

KURUMSAL VATANDAŞLIK DAVRANIŞINDA HALKLA İLİŞKİLER FONKSİYONU

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ÖZET

Araştırmanın Amacı; Üniversitelerin gerçekleştirmiş olduğu Halkla İlişkiler çalışmalarının kurumsal vatandaşlık davranışına olan etkilerini ortaya koymaya çalışmaktır.

Araştırmanın Kapsamı: Araştırma Selçuk Üniversitesi Alâeddin Keykubat Yerleşkesinde bulunan 18 fakülte ve 4 meslek yüksekokulunda öğrenim gören öğrencileri kapsamaktadır. Araştırmanın Yöntemi; Araştırmada veri toplama tekniği olarak anket yöntemi kullanılmış olup anket verileri Spss for Windows 22.0 istatistik paket programına kodlanarak yüklenmiştir. Daha sonra yine bu program aracılığıyla tasnif ve analiz edilmiştir.

Araştırmanın Önemi; Kurumların varlığını devam ettirmesi ve belirlenmiş hedeflere ulaşmasını sağlaması açısından kurumsal vatandaşlık davranışları önemli bir etkiye sahiptir. Bununla birlikte bu davranış biçimlerinin ortaya çıkmasını sağlayan önemli unsurlardan biri de kurumların gerçekleştirmiş olduğu halkla ilişkiler çalışmalarıdır. Halkla ilişkiler bir yönetim fonksiyonu olarak yönetsel sürecin bir parçası haline gelmiştir. Bu açıdan kurumların halkla ilişkiler politikaları kurumsal vatandaşlık anlayışından etkilenecek ve bu anlayışla uyumlu olacaktır. Kurumsal vatandaşlık anlayışıyla organize edilen halkla ilişkiler çalışmaları kurumların itibar ve güven kaybı riskini azaltacaktır. Özellikle halkla ilişkilerin şeffaf iletişim ve toplumsal sorunlara bakış açısı ile kurumsal vatandaşlığın getirdiği yükümlülükler benzeşmektedir.

Gerek ulusal gerekse uluslararası rekabet sürecine dahil olan Üniversiteler açısından da halkla ilişkiler faaliyetleri bir zorunluluk haline gelmiştir. Halkla ilişkiler sadece kamuoyu ve kurum arasında iletişim kurmak, kurumu kamuoyuna tanıtmak, benimsetmek, kurum imajı oluşturmak değildir. Artık halkla ilişkiler kurumsal davranış geliştirmek noktasında da etkili bir teknik haline dönüşmüştür.

Anahtar Kelimeler: Kurumsal Davranış, Halkla İlişkiler, Üniversiteler.

FUNCTION OF PUBLIC RELATIONS IN CORPORATE CITIZENSHIP BEHAVIOUR

ABSTRACT

Research Objective; Revealing of influences of public relations studies, which were carried out by universities, to citizenship behaviour.

The Scope of the Research: The research contains students who study in 18 faculties and 4 vocational high schools on site Alâeddin Keykubat of Selcuk University.

The Method of the Research: Survey method was used in the research for data collection technique and survey results were loaded through SPSS for Windows 22.0 software. Then by means of this software results were sorted out and analysed.

The Importance of the Research: Corporate citizenship behaviours have importance on institutions to continue their existence and reach the specified objectives. However, public relations studies are one of the important factors which reveals these ways of behaviour. Public relations become a piece of executive process as a management function. In this respect public relations policies of institutions can be affected by corporate citizenship and will be harmonised with this comprehension. Public relations works which are organized by corporate citizenship comprehension reduce the risk of loss of trust and reputation. Approach of transparent communication and social problems of public relations are in accord with obligations of corporate citizenship.

For Universities which are involve in either national or universal rivalry process public relations activities become a necessity. Public relations is not only communication between public opinion and institution, introducing and adopt in institutions to public opinion and creating corporate image. Public relations has become an effective method as developing corporate behaviour.

