

# PUBLIC RELATIONS AND EFFECTIVE MANAGEMENT OF ALBANIAN PUBLIC ADMINISTRATION

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*Analyzing the link between the communication process, the one that creates and delivers the public service, with the effect of the used communications strategies, partly expressed in the practices developed in the service provision and delivery, on a theoretical point of view provides a set of tools for the performance evaluation of this sector and contributes in the assessment of the future of the sector. Highlighting what streamline has been followed till now in Albania, by micro and macro progresses, in order to affect these systems, indicates at which level the relations between parts involved in the delivery of the service by the public administration are being expressed in standards. Relations, communications and the future of the communicative situations between citizens and public operators, including the public administration, during the public service proceedings, are investigated as indicatives for the service quality and sustainability, as well as the forecasting of their impact in the future. The impact that these variables have had in the new dimension of accountability, which is a strong indicator of the evolution of public administrations, pro-active public relations and how much they include the public(citizens) interest in the public services delivery, how much the public itself is actually ruling, through a careful reading of the communications hold between them and public administrations, are the core arguments of this monography.*



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