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ETHICS IN PUBLIC RELATIONS AND CURRENT CORPORATE SOCIAL RESPONSIBILITY APPLICATIONS

ABSTRACT

There is a strong expectation that the enterprises managing their social responsibilities correctly will receive their rewards. Some research findings confirm this expectation. Ethical behavior and corporate social responsibility can bring significant benefits to a business. The idea that business enterprises should have some responsibilities to society beyond that of making profits for shareholders has been debated for centuries (Barry, 2000). For the enterprise decisions, the interests of the society should be taken into account as well as consumer needs and the interests of the company. In this period, the relationships established by the enterprises with social stakeholders are important and they have to think about the interests of social stakeholders as well as their own interests. However, the expectation of conducting the corporate social responsibility (CSR) activities are carried out through public relations practices in accordance with the ethical definition, and even the necessity of the ethics of quality, responsibility, reliability, and management of the public relations profession show that these three concepts are closely related. Careful and consistent ethical analyses provide trust, which enhances the maintenance of trust in the company. In addition to these, that should be the main responsibility of the public relations function. In this study, the concepts of ethics and public relations were explained and their connection with CSR was discussed. As CSR campaigns change according to the enterprise expertise, consumer expectations, and period circumstances, some current applications were analyzed.

Keywords: Public Relations, Ethics, Social Responsibility, Corporate Social Responsibility, Reputation Management
Jel Classification: M14, M10.

1. INTRODUCTION

The beginning of public relations is equivalent to the birth of mankind, and today the profession has become a new branch where various communication tools are used. Public relations, which is called the "Golden Child of the 20th Century", can be defined as the oldest of arts and the newest of sciences (Kalender, 1999). The spread of public relations which is the product of the information age, in other words, the age of communication, has been accelerated and followed a historical development process and has become a perception management industry with big budgets.

Public relations play an important role in the success of CSR activities and in developing strong relations with stakeholders. CSR success and stakeholder engagement in CSR activities necessitate continuous communication with both internal and external stakeholders. Effective communication is achieved through public relations. Therefore, CSR studies are seen as the duty of public relations practitioners in enterprises and are mostly carried out by public relations departments (Öksüz, 2014).

As a continuously growing and developing sector, the responsibilities of public relations are increasing. The ethical requirements of public relations should be questioned. Finding the middle way between opposing and conflicting groups and at the same time defending the enterprise interests are the problems that practitioners face most and discuss the answers today (Sayimer, 2006). For this reason, ethical dilemmas of public relations practitioners with the frame of corporate social responsibility are discussed in this research to show broader ethical problems in the field.

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2. PUBLIC RELATIONS: DEFINITIONS and MODELS

It is very difficult to talk about a common definition in public relations due to its increasing importance and function. In more than 400 definitions, public relations are explained as science, process, profession, and art. Definitions of public relations are increasing day by day in line with the function of public relations. The common point of these definitions is that public relations define;

- Relationship building and management (Ledingham, 2003),
- Managing strategic relationships (Hutton, 1999),
- Adoption of the policies followed by management to the public (Ertekin, 2000),

In this direction, public relations can be described as:

- Management Duty
- Communication Process
- Public Influence Tool

Adding new meanings to the practice of public relations is an ongoing process that has been continuing since the birth of this discipline. Until public relations proved itself, it received many negative criticisms. These terms include “propaganda”, “hucksters”, “low life liars” and “lying” (Hutton, 1999). However, after many studies that make the profession respected, the concept of public relations in the world today is related to image management, perception management and, respectability.

It should be noted that the ability of public relations is about how to win the respect of the skeptical public while applying the art and skill of persuasion and to create and maintain a good image for the organizations or customers. The main purpose of public relations practices and management should be to meet the enlightenment needs of the people, to direct the actions and operations by learning their reactions (Güllüoğlu, 2006).

Ethics in public relations practices are a set of standards that determine what is right and what is wrong. Ethical values in public relations, which is a discipline of humans and society, are becoming more and more important (Aydede, 2001). William Elwood states that “Public relations is a field of multiple debates, including definitions of the profession and a theoretical base; no subject seems more fiercely debated than ethics” (Elwood, 1995).