Keywords: Corporate behaviour, Public Relations, Universities

Introduction

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In business world where competition is indispensable, the sole completion of tasks described in business definitions by the employees is not sufficient for organizations to be successful. It is important for the employees to present other descriptive behaviors that are not stated in tasks and that are only volunteer-based in such organizations. These behaviors are called as Organizational Citizenship Behaviors. Moreover, it is seen that the practice of public relations is a technique involving data share in many different areas. The behavior of sharing information with the employees is a sign of the value given to them. Among this information, projections envisioned by the corporation about the future are also present. It is possible to claim that this increases the motivation of the employees for upcoming periods and creates a belief in which they will be actively involved in the process. Therefore, employees will embrace the corporation more and it will have a positive effect on corporate behaviors.

1.As Corporate Citizenship Behavior As Cognitive

A lot of research is done to examine the various areas of the organization to ensure the effective and efficient operation of the institutions. organizational structure and corporate citizenship behavior of employees, occupies an important place in this area.

Dennis Organ and colleagues expressed corporate citizenship behavior as :“behaviors as work-related problems that have arisen in the person's friends to help to solve these problems , in unexpected situations must be solved without complain , help for keep tidy and clean working environment ,speak positively about organization , Where there are no distractions to a minimum or creating a business climate that brought. (Buluç, 2008 : 579) This definition is seen as a tool that contributes to the formation of the business climate in the organization of corporate citizenship behavior. However, Dennis Organ and friends see corporate citizenship behavior are as , not defined by formal reward system, either directly or open, they see no compelling and institutions function efficiently and effectively as individual behavior that moves together. (Organ vd., 2006:8) "Non-coercive" The point is meant by the phrase; behavior is not clearly fulfill the job description or role should be defined in the employment contract, based on personal choice and when it is not fulfilled not been implemented in any criminal. (Ölçüm vd., 2003:45). Here is a voluntary behavior come to the fore and is performed individually.

The concept of corporate citizenship, contributing to the organization's social and psychological environment, based on the principles of conscientiousness, which help achieve corporate objectives describe individual behavior. At the same time, to emphasize that the principles of volunteering on individual behavior and to tell you that this behavior is different from the formal job requirements of performance or from the terms of reference seems to be described as contextual performance or social organization behavior of these concepts. (Sezgin, 2005:319). In addition, corporate citizenship behavior, carries a sense of superior behavior. Behavior, which not require organizational tasks and activities of the member institutions, and the institutions of protection from destructive corporate citizenship behavior and misbehavior, accept suggestions, talents and skills development includes issues such as establishing effective and widespread network. This behavior requires the participation of all members.i n this sense, corporate citizenship behavior is associated with substantially the overall performance of the organization. (Altıntaş, 2001:1).

Overall corporate citizenship behavior is an important factor that increases the efficiency of the organization by providing qualitative and quantitative detections. This behavior can be listed as; To help new staff in the institution, representing the external environment, solving problems between taxing in-house staff needed extra work, from minor problems within the organization may be perceived as normal everyday life and avoiding conflict. (İnce ve Gül, 2011:137) This behavior carried out in the institution's success will not be voting role in ensuring peace of mind by affecting positively. It can be said revealed many positive results for the institution of corporate citizenship behavior. Both corporate citizenship behavior in increasing the effectiveness of the team as well as the individual has an important place. For that reason, a number of senior management's policy towards supporting corporate citizenship are required to monitor their behavior. organizational citizenship behavior of individuals and organizations who think that their confidence in the fairness of the institutions are more likely to exhibit. (Özkalp ve Çiğdem, 2004:96).

1.1. Dimensions Of Corporate Citizenship Behavior

The literature on the size of corporate citizenship behavior shows a complete reconciliation can not be achieved. This concept was first put forward by Organ and This study will focus on five dimensions that have been expressed by the Organ.

We see that the size of its corporate citizenship behavior among individuals and institutions are divided into for two. be polite and selfless behavior is called corporate citizenship behavior for individuals.

