



The People's Democratic Republic of  
Algeria

Ministry of Higher Education and  
Scientific Research

University Center of Abdelhafid  
Bousouf,

Mila

Institute of Economic, Business and  
Management Sciences



## Public relations and the promotion of social ser- vices for organizations

USING ZOOM TECHNOLOGY

On may 24; 2021

**Honorary President of the National Forum**

**Dr. Boualshalaghm Amirouche**

**National Forum Chair :Dr. labiod Lynda**

**-Vice President: Dr.Aggoun Charaf**

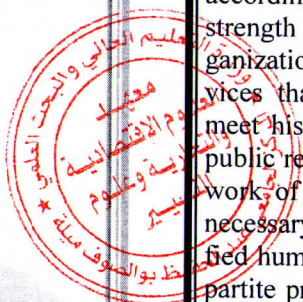
**-Chair of the Scientific Commity Dr.Abidi Sana**

**-Chairman of the Organizational Commity:**

**Dr.Lebzir Fatima**

**General Supervisor:Dr.Boutalaa Mohamed**

**-General Coordinator:Dr Haboul Mohamed**



### 1-FOREWORD

The twentieth century was marked by the emergence of modern administrative functions, including the relationship function, as an inevitable result due to the developments of the modern era and the increasing power of public opinion, henceforth the development and growth of organizations would be measured according to the effectiveness of this organ and its strength in achieving the main objectives of the organization, which were predetermined in social services that facilitate to the individual his access to meet his needs Individual and societal ones. Before public relations were only included within the framework of consulting services, but now it occupies a necessary and distinctive position directed by qualified human resources capable of dealing with the tripartite processes necessary to offer service to others, either for an individual or group of awareness, communication, and be aware of the techniques of persuasion, in order to contribute to making strategic decisions that express Organization's efforts and competence

The effectiveness of public relations, regardless of its differences, in achieving the goals of organizations that were created to serve the community and help its continuation, taking into account the values, social norms, laws, and public morals in society, and this is only within the framework of multi-dimensional interaction relationships with various objectives, with the multiplicity of the needs of individuals and groups, the diversity of their interests and the breadth of their goals. The forms of organizations and methods of work of the public relations apparatus varied from educational and administrative institutions to economic and service institutions ... etc. The planned efforts, the type of the media, and the focus on public opinion and the methods of influencing it emerged to the scene. All these efforts culminated in trying to address the problems of the individual in modern society and help him to adapt to these problems and thus achieve harmony and social integration.

Every successful social structure makes of the achievement of the individual's requirements a reference for promoting all forms of social services and recommending them in form of scientific methods to ensure the achievement of the strict minimum of social satisfaction, and an embodiment of that led to the evolvement of working methods within organizations, and several departments have provided several names such as the Department of Social Responsibility, or customer management service Or the social service department, or the department of communication with the society, in order to maintain good relations with them and influence their trends and ensure their support and create a good mental image. Therefore, through this scientific event, we seek to clarify the methods of various applying of the public relations apparatus by organizations, in order to achieve various services that help the individual to interact with the institutions in society, and to achieve the requirements of social life in different dimensions, starting from the following question: To what extent does the public relations in the organizations help To enhance social services for individuals?

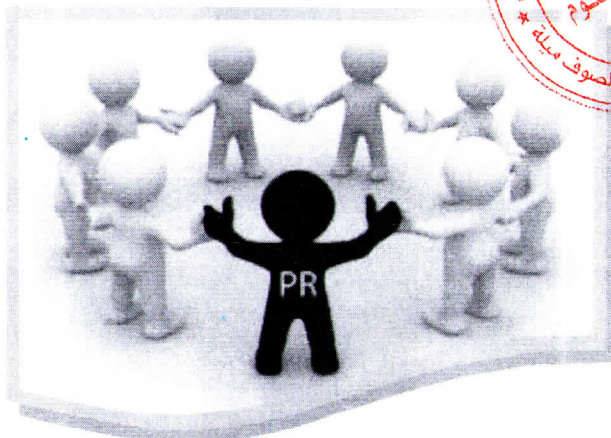
### 2-FORUM GOALS

We aim through this scientific demonstration to:

- Demonstrate the importance of public relations and the necessity of their presence in any organization, regardless of the service it provides.
- Exposing the methods used by the organization through the public relations apparatus in achieving public satisfaction and seeking to obtain the approval of the masses
- Disclosing the personal and communicative qualifications, administrative or functional qualifications of the person in charge of public relations activity within the various organizations.