The main reason for the ethical criticism brought to the public relations profession is that the limits of the profession could not be drawn. An important part of the criticism is directed towards the fact that the multidimensional functions of the profession are performed by people who have not been trained in this subject. Therefore instead of using the name of public relations, the terms “Reputation Management”, “Perception Management” or “Corporate Communication Expertise” are the expressions also being preferred by the practitioners (Sayimer, 2006).

Public relations programs should not only ask the aims, but also the ethical questions about the means to achieve these objectives and receive honest and satisfying answers. At this point, the public philosophy followed by the organization, the sense of social responsibility, and the ability to control the truth gain importance.

According to business management theorists, organizations should not leave issues related to ethics and responsibilities to individuals' conscience or individual ethics understanding. They should manage them within the institutional structure, corporate culture, and generally within the rules of that organization. Public relations should be the official mechanism that incorporates the responsibilities and ethical issues into the organization's decision-making mechanism. In this way, public relations can be defined as a function that incorporates the ethical factor into strategic decisions and contributes to the establishment of ethical values (Nicotera and Cushman, 1992: 442-449).

Another issue that draws the ethical boundaries of public relations is the activities of public relations on directing the media and their results. The question of whether public relations is an instrument of mass communication media or whether media is a tool for public relations is very important in understanding the connection between the two (Erdoğan, 2005). Most of the first public relations experts come from journalism. Therefore, there are professional technical links between public announcement by using the news device and the practice of public relations. Given material that looks like journalism and is already

ready for publication, it is quite easy to print it in the newspaper. This activity is performed with the function of a press agent in public relations (Şentürk and Ay, 2008: 92).

Public relations conduct relations with stakeholders of a particular institution within the framework of communication management. Within the framework of this management, public relations usually work on behalf of the organization and has the role of training the parties on convincing, defending, and providing information. Towards the end of the twentieth century, social awareness began with an increase in public awareness and the movements started to put pressure on the organizations and as a result, the needs and expectations of the target groups, which we call social responsibility, started to shape the activities.

It seems to be more accurate to classify the prominent models in public relations ethics according to different perspectives brought to the basic role of the profession. The different views raised in the ethical debates are generally based on four basic functions of the way the profession is practiced today. Since each model is influenced by another or participates in the assumptions put forward by other models at some points, it does not seem difficult to differentiate these models from certain lines (Sayimer, 2006: 3).

2.1. The Attorney/Adversary Model

In this public relations ethics model, practitioners have no obligation to consider the public interest or the perspectives of others. According to the model, balancing a message is the business of others, and public relations practitioners only need to take into account the opinion of their clients in their decision-making process. Because the model is based on the assumption that if competing messages and perspectives are adequately represented, the truth will inevitably arise. Similarly, there is the expectation that all disseminated conflicting messages and perspectives will be absorbed by the public. After discussing all the information disseminated, the public is expected to form a clever and rational idea. This expectation in the model provides the public relations practitioner with a space to act comfortably in providing strategic, limited information disclosure to protect or best serve the client's interest. Similar to the opposing arguments in court, this practice is acceptable behavior, because there is the expectation that alternative views will emerge spontaneously as a stabilizer of a particular point of view. If an oppositional point of view does not emerge spontaneously, it is up to the journalist or the client to provide a counter-argument to the public to ensure this balance (Lieber, 2005).

This model advocates that the public relations profession is based on the communication of defense and persuasion and in this respect same as the profession of lawyer. According to Barney and Black (1994: 234-236), public relations in the free market economy has the role of a lawyer and these professions are particularly similar in two ways.

* Both professions advocate for a particular party.

* Both professions assert that the protection and defense of the rights of the other party is not their own task.

According to the pragmatic approach that adopts the role of attorney, public relations specialist does not perceive the customer's decisions and the problems of the target audience affected by these decisions as ethical problems of the profession. The practitioner is solely responsible for doing what is expected of him, that is, creating business plans that are in line with the customer's interests. He thinks that he is acting ethically because he fulfills the role required by his profession.

The main criticism of this theory is that even if the working principles and conditions of lawyers and public relations experts are similar, they are not equal. The legal profession is based on the science of law, and the court environment is an environment in which justice and equal representation are guaranteed. The same conditions cannot be met in the public court (Holt, 2002).