Authority for corporate citizenship behaviors are forms of behavior which benefits the institution and for them; conscientiousness covers civic virtue to be sporting behavior. (Newland, 2012: 11).

a) Altruism

Markedly in the organization of working as a volunteer by helping other employees express their presence in behavior to improve their performance and effectiveness. The institution or experienced experts and senior employees may be considered altruism to help their new colleagues. (Cetin, 2004:20). Although not designed as formal employees in the organization This behavior refers to voluntarily help each other. In other words, be unselfish behavior, by helping employees to other employees includes behavior and behavior on volunteers to contribute to overcome the difficulties they face. Selfless not an employee of the other employees to complete the job is to help as a volunteer to be successful in a matter can not overcome. This behavior aimed at increasing the performance of colleagues to contribute to the achievement of corporate objectives is to strengthen the cooperation thanks to the action. (Demirel v.d. 2011: 37). This behavior stands out from both employees as well as long-term profitable institution. Employees to use tools, tasks to complete, the access to certain information, a project or behavior to help them prepare for the time of the presentation is an example of altruism. (Sezgin, 2005:323). In addition, to help new recruits or staff to work with less authority Or, as the workload on a voluntary basis to assist in the training of personnel to work in the institution is heavy with the most common form of altruistic behavior. Also in the ill personnel agency runs its other staff in case of illness, an employee can be given as another example. (Özkalp, 2003:96). Staff and management in the absence of an obligation to engage in this behavior is the absence of any significant pressure. Because of such an imperative task that behavior will be converted into behavior.

b) Courtesy

Courtesy, due to work commitments institutions need to be in constant interaction and are positive the behavior of the members affected by the decisions and affairs of each other. (Organ, 1988:12). Employees, on the other for forwarding to their friends determined on possible issues of direct concern to employees, and forward it to advance your friends changes occurring about his work, the changes occurring about their business to inform the pre friends, courtesy of behavior. Recently on a product to be produced, marketing and public relations to inform the production units of the units on the feedback received from the production unit to inform the marketing departments or customers can also be shown as an example of civility behavior. (İşbaşı, 2000:27). The work of others without making decisions or taking actions affecting this behavior, which is based on the information before others, play an important role in preventing problems in a constructive manner and facilitate the use of time. (Çetin, 2004: 20). In this case the organization will contribute to the effective and efficient operation.

c) Conscientiousness

Conscientiousness is described as behaviors that make company members volunteer to exhibit extra behaviors and the ones at minimum standards such as being a part of company, efficient use of working time and obeying the rules other than other descriptive role behaviors as expected from them. This term, basing on the foundations of altruism and internalization of rules brought into the corporate citizenship literature by Organ, is an intrinsic strength that enables employees to question and judge their own behaviors and ignites their efforts to find the best behavior model by examining their own ethics (İsbasi, 2000:26). Conscientiousness is a type of behavior that is impersonal and in favor of the whole company. Due to its relation to other corporate citizenship behaviors, conscientiousness has a significant role within the dimensions of corporate citizenship behaviors (Bukhari, 2008:106).

The best examples of conscientiousness behavior include staying in business and being sensitive to keeping up with the times. Such behaviors are also described as examples of conscientiousness if the employees continue coming to work even in the hardest weather conditions and when it is impossible to travel and though they have acceptable excuses about not showing up at work for the administration. Conscientiousness also involves obeying the times of coffee and lunch breaks and going back to their work after these breaks without losing time. Such behaviors are also described as examples of conscientiousness when they make sacrifices to participate in company meetings, state their opinions and have extra responsibilities and when they come to work extra hours without being paid, spending more time on finishing their work on time either given or desired by themselves. (Yoon and Suh, 2003:602).

d) Sportsmanship

According to Organ, sportsmanship is described as a team spirit and refers to the avoidance of negative behaviors that may create a tension among employees within the company (Owen et.al., 2000:102).

