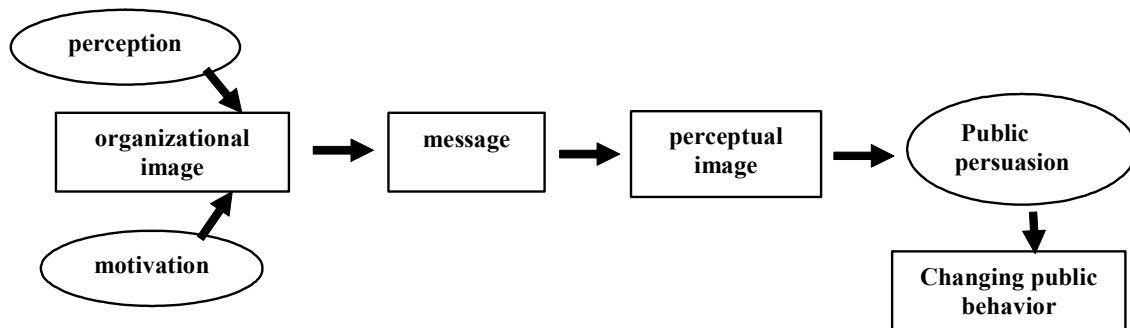
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Perception management aims at finding ways to change the behavior of subjects by appealing to their affective component, in close connection with the cognitive one. In this context, the activation of the co native level will have as purpose the reinterpretation of the message transmitted according to the perceptions of the individuals in the position of potential clients of the organization.

In order to build an effective image, the organization must report and adapt its message, taking into account the specificity of the audiences they are addressing at one point. Practically, the image of an organization is based on the interpretation of messages generated by public perceptions. The public perception management is completed from the communicational point of view by adapting the imaginative message of the advertisement launched at one point to the value system of the target public. Perception thus becomes an integral part of the organizational image and also influences it.

It plays the role of information integrator in the imagery and/or audiovisual message of the commercial launch. Through it they desire to convince the public in the context in which the message of the image of the organization transforms into a "perceptual image", meaningful and related to the presented context. The goal will be to change the target audience's acquisition behavior. In order to achieve this, the messages launched by the organization in the market need a motivation. The motivational message of the ad or the advertising campaign launched is aimed at activating and directing the consumer's behavior in the way that the issuing organization wants. (Figure 2.1).

Fig 2.1. Perception of the organizational image and consumer behavior



It is therefore necessary to manage the perception of the image of the organization in the eyes of the public, precisely because of the need to anticipate its behavior and anticipate/satisfy as much as possible its needs and/or desires.

Developing the organization's visibility management activities must relate to the three categories of image - desirable, projected, perceived - through which the organization's "social construct" is manifested. If the desirable image by which the organization wishes to be perceived by the public will be properly managed, it will increase its reputation, generating a high degree of attractiveness in the market. Therefore, it will attract new customer categories while making loyal a part of the existing ones. In order to reach this favorable position, the organization must manage its communication and public relations strategies by projecting its image among the public and paying close attention to the feedback received as a result of the collected messages (the perceived image).

We believe we can support these aspects of organizational visibility management by appealing, through reinterpretation and a series of ideas from Blumer's "theory of symbolic interactionism" (1969).

Three essential ideas underpin the theory of symbolic interactionism: "... people act upon things based on the meanings that these things have for them"; "... the meaning of things

is derived, it is born from the social interactions one person has with the others"; "... these meanings are manipulated or modified by a process of interpretation" (Blumer, H., 1969/1998). For Blumer, the triggering factor of a certain type of human behavior is the "meaning", as result of the interpretation (Dobrescu, P., Bârgăoanu, A., Robu, N., 2007).

Adapting these ideas to the analysis of organizational behavior shows us that the social component is gravitating around the social interaction. The attitudes, meanings, messages of organizational communication change and adapt according to the perception and impact on the target audience.

For example, an important role in managing an organization's visibility and maintaining this visibility at elevated levels can be the advertisement. If it is build based on the reason of obtaining feedback from the target audience, it will appeal to arouse sensations, feelings, so as to provoke the response reported to the behavior, according to the object of the respective advertisement. The power of feedback comes from the fact that it is constructive and can restore, maintain or change behavior depending on the response received. Through it, a "follow-up program" of consumer satisfaction is being built.

Therefore, we believe that the perception and visibility of an organization's image are closely related. Properly managed, they lead to the competitive advantage pursued by any firm in the market.

3. Conclusions

Whether we start the analysis from the management of organizational visibility or from the one of perception, one thing is certain. These activities intertwine and measure what the practical development of a "strategic communication" means. When properly built and managed, the organizational image will reflect its level of engagement from the point of view of quality and relationship in terms of internal and external communication. Building, developing and maintaining this image on the market is, we believe, a real "management exercise".

4. Bibliography

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