2.2. The Responsible Advocacy Model

The model is based on three major principles of public relations ethics: the comparison of harms and benefits, respect of persons, and distributive justice. It encourages to avoid all harmful contents, guarantee the public interest, safeguard the human dignity and maintain justice in communication.

It was developed by Fitzpatrick and Gauthier (2001). According to the authors, ethical principles can guide the recognition of morally correct or virtuous action; thus, they can develop moral understanding and habits of correct action which form a good character over time. Fitzpatrick and Gauthier review

public relations ethics models and state that although there are many models, only a few have been fully developed. For this reason, one who reviews public relations textbooks may conclude that there is no conceptual framework adopted to study the ethics of public relations (Uzun, 2009) This model is based on the idea of professional responsibility which means the practitioner's first responsibility is to their clients but they also have a responsibility to the views of organizational stakeholders.

2.3. The Enlightened Self-Interest Model

This model was created by Baker in 2002. Baker uses the potential of earnings to justify ethical actions in his model, which he developed to provide a basis for justification of persuasive communication activities. According to the model, by behaving ethically, companies gain a competitive edge and are more respected in the market. In order to act ethically, a short-term investor receives a long-term award. By doing what is morally good, the most appropriate behavior is achieved financially (Uzun, 2009).

In the criticisms directed to this model, it is emphasized that self-publicity ethics programs cannot be a central value. The enlightened self-interest model defines it as an easy way to make difficult decisions. However, ethics is about doing the right thing not only in self-interest but also in others (Holt, 2002).

2.4. Two-Way Symmetrical Model

According to the two-way symmetric model first proposed by James Grunig, the role of public relations is to form a discussion forum where various people, opinions, and values come together and different results are obtained (Lieber, 1998: 8). Grunig suggests that the best way to make ethical decisions in the public relations profession is a two-way symmetric communication model based on the discussion forum.

In the discussion forum model based on two-way communication, public relations representatives adhere to professional codes of ethics and standards by giving priority to the interests of their clients or the institution they work for just as in the attorney model (Lieber, 1998: 7). According to Grunig (1996: 3), the main function of public relations is not that the organization communicates in order to provide information to its strategically determining target audience, but rather that it establishes a bi-directional, mutual communication with that audience.

Symmetrical public relations provides a forum for dialogue, discussion, and discourse topics for which people with different views mostly come to different conclusions. As long as the dialogue is structured according to ethical rules, the outcome should be ethical—although not usually one that fits the value system of any competing party perfectly (Grunig & Grunig, 1992, p. 308).

The two-way communication model has been criticized for not being able to answer the question of how far public relations professionals should go to advise clients and employers in order to address the needs of others. Some critics argue that two-way symmetrical public relations are an unrealistic, utopian ideal.

2.5. Community/Communitarian/Social Responsibility Model

This model assumes that the main function of public relations practitioners is to serve society and the public. It focuses on good behaviour than increasing the profit (Craven, 2003; in Şentürk, 2010:167). According to Carroll (1991: 39-48), social responsibility includes the economic, legal, ethical, and voluntary expectations of the society from an institution.

Companies and society are not separate entities, they are intertwined. If there is society, the company will exist. Companies should share some of what they receive from society as a profit. Because the higher the social welfare, the greater the likelihood that the company will survive. Contributing to society and getting the support of the public in the behavior of the company gives direction to public relations studies for today (Sayimer, 2006).

Kruckeberg and Starck (1980) suggest that an ethical approach to public relations might be found with the restoration of community. Because many of the problems that public relations professionals deal with in modern mass society are caused by the loss of community, the solution should focus on the attempt to restore and maintain the sense of community that is missing in contemporary society” (Kruckeberg & Starck, 1988, p. 111).

3. PUBLIC RELATIONS and CORPORATE SOCIAL RESPONSIBILITY

There are four main responsibilities that companies must fulfill: (i) Economic- being efficient and profitable, (ii) Legal-complying with laws, (iii) Ethical- complying with social norms and expectations

beyond the law, and (iv) Social- voluntarily contributing for the solution of the social problems. Corporate social responsibility includes the last two of these responsibilities, but indirectly all of them. Because, the happiness created by the institutions that are compatible with the expectations of the society and who are interested in its problems brings about happier employees, happier customers, and therefore happier shareholders. Corporate social responsibility is the voluntary contribution of companies to a better society and a better environment (Aktan, 2009).