Besides making no complaints and being tolerant at times of difficulty, it includes such behaviors as not complaining about their colleagues and showing no behaviors to be complaint. Moreover, protection of company image and defending it against harsh criticism are also included in sportsmanship dimension of organizational citizenship behavior (Ozkalp, 2003: 96). The peace atmosphere within the company will be reinforced if such types of behaviors become a part of company structure. Hence, it will make significant contributions to realizing company objectives. Sportsmanship includes such examples as spending time on business activities instead of spending much time to complain about problems without exaggerating them and being tolerant to colleagues instead of being disrespectful to them, breaking their hearts and creating inconvenience within the company (Ozaslan et.al., 2008:10). It is quite hard to mention about corporate peace if much time is spent on complaints within the company. In this view, such corporate bodies in which sportsmanship behavior is dominant will reach success more easily.

e) Civic Virtue

Civic virtue is the type of behavior that describes the participation of the personnel into company practices to improve business and to present their opinions in these practices (Owen et.al. 2000:102). In other words, civic virtue refers to volunteer participation of the personnel into activities that continuously improve the company despite not being specified in the job definitions of the company. Behaviors described as civic virtue involve the ones that contribute to the renewal and development of the company. Such examples of civic virtue may also involve volunteer participation into company meetings and practices, offering solutions to the corporate issues and acquisition of new information for self-development of the personnel (Ozkalp, 2003: 96). Besides, active participation of increasing number of personnel into corporate organizations will have positive effects on other people, which will be a sign of outpicture for the company.

According to Organ, a good corporate citizen should not only be an adaptable individual to daily office life without questioning, but also should generate ideas in all issues and express them clearly. Such good example behaviors to speed up corporate development involve being a part of corporate meetings regularly and participation into discussions effectively, following the changes in the company by adapting oneself into them and playing an active role to make other people adapt these developments, thinking about such issues as planning, acquiring information and sharing this with colleagues and other similar behaviors (Isbasi, 2000: 30).

2. Relation Between Corporate Citizenship Behavior And Public Relations

It is seen that there is a close relation between corporate citizenship behaviors and public relations. Corporate citizenship behaviors play a significant role for the credibility of communicative activities either in or outside the company especially in the process of creating a public image and its protection. In addition, such practices of public relations have the power to affect all dimensions of corporate citizenship behaviors.

Mutual communication, one of the basic elements of public relations, involves the interaction among all target populations of all companies. public relations play an important role when companies carry out their economic, ethical, legal and social responsibilities against internal and external target populations of the company and to share them with them. Public relations refer to the efforts of individuals or legal entities, which is the persons, to establish and develop relations with groups that cooperate with private or public institutions. This effort involves the use of various techniques, following different methods and initiation of several mathematical solutions either organized by the persons (private or legal) or other people working on their behalf (Asna, 1993:7).

Public relations refer to a kind of mass manipulation that aims to build mental frames around consciousness and behaviors of people in and outside companies and to direct them. Therefore, public relations may be described as a method of influencing and directing public opinion (Erdogan, et.al., 2006: 36). Having the power to influence public opinion, public relations may also canalize corporate citizenship behaviors by influencing on internal public opinion.

Corporate citizenship applications of companies are sustainable business policies. That is, corporate citizenship practices are not inconsistent, independent, oCCBsional and temporary practices from the decisions of Board of Directors. In this aspect, corporate citizenship concept directly corresponds with the discipline of public relations. If public relations are accepted as a regular and continuous administrative function and a part of administrative decisions, public relations perspective of companies will naturally be influenced from corporate citizenship concept and be in coherence (Tuncel, 2011:10). Public relations also involve many other activities to establish understanding and trust besides being an administrative function of public relations. By the help of these activities organized, personnel behaviors against companies change, so that they can canalize corporate citizenship behavior. Moreover, it is possible to see the traces of corporate citizenship concept in the

principles and professional standards accepted and in the definitions of public relations developed by trade bodies and public relations practitioners (Tunçel, 2011:11).

It is important to provide satisfaction with the present situation and conditions in terms of internal public relations concept. Besides this, perception of equality and justice among the personnel also has an importance in establishing an organizational atmosphere. The reason is that public relations are grounded on such concepts as equality and justice among the personnel. Dominance of this concept within companies and belief of personnel in it will have a positive influence on corporate citizenship behaviors.

Companies should share this message with people continuously via the tools used in public relations applications. Corporate discourse and applications must be consistent with each other and renewed depending on the changing social conditions.

Public relations also have significant functions in establishing a sense of belongingness and creating an organizational commitment. Sense of belongingness and organizational commitment are important concepts having an influence on corporate citizenship behaviors. Such activities and special days organized and celebrated together with the personnel will make great contributions to the sense of belongingness. It is possible to say that public relations have the power to influence on corporate citizenship behaviors in applications that make the personnel feel how valuable they are to the company.

It is seen that applications of public relations are some of the techniques used to share information in many areas. Sharing information with the personnel may be a sign of the value given to them. This information may also include projections about the future of a company. It is also possible to say that this will increase their motivation for future periods and create a belief that they will have an active role in this process. Hence, the personnel will embrace the company more and will have a positive influence on corporate behaviors.

Public relations reflect the idea that also integrates the personnel into company decisions besides sharing information. Such an understanding will help make effective decisions and positively affect corporate behaviors in terms of their application.

3. Function Of Public Relations In Corporate Citizenship Behaviour

3.1. Purpose and Significance of the Study

The study aims to indicate the effects of public relations practices conducted by universities on corporate citizenship behaviors. Corporate citizenship behaviors have a significant effect in terms of subsistence of corporations and reaching the objectives. In addition to this, one of the significant elements of occurrence of such behavior types is the public relations practices conducted by corporates.

3.2. Scope and Limitations of the Study

This study involves students studying in Selcuk University. Besides, it has some limitations in terms of both theory and methodology. One of the theoretical limitations is related to the concept of corporate citizenship. There are few academic studies conducted in Turkey in terms of concept of corporate citizenship. The methodological limitation is that it is impossible to include every student around the world in this study.

3.3. Method of the Study

In this descriptively designed study, the data are collected using a questionnaire developed by the help of the literature. In the questionnaire, in addition to the demographical questions, students are also asked to fill in a 30-item scale in order to get their opinions about public relations practices conducted by universities and corporate citizenship behaviors. 5-point Likert scale is used in the study. The questionnaires are applied to 500 students studying in 18 faculties and 4 vocational schools located in Selcuk University Alâeddin Keykubat Campus. Convenience sampling method is used when selecting the participants, which is one the non-random sampling methods. Besides descriptive statistics, Independent Samples T-Test, One-way Anova and Spearman Correlation Analysis Tests are also used in the analysis.

4. Findings

Table 1: Demographical Characteristics of Participant Students in the Study

	Frequency	Percentage		Frequency	Percentage
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Gender			Residing		
Male	265	53,00	In Konya	274	54,8
Female	235	47,00	Outside Konya	226	45,2
Age			Studying in		
19 and below	84	16,8	Social Sciences	167	33,4
Between 20 and 23	328	65,6	Science	199	39,8
24 and above	88	17,6	Health Sciences	134	26,8

The study is consisted of 53% of male students and 47% of female students. Besides, 16,8% of the students are at the age of 19 or below, 65,6% of them between 20 and 23, and 17,6% of them at the age of 24 or above. The percentage of participants residing in Konya is 54,8%, and the ones residing outside 45,2%. In terms of areas of study, 33,4% of the students are in social sciences, 53,9% of them in science and 26,8% in health sciences.

Table 2: 2 Mean and Standard Deviation Scores of Main Dimension

	N	Min	Max	Mean	Standard Deviation
Corporate Citizenship Behaviors	500	1,93	4,87	3,6933	,54607
Public Relations	500	1,00	5,00	3,3214	,76714
Total	500				

One of the two main dimensions, the dimension of Corporate Citizenship Behaviors is realized with a mean of 3.6933 on a high level. The other main dimension, the dimension of Public Relations is seen to have a mean of 3,3214.

