

## Contemporary Challenges in Public Relations in the Context of Globalization

**Authors :** Marine Kobalava, Eter Narimanishvili, Nino Grigolaia

**Abstract :** The paper analyzes the contemporary problems of public relations in Georgia. The approaches to public attitudes towards the relationship with the population of the country are studied on a global scale, the importance of forming the concept of public relations in Georgia in terms of globalization is justified. The basic components of public relations are characterized by the RACE system, namely analyzing research, action, communication, evaluation. The main challenges of public relations are identified in the research process; taking into consideration the scope of globalization, the influence of social, economic, and political changes in Georgia on PR development are identified. The article discusses the public relations as the strategic management function that facilitates communication with the society, recognition of public interests, and their prediction. In addition, the feminization of the sector is considered to be the most important achievement of public relations in the modern world. The conclusion is that the feminization indicator of the field is an unconditional increase in the employment rates of women. In the paper, the problems of globalization and public relations in the industrial countries are studied, the directions of improvement of public relations with the background of peculiarities of different countries and globalization process are proposed. Public relations under globalization are assessed in accordance with the theory of benefits and requirements, and the requirements are classified according to informational, self-identification, integration, social interaction, and other types of signs. In the article, conclusions on the current challenges of public relations in Georgia are made, and the recommendations for their solution, taking into consideration globalization processes in the world, are proposed.

**Keywords :** public relations, globalization, RACE system, public relationship concept, feminization

**Conference Title :** ICBEMM 2019 : International Conference on Business, Economics, Management and Marketing

**Conference Location :** Rome, Italy

**Conference Dates :** October 17-18, 2019