Conceptually, corporate social responsibility was first published in 1953 by H. Bowen in his book "*Social Responsibilities of the Businessmen*". Bowen argued that businessmen should engage in social responsibility activities that overlap with the values and aims of society (Bowen, 1953: 6). Although the concept of corporate social responsibility is not a new concept in the literature, the importance and interest given to the subject are quite new. In the late 1990s and early 2000s, especially in the international business world, consumer confidence was shaken by managers and companies through scandals in accounting and finance. As a result, "business ethics" and interest in corporate governance increased. In this process, the concept of corporate social responsibility gradually came to the forefront.

Corporate social responsibility underlines the role of voluntarily contributing to a better society and cleaner environment beyond organizations' economic activities (Carroll, 1999: 269-271). Establishing a good image in the public sector through corporate social responsibility activities, differentiating themselves as a business responsive to social responsibilities will help the organizations gain an advantage over their competitors and overcome the crisis periods with less damage (Schmiedt and Epstein, 2005: 327-345).

The position that the concept of corporate social responsibility has come to today is not only limited to undertaking responsibility towards the stakeholders but also extending the responsibilities it takes to all processes within the enterprise, measuring, controlling, and reporting the effects it creates. Through the realization of all these things in the right and ethical ways provided to the business in some cases, the benefits can also reach the economic benefit dimension (Balabanis, Phillips & Lyall, 1998:42). For these reasons, today's organizations have begun to attach greater importance to the concept of corporate social responsibility than ever before. This is due to the fact that the organizations have seen that they will achieve serious gains for themselves through the concept of corporate social responsibility.

Nowadays, organizations are aware of their social responsibilities while also thinking about their economic benefits. According to this discourse, an enterprise is no longer an organization whose purpose is not only to gain financial gain, but also an enterprise that has a social responsibility towards its stakeholders as well as financial gain. It is clear that the fulfillment of social responsibilities will not directly satisfy the stakeholders of a business in a material sense, it will primarily satisfy them in a spiritual sense, and as a result of these practices, it will change the society's perception of the business and their perceptions about their brands positively. In addition, recent research has shown that social responsibility practices have an impact on the buying behavior of consumers (Bali and Cinel, 2011: 46). Today, the enterprises aim to contribute to society in addition to making a profit, carrying out routine activities, and trying to meet changing stakeholder expectations. Therefore, the expectations of the stakeholders not only shape the products and services of the enterprises; they also actively engage in social efforts.

Enterprise is a social organization with vital economic functions. Its task is to fulfill its economic functions within acceptable social standards (Wilson, 2000: 16). Only if they are productive, profitable, and aware of their social responsibilities, will the enterprises be completely beneficial to society (Moir, 2001: 17). It is a fact that economic anxiety is always taken into consideration, regardless of the reason why the enterprise assumes social responsibility. And this is the most significant difference in carrying out social activities of non-profit making and profit-making enterprises. Profit-making enterprises, on the other hand, have to keep the economic conditions under control regardless of their social responsibility projects. This is also a certain answer of an important question: "How can the enterprises increase their brand values and compete with the competitors who do not bear social responsibility costs?" (Şentürk, 2021:323).

Factors affecting the social responsibility of the enterprises can be examined under the following general headings (Bayraktaroğlu, İltter, and Tanyeri, 2009: 38-42):

- Effect of various pressure groups,
- Increase in welfare,

- Increase in the number of idealist and humanist society members,
- Technological developments,
- Communication,
- Increase in cosmopolitan consumers,
- Inadequacies and decreasing role of the governments,
- Increasing importance of the enterprise social policies in the securities markets,
- Prevalence of democracy
- Importance of the Corporate Social Responsibility (CSR) from the point of some enterprises,
- Benefits of CSR to the enterprises,
- Increasing expectations in labor markets,
- Relations with supply sources,
- Globalization and multinational corporations.

