

The Government-oriented public relation strategies of Chinese firms

英文名称：The Government-oriented public relation strategies of Chinese firms

中文名称：中国企业政治策略分类

作者：Yuanqiong He (贺远琼), Zhilong Tian (田志龙)

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英文条目：

Strategies	Actions	Frequency
Publicity	Invite government officials to attend various ceremonies; Invite government officials to attend exhibitions; Invite government officials to award the employees of firms; Invite government officials to offer their wishes for the firms; Invite government officials to participate in various signing ceremonies; Invite government officials to attend market activities, such as new product promotions; Invite government officials to attend symposiums; Give ceremonial gifts to government officials; Invite government officials to attend ceremonial banquets; Hold conferences in administrative locations; Obtain the audience of government officials.	2648
Visitation	Invite Chinese government officials to visit firms; Invite foreign government officials to visit firms; Invite congressmen to visit firms; Invite other stakeholders (including customers, partners) to visit firms.	1262
Political-propaganda	Propagandize governmental policies and rules; Learn governmental policies and rules; Learn the addresses of national leaders; Carry out the policies issued by Chinese government.	808
Philanthropy	Support education and academic careers; Establish funding for philanthropy; Support athletic and health-related activities; Provide financial support for refugees and disaster areas; Solve the problem of employment.	748
Party-involvement	Establish Communist Party groups within firms; Learn the Communist Party history; Celebrate the birthday of the Communist Party; Organize party member discussions.	284
Participation	Participate in the People's Congress; Join groups organized by the Chinese government to visit other countries; Participate in government working conferences; Participate in other activities organized by the Chinese government; Participate in various conferences organized by the Chinese government; Participate in various conferences organized by trade associations; Participate in the legislative processes; Report firm's work to government officials.	280

中文条目

策略	行为	频数
企业政治公关策略	企业邀请政府官员参加各种庆典； 企业邀请政府官员参加产品展示会和推广会； 企业邀请政府官员为员工颁奖； 企业邀请政府官员挂牌、题词和赠言； 企业邀请政府官员出席签字仪式； 企业邀请政府官员出席市场推广活动，例如新产品推广会； 企业邀请政府官员或行业协会官员参加研讨会； 企业向政府官员赠送礼品； 企业邀请政府官员参加宴会； 企业利用政府场所举办会议； 政府邀请企业管理人员进行演讲。	2468
企业政治参观策略	政府官员参观视察企业； 国外政府官员参观企业； 人大政协委员参观企业； 邀请其他利益相关者（包括客户、合伙人）参观企业。	1262
企业政治宣传策略	企业宣传党和政府的方针政策； 企业组织学习政府政策文件； 企业组织学习国家领导人讲话； 企业贯彻落实政府精神。	808
企业政治公益策略	企业支持教育与科学研究事业；	748

	<p>企业设立慈善基金；</p> <p>企业支持体育、卫生事业；</p> <p>企业赞助社会福利事业（援助灾区、救助孤寡老人等）；</p> <p>解决就业问题。</p>	
企业党建策略	<p>企业组建党支部、党小组；</p> <p>企业组织学习党史；</p> <p>企业庆祝党的生日；</p> <p>企业开展党员生活。</p>	284
企业政治参与策略	<p>企业高层管理人员参加人大政协会议；</p> <p>企业参加政府组织国外访问代表团；</p> <p>企业参加政府工作会议；</p> <p>企业参加政府举办的活动；</p> <p>企业参加政府举办的各种会议；</p> <p>企业参加行业协会会议；</p> <p>企业参加政府立法活动；</p> <p>企业向政府汇报工作。</p>	280