

Lobbyists' Competencies as a Basis for Shaping the Positive Image of Modern Lobbying

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Abstract : Lobbying is an instrument of influence in various decision-making processes. It is also the underestimated issue as a research problem. The lack of research on the modern lobbyist competencies is the most crucial element. The paper presents attempts of finding answers to the following questions: Who should run the lobbying activity? What competencies should a lobbyist possess in order to implement lobbying activities effectively? Searching for answers for the mentioned above questions requires positioning the opportunity to change the image of lobbying in the area of competencies of entities that provide lobbying activities. The aim of the paper is presenting the lobbyist competencies profile in the framework of his professional role. The essence of lobbying activity and its significance in the modern economy as well as areas, the scope of lobbying activities, diagnosis of a modern lobbyist's competences, lobbyist's competencies profile that is focused on the professionalization of the lobbying activity, will have been presented in this paper. Indicated research tasks let emerge lobbyist's competencies in the way that allows identifying and elaborating the lobbyist competencies profile. The profile lets improve lobbying activities. Its elaboration is based on the author's research results analysis. Taking into consideration the shortages within the theory and research on the lobbying activity, the implementation of this research enables to fill the cognitive gap existing in the theory of management sciences.

Keywords : competencies, competencies profile, lobbying, lobbyist

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