There are opinions that evaluate CSR positively as studies that enterprises contribute to society as a corporate citizen. However, there is also criticism about the ambiguity of the concept of CSR and the willingness of the enterprises to gain returns such as reputation and financial profit through CSR efforts. Another issue that has been criticized is that communication in CSR studies is intense and communication prevents the main aims of social responsibility. In CSR processes, the main purpose of communication should be to reach and involve stakeholders. However, some enterprises continue their communication activities in product / service marketing similar to CSR activities. This situation undermines the trust of stakeholders in the understanding of CSR in enterprises; their participation in the process. It is not possible for the process to succeed without communication. However, care should be taken to ensure that communication does not reach uncomfortable dimensions (Öksüz, 2014: 56).

Today, enterprises are under considerable pressure to be managed responsibly as well as to make a profit. These pressures are from primarily priority stakeholders, such as partners, employees, customers, and suppliers as well as non-governmental organizations, governments, and the general public in general. Considering the increase in the number of rating institutions that rank companies in terms of their corporate social responsibility performances, developments in global social responsibility standards, and the increasing awareness of customers, it is no longer important that companies attach importance to not only their economic performance but also their social and ecological performance and take steps in this regard (Aydemir, 2009: 16-17).

Through corporate social responsibility efforts, enterprises can anticipate potential problems, disruptive changes, and risks through close and strong relationships with their environment and stakeholders and can have the opportunity to learn and use information. They can become better aware of their self-capabilities and review opportunities and find opportunities for development and innovation. For example, enterprises can reduce both pollutions by using fewer resources and achieve cost and competitive advantages by applying new approaches. These and similar practices will ultimately make positive contributions to the financial performance of enterprises (Fox, 2007: 43-48).

The concept of business ethics emphasizes the importance of the ethical behavior of private enterprises in the production and sale of goods and services (Aktan, 1999: 18). Corporate social responsibility is that companies should be responsible to their stakeholders. For this reason, the issue of corporate social responsibility focuses on how the enterprises define stakeholders, and the impact of their activities on stakeholders should be identified, measured, and reported (Aktan, 1999).

Enterprises are obliged to fulfill their duties and responsibilities towards their internal and external environment within the scope of business ethics. Social responsibility is the requirement of business ethics. In other words, business ethics has a meaning including social responsibility. It is moral behavior that a business owner should be right and honest, keep his word, and not use fraudulent ways in production and sales stages. However, the company must be aware of its duties and responsibilities towards both the internal and external environment while producing. This is an indicator of social responsibility. Work ethics and the concept of social responsibility, especially towards the external environment, sometimes conflict and may not match. There is a two-way and positive relationship

between their responsibilities and profitability and productivity. However, the social responsibilities of enterprises towards the external environment (society, state, and nature) conflict more with the purposes of the organization. In other words, practices such as compensation of damages to nature and the environment, social assistance to low-income groups in the society increase the costs of enterprises or decrease the profit. However, it should be noted that social responsibility is an important and inseparable part of business ethics, even if it conflicts with the main purpose of the organization (Aktan, 1999: 18-19).

Today, when the benefits of corporate social responsibility practices to the enterprises are examined; it is concluded that the issues such as social identity creation, competitive advantage, corporate loyalty, reputation, and branding are most commonly mentioned. The gains achieved by the enterprises under the influence of corporate social responsibility are not only the gains expressed in figures reflected in economic indicators. In many other subjects, it has been demonstrated by the researches that the enterprises provide various benefits. When these benefits are examined, the following findings emerge; With the effect of gaining social prestige, the corporate image gains value and is reflected in the brand value of this company. Participation in social responsibility projects increases employee loyalty by positively impacting company personnel and plays an important role in attracting a qualified workforce. In addition, companies that attach importance to corporate social responsibility can contract debts in better conditions, and their stock value increases. Corporate social responsibility enables companies to enter new markets and provide customer loyalty, productivity and quality increases and risk management become more effective (Argüden, 2002: 11-13).

Although they are governed by rules and standards, the critical point is legal regulations and there is gradual progress towards the legalization of social responsibility practices. Michael Hopkins (2004) states that the expression of volunteerism used in the definition of corporate social responsibility can be omitted from the definition, even to a minimum, unless legal regulations are taken into consideration. In this sense, the government is obliged to take a number of regulatory measures for making CSR more widespread.

