

## Chapter 50

# Public Relation Practitioners, Independency, and Teamwork in the UAE Organizations

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### ABSTRACT

*This study includes topics related to social networking and teamwork in the United Arab Emirates organizations. The paper focuses on different concepts including the meaning of teamwork, formal and informal teamwork, and social teamwork challenges. Several key issues to be addressed are evaluating network communication in business, teamwork rewards, and scopes in the UAE business organizations. The research method utilized is a structural interview and focus group that includes 14 Public Relations practitioners in different public and private organizations. The researcher developed specific questions, such as: What are the challenges that face Public Relations practitioners when developing teamwork for social networking? Do leaders respect social network teams? Why? What are the advantages and disadvantages of social network teams? One of the research goals is to investigate PR employees and their adaptation of teamwork in local organizations, collaborations, and virtual and social networking. