

A Study of Relationship Quality between Irrigation Association Station and Irrigation Groups

蔡麗玲、姚惠忠

E-mail: 9601271@mail.dyu.edu.tw

ABSTRACT

"Scene-strategy-effect" is the main shaft on public relation strategy study. After taking a broad view on the relevant literatures, it is found that most of the discussions have been focused on the dependency of scene and strategy, or studying the dependency of public relation and effect in terms of customers. This study has adopted interviews in depth to collect information firstly. It is expected to explore how the heads of station communicate and interactive with the group leaders through the interview in depth with the heads of station of irrigation association. It is also expected to discover under what situation the head of station inclines to use relation strategy to establish or develop relationship with group leaders. Then the information collected from interviews will be the basis of the questionnaire design. The study on group leaders of irrigation association will be conducted in order to discover the public relations that can produce better communication result. The dependency of relationship on scene, strategy and effect between the operation of irrigation association station and group leaders are further studied. The result found that: 1. The relation strategy adopted by the heads of station is related to the following five scene factors:(1) Crisis scene (2) Previous relation (3) Bottleneck on professional communication (4) The rights of the organization in the relationship larger than public (5) When the regulation is not perfect 2. In the interactive relationship between the heads of station and group, "organizational level" of public relation is inclined. 3. The communication strategy of organizational level brings positive correlation to the quality of organization relationship. 4. There are interactive effects between the quality of organization relationship and personnel relationship.

Keywords : Irrigation association station ; head of station ; Group leaders ; Public relation strategy ; Scene factor ; Relation strategy ; Communication strategy ; Quality of the organization relationship ; Quality of personnel relationship

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