- Disclosing the methods of organizing public relations agencies because the latter varies from one organization to another according to the size, material and human capabilities, and the units that make up the apparatus.
- Evaluating the obstacles and difficulties that prevent the optimal implementation of this apparatus in organizations in a way that serves the interests of the individual and society.



### 3- AXES:

This scientific event revolves around the various researches presented within its major themes, represented in:

**The first axis:** public relations, concept and importance

**The second axis:** methods of public relations

**The third axis:** public relations in health institutions

**The fourth axis:** public relations in universities

**The fifth axis:** public relations in public administrations

### Axis VI: Public relations in service institutions

**The seventh axis:** public relations in economic institutions

### 4- WHO ARE TARGETED BY THE NATIONAL FORUM?

All researchers and those interested in the methods of running organizations and their effectiveness.

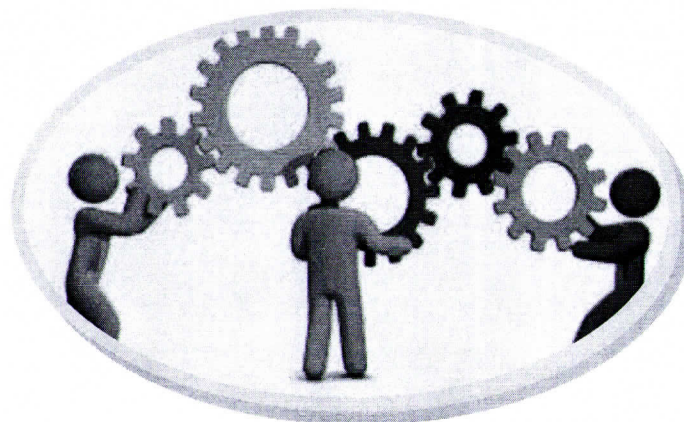
Researchers specializing in the field of achieving the necessary social service for individuals and society.

Managers and officials who practice public relations activity within the organization.

Representatives of security, educational, administrative, economic and service institutions.

### 5- CONDITIONS OF PARTICIPATION

- ♦ The research papers presented have to be serious and in-depth and the papers provided have to meet the scientific requirements.
- ♦ It is not permitted to submit research papers that were previously presented in previous seminars or forums or published in scientific journals or in the process of participating in another scientific



event.

- ♦ Research papers shall be submitted on A4 paper so that their content does not exceed 20 pages, including references and margins, which must be included at the end of the research according to the APA method.

- ♦ Interventions are edited in (Word) program in Arabic in font size 14 for (Simplified Arabic) and size 12 for foreign interventions in (Times New Roman) type, leaving a space of 2.5 cm on the right, 2 cm in the rest of the directions, and a space of 1 cm between lines.

- ♦ Interventions involving more than one researcher are not accepted.

Send the full texts of the research paper, including abstracts in the language of the research and in a different language, attached by the participation form, including the following data (name and surname, e-mail, university or research center, academic degree and professional rank, phone number, research focus, title of the intervention).

### 6- IMPORTANT DATES:

- ⇒ The complete research and participation form shall be sent no later than April 29 ;2021.

The research is subject to scientific arbitration by the scientific committee, and researchers are informed of the outcome of the arbitration no later than may 10, 2021.

- ⇒ All correspondence should be directed to Dr. Lynda Labiod and sent via the following email:

**lyndalabiod@gmail.com**

- ⇒ The best accepted interventions shall be published in a book dedicated to the forum's activities bearing an international number.