In a place where human beings are important, human issues have undeniable importance. Human well-being, health, and quality of life are extremely important. Developing and changing economic life has shown that people have the right to live humanely and that employees have some responsibilities towards their employers, society and the environment with the exception of the making profit target and the companies have a necessity of operating within certain ethical rules. With the beginning of the information era, the sources of information increased, and with the spread of communication tools, both individual and organizational reactions began to emerge. Information society companies are active in a globalizing world where environmental awareness and social responsibility are developed. CSR contributes to strengthening the organized society and activating voluntary organizations, (Akdemir, 1994: 5-34). Today, companies that violate the rules of social responsibility are faced with serious social reactions and obligations to pay compensation and suffer significant market losses (Hadgetts, 1991: 103).

4. CURRENT CORPORATE SOCIAL RESPONSIBILITY APPLICATIONS

In today's world where there are many product/service options within the framework of free-market conditions, companies need to focus on the concept of corporate communication, which is vitally important, besides producing and delivering the product to the target audience, for creating a special working area and transfer resources to this area. As the expectations of society and the conditions of the period change, enterprises acquire new areas of application. In this context, the social responsibility activities carried out should be capable of responding to the expectations and needs of society. Undoubtedly, all enterprises are responsible for the negative consequences that may occur in the areas in which they operate. On the basis of this responsibility, social responsibility applications to be applied by the enterprises are high-cost applications. However, while these enterprises gain value in the eyes of society, society benefits from these applications.

If the social responsibility campaigns carried out by the enterprises on issues such as education, health, and environment are carried out successfully, they have a very positive effect on the enterprise. With the campaigns carried out, institutions will gain a significant degree of respectability in society if they can create a social benefit. Successful campaigns create a remarkable and noticeable position for the consumer as well as the sectoral basis for the companies, and with the support of the news and

advertising sector in the media, the enterprise has the opportunity to establish a solid bond with the consumer. In this section, some current corporate social responsibility campaigns will be discussed.

One recent campaign carried out in this context is the “War Child” campaign by IKEA. With this project, IKEA has created safe playgrounds for children in war and conflict areas in the Middle East. This project, which allows children who are the invisible victims of wars to live their childhood, is a good example of how companies use their current expertise for social benefit.

Through the support of the IKEA Foundation, the project will help 3,340 children gain essential literacy and numeracy skills and also contribute to these children’s psychosocial well-being.

The campaign provides children with education programs so that they can get back into school. It also offers free legal counsel for girls and women who are victims of rape, abuse, neglect, and forced early marriage in Uganda, South Sudan, Sudan, the Democratic Republic of Congo, Kenya, Iraq, Afghanistan (IKEA, 2019).

The other example of these applications is being carried out by Starbucks. Starbucks, one of the world's leading coffee brands, provides 1 million coffee trees to coffee producers as part of the sustainable coffee initiative created by Conservation International. With this initiative for protecting the nature damaged during the production and establishing a sustainable production standard, Starbucks also supports local producers.

Sustainability The sustainability of the coffee industry is directly linked to the social, economic, and environmental conditions of coffee producers in the world, and Starbucks is aiming to use all of its coffee in the most ethical way and which is good for the planet. Furthermore, the campaign also offers meaningful and lasting solutions for farmers.

Besides contributing to the economic development of the industry, the campaign will affect the lives of 25 million coffee producers, most of whom are small-scale farmers. It will also provide environmental benefits such as the conservation of forests and also fight climate change by storing carbon dioxide from the atmosphere and protecting freshwater resources (Starbucks, 2019).

In addition to this, the campaign of the car brand Honda shows both a good example of the use of augmented reality technology that has been widely talked about in recent years and proves how positively a global brand can express itself without any product display. With this campaign, Honda aims to make children with cancer happy. Children who would meet in 2018 in hospitals were one of the disadvantaged groups that could not live the joy of New Year. Taking advantage of Augmented Reality (AR) technology, Honda drew attention to the children who were trying to resist such a vital illness and provided a magical New Year celebration for a short time even with augmented reality technology.

Within the scope of the project, each child used a tablet computer to interact with cards specially designed for her or him. Thanks to the augmented reality, the pigeons and the burning candles in the room, which suddenly began to shine with ice pieces and snowflakes, were accompanied by a fun snowman inviting children to this different experience. Finally, text and video messages surrounded the children's surroundings, hoping and encouraging them to be strong (Adweek, 2019).

In addition to these, İş Bankası, one of the organizations active in the corporate social responsibility activities carried out in our country, has recently supported long-term projects to uncover and preserve the rich archaeological presence of our country. With the support it has given to the Zeugma excavations in Gaziantep since 2012, İş Bankası has shown its sensitivity in this area, and in 2016, along with its subsidiary Şişecam, the Bank began to contribute to the excavations of the ‘Patara’ Ancient City in Antalya. The archaeological values uncovered on the soil in both excavations do not only shed light on the civilization history of the Anatolian lands but also contribute to the world cultural heritage (İş Bankası, 2019).

Şişecam, one of İşbank's affiliates, is also recently on the agenda with its social responsibility campaigns. One of the activities carried out within this scope is “Cam yeniden Cam” project. "Cam yeniden Cam" project is one of Turkey's most comprehensive sustainability and social responsibility projects. The project, which aims to support the transition to the recycling society by creating a social behavior change, is carried out in accordance with three main objectives:

- Raising awareness on glass packaging recycling and raising public awareness,
- Improving the collection infrastructure of glass packaging wastes,
- Modernization of the facilities where glass packaging wastes are collected and processed and degrading glass packaging wastes mixed with household wastes prior to regular storage.

Within the scope of the project, 4,500 glass penny banks were manufactured in 2016 and 30 thousand students were trained on glass recycling. In the 2011-2016 period, 203 thousand primary school students were provided with recycling training, 17.400 penny banks were donated and 740,000 tons of glass packaging waste was recycled. Thus, carbon emissions equivalent to the withdrawal of 266,500 cars were prevented and the energy savings achieved through recycling reached the level that would meet the heating and hot water needs of 31 thousand houses. In addition, in cooperation with 175 district municipalities in 22 provinces, support was provided for raising awareness in the community, improving collection infrastructure, and modernizing glass recycling facilities (ŞİŞECAM, 2019).

5. CONCLUSION

The public relations function is very important in increasing the success of CSR studies. CSR works, which require effective communication from beginning to end and whose success depends on good relations with stakeholders, provide more benefits to both stakeholders / society and enterprises when realized with the contributions of public relations practitioners. In this context, it is possible to say that CSR is a critical task for public relations practitioners. One of the most important duties of public relations in enterprises is seen as image and reputation management and CSR studies are described as efforts contributing to corporate reputation. Ronald J. Alsop (2004:21-29) states that corporate reputation is not only earned with ethical and social responsibility but these two elements are important components of reputation. According to Alsop; financial performance, social environment, product or service quality, corporate leadership, and vision are the components that affect reputation.

Ethical matters are not ethical principles but ethical behaviors (Aydede, 2004:55). Ethical behavior also means job security for practitioners, respect, trust, and reputation for the professional group. Values that make up the character of the enterprises are the ethical understanding of the enterprise, sensitivity to social responsibility, quality work environment, quality workforce, sensitivity to quality products and / or services, corporate vision, and successes in corporate leadership practices. The way the institutions approach these stated organizational values also determines the level of reputation they have.

With their social responsibility activities, the enterprises gain abstract values such as loyalty, trust, and commitment. While abstract values affect corporate reputation in a positive way, financial gain increase in parallel with reputation. For CSR applications, it is seen that the institutions are turning to different applications or performing a number of interconnected applications. While implementing the practices within the scope of CSR understanding of corporations, they may choose different ways.

Change in the expectations of society requires that it be addressed under the strategic management approach to fulfill the responsibilities of the institution. This situation causes corporate social responsibility to be considered as a part of public relations practices, especially in terms of developing and implementing communication strategies. The majority of large enterprises carry out social responsibility practices and allocate resources for this. Social responsibility emerges at the intersection of profit and non-profit activities in the enterprises. This responsibility, which is linked to the impact on the social system is directly proportional to the image of the enterprise in society.

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