Table 3: Mean and Standard Deviation Scores of Sub-dimensions of Corporate Citizenship Behaviors

	N	Minimum	Maximum	Mean	Standard Deviation
Altruism	500	1,00	5,00	3,8540	,84795
Conscientiousness	500	1,00	5,00	3,4247	,80682
Courtesy	500	1,33	5,00	3,7027	,75856
Sportsmanship	500	1,00	5,00	3,8827	,75294
Civic Virtue	500	1,00	5,00	3,6027	,78982
Total	500				

There are 5 sub-dimensions of corporate citizenship behaviors. The means of these sub-dimensions are 3.8540 for Altruism, 3.4247 for Conscientiousness, 3.7027 for Courtesy, 3,8827 for Sportsmanship and 3.6027 for Civic Virtue, having a higher mean of sub-dimensions in general. Among these mean scores, the highest one belongs to Sportsmanship and the lowest to Conscientiousness.

Table 4: Mean and Standard Deviation Scores of Sub-dimensions of Public Relations

	N	Minimum	Maximum	Mean	Standard Deviation
Means of Public Relations	500	1,00	5,00	3,3496	,79023
Public Relations Behaviors	500	1,00	5,00	3,2932	,92320
Total	500				

There are two sub-dimensions of Public Relations. One of these sub-dimensions, means of public relations, have a means of 3,3496, and the other sub-dimension, public relations behaviors have a means of 3,2932.

Table 5: T-Test Scores of Sub-dimensions of Corporate Citizenship Behavior in terms of Gender

	Gender	N	Mean	Standard Deviation	t-values	p

Sub-dimension of Altruism	Female	193	3,80	0,876	0,490	0,624
	Male	217	3,76	0,837		
Sub-dimension of Conscientiousness	Female	193	3,32	0,835	-1,459	0,145
	Male	217	3,44	0,792		
Sub-dimension of Courtesy	Female	193	3,59	0,812	-1,728	0,085
	Male	217	3,72	0,725		
Sub-dimension of Sportsmanship	Female	193	3,83	0,740	0,404	0,686
	Male	217	3,80	0,789		
Sub-dimension of Civic Virtue	Female	193	3,50	0,817	-1,598	0,111
	Male	217	3,63	0,745		

Independent Samples T-Test is used to test the differentiation in sub-dimensions of corporate citizenship in terms of gender. However, no significant differentiation is observed. This clearly indicates that male and female participants have the same level of corporate citizenship behavior.

Table 6: T-Test Scores of Sub-Dimensions of Public Relations in terms of Gender

	Gender	N	Mean	Standard Deviation	t-values	p
Sub-dimension of means of Public Relations	Female	193	3,20	0,700	-2,218	0,027*
	Male	217	3,37	0,839		
Sub-dimension of Public Relations Behavior	Female	193	3,21	0,785	-0,903	0,367
	Male	217	3,29	0,976		

Independent Samples T-Test is used to test the differentiation in sub-dimensions of public relations in terms of gender. In accordance with this, there is a significant differentiation in sub-dimensions of public relations ($p>0,05$). The male participants have a higher rate than the female ones in terms of their behaviors towards the means of public relations.

Table 7: T-Test Scores of Sub-Dimensions of Corporate Citizenship Behavior in terms of the residential city

	Residing	N	Mean	Standard Deviations	t-values	p
Sub-dimension of Altruism	In Konya	274	3,91	0,824	1,770	0,077
	Outside Konya	226	3,78	0,871		
Sub-dimension of Conscientiousness	In Konya	274	3,52	0,831	2,953	0,003*
	Outside Konya	226	3,30	0,761		
Sub-dimension of Courtesy	In Konya	274	3,74	0,740	1,439	0,151
	Outside Konya	226	3,64	0,777		
Sub-dimension of Sportsmanship	In Konya	274	3,92	0,739	1,292	0,197
	Outside Konya	226	3,83	0,767		
Sub-dimension of Civic Virtue	In Konya	274	3,58	0,796	-0,432	0,666
	Outside Konya	226	3,61	0,783		

Independent Samples T-Test is used to test the differentiation in sub-dimensions of corporate citizenship behaviors in terms of residential city. The sub-dimensions of Altruism, Courtesy, Sportsmanship and Civic Virtue have no significant differentiation. However, the sub-dimension of Conscientiousness has a

significant differentiation ($p>0,05$). The mean score of the ones residing in Konya is higher than the others residing outside Konya.

