



# Tracing the Paradigms of Corporate Communication

(A Study of Corporate Communication in the Private Sector within India)

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## Abstract:

Rapid transformations in the market landscape has forced organisations globally to shift gears in multiple way. These changes have had an impact on corporate communication practices, as it plays an essential role in creating value for an organisation. With the increased importance of Communication in business, Public Relations (P.R.) has changed fundamentally in the private sector. P.R. has transformed itself and rechristened as Corporate Communication.

The blurring of the lines between consumer branding and company reputation, the significance of leadership from the top of the organisation, and the need to interact through digital and social media are among the significant problems that corporate communicators will face in the coming years.

The purpose of this research is to comprehend the role of the individual or organisation in determining the function and/or process and Corporate Communication in the private sector. The study looks at how the Corporate Communication function has evolved through time.

This research takes a quantitative approach. An administered survey of 50 Corporate Communication professionals with at least ten years of experience in public relations conducted across age groups, gender, and income scales concludes that the organisation determines the change and process of communication within the private sector and is more influential than the individual in determining the said change and process.

**Keywords:** Corporate Communication, Public Relations, Private Sector, Consumer Branding, Corporate Reputation

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