PR Strategies Used by Kenyan Firms in Building the CEO’s Image

By

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DECLARATION

PR strategies used by Kenyan firms in building the CEO’s image

I declare that this thesis is my original work and has not been submitted to any other University for academic credit.

Signed: ____________________________  Date: ________________

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Dedication

I dedicate this work with love to: my parents, brothers and sisters

You are invaluable
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Abstract

The purpose of this study was to investigate PR strategies used by Kenyan organizations in building the image of their CEO. The aim was to make relevant recommendations that can enhance the role played by Public Relations practitioners in ensuring that their CEOs have a positive corporate image. The research evaluated both the top and the bottom ranking organizations from the last five years as established by the awarding body COYA. In addition, a few selected CEOs and Public Image consultants were interviewed on the role PR strategies play in shaping the image of the CEO in their organizations. This research adopted both quantitative and qualitative approach using descriptive research design. In addition, the study employed two methods of data collection that is interviews and questionnaires.

The key findings from this study revealed that the PR departments in corporate organizations use both internal and external PR strategies to build the image of the CEO. Secondly, the results from this study further affirmed that PR strategies differ between successful and unsuccessful CEOs as ranked by COYA. From the results of the study, all the p values were lower than the p value of 0.05, which shows that there exists a significant difference in mean responses between the two groups.

Thirdly, the results also indicated that the CEOs image after the awards impacts on the financial success of the organization as well as helping the organization to gain competitive advantage. Moreover, the findings also imply that CEOs nomination and positive image positively contributes to the performance of an organization.

Lastly, the study recommended the use of corporate image of the CEO in building brand loyalty amongst its stakeholders, since this contributes a lot to how a leader is perceived by both the internal and external publics.
Abbreviations and Acronyms

AAA........................................................................................African Aviation Award
CEO..........................................................................................Chief Executive Officer
COYA....................................................................................Company of the Year Awards
KWS ......................................................................................Kenya Wildlife Society
KIM ......................................................................................Kenya Institute of Management
KACA......................................................................................Kenya Anti-Corruption Authority
KPLC ....................................................................................Kenya Power and Lighting Company
KPRL ....................................................................................Kenya Petroleum Refinery Limited
KICC ......................................................................................Kenya International Conference Centre
PRO..............................................................................................Public Relations Officer
PR ..................................................................................................Public Relations
PRAY.................................................................Public Relations Awards of the Year
UK ..................................................................................United Kingdom