Table 8: T-Test Scores of Sub-Dimensions of Public Relations in terms of residential city

	Residing	N	Mean	Standard Deviations	t-values	p
Sub-dimension of means of public relations	In Konya	274	3,38	0,833	1,253	0,211
	Outside Konya	226	3,30	0,733		
Sub-dimension of public relations behavior	In Konya	274	3,29	0,937	0,026	0,980
	Outside Konya	226	3,29	0,907		

Independent Samples T-Test is used to test the differentiation in sub-dimensions of public relations in terms of residential city. There is no significant differentiation observed.

Table 9: Organizational Citizenship Behavior in terms of Area of Study

	Sum of Squares	Sd	Mean of Squares	F	P
Inter-Groups	1,173	2	,586	2,014	,135
Intra-Group	144,716	497	,291		
Total	145,889	499			

One-way Anova analysis is used to test the differentiation of corporate citizenship behaviors of students in terms of study areas (social sciences, science and health sciences). In accordance with the analysis results, there is no significant differentiation detected among groups in terms of corporate citizenship behaviors.

Table 10: Effect of Means of Public Relations on Corporate Citizenship Behaviors

		Means of Public Relations	Corporate Citizenship Behavior
Spearman's rho	Correlation Coefficient	1,000	,426(**)
	Sig. (2-tailed)	.	,000
	N	500	500

Spearman Correlation analysis is used to measure the effects of the means of public relations on corporate citizenship behaviors. In accordance with the correlation results, there is a positive, mid-range ($r = 0,42^*$) and 0,05 level significant relation between the dimension of means of public relations and corporate citizenship behaviors.

Table 11: Effect of Public Relations Behaviors on Corporate Citizenship Behaviors

		Public Relations Behavior	Corporate Citizenship Behavior
Spearman's rho	Correlation Coefficient	1,000	,377(**)
	Sig. (2-tailed)	.	,000
	N	500	500

Spearman Correlation analysis is conducted to measure the effect of public relations behaviors on corporate citizenship behaviors. In accordance with the correlation results, there is a positive, mid-range ($r = 0,37^*$) and 0,05 level significant relation between the dimension of public relations behaviors and corporate citizenship behaviors.

Results

This research study is conducted in Selcuk University in order to illustrate the effects of public relations practices carried out by universities on corporate citizenship behaviors, leading some significant results. Two main dimensions are determined in the questionnaire and one of them is corporate citizenship behavior (CCB) and the other is public relations. The mean of these two dimensions are realized with a high level. This indicates that students have positive behaviors both in terms of CCB and public relations. CCB has 5 sub-dimensions, the means of which are realized with a high level. Among these means, the highest one belongs to sportsmanship and the lowest to conscientiousness. Having no differentiation in CCB in terms of gender indicates that male and female participants have the same level of CCB. However, it is also seen that male participants are more interested in the means of public relations than female participants. It is also seen that the residential city has no significant effect on CCB; however, the behaviors of students residing in Konya have a higher level than the others in terms conscientiousness, one of the sub-dimensions of CCB. Moreover, no significant difference is observed for residential city in the behaviors of students towards public relations practices. The study areas of students are classified as social sciences, science and health sciences. However, it is seen that the study areas of students do not affect their CCBs. It is seen that the means of public relations have a positive and mid-range ($r = 0,42^*$) and a significance relation of 0,05 with the corporate citizenship behaviors. This clearly indicates that the means of public relations used have an effect on CCB. In addition to this, it is seen that the public relations behaviors have a positive and mid-range ($r = 0,37^*$) and a significance relation of 0,05 with corporate citizenship behaviors. The practices of public relations developed by corporations and their effectively used means of public relations have a positive effect on CCB.

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