

“Public Relations, Satisfaction and Commitment” em conjunto com o Prof. Doutor Francisco Costa Pereira e a Dra. Paula Nobre no 11<sup>th</sup> ICORIA, The Changing Roles of Advertising, organizado pela European Advertising Academy em Estocolmo de 28 a 30 de Junho de 2012.

The importance of the relationship with an internal public is the main focus of our research. Nowadays, the relevance attributed by Public Relations to this relationship is crucial. Our purpose is to identify two consistent models to measure the impact of an organizational relationship on its internal public. The research was conducted in nine Portuguese companies with a sample of 1244 subjects in order to study the context of the relationship and validate the identified models. The results show us the gender stereotypes in the relationship in these companies and that it is possible to identify the impact of Public Relations on a company's productivity.

*Keywords:* Public Relations, relationships, internal communication, organizational commitment and job satisfaction.

<http://icoria.org/docs/2012/ICORIA-2012-programme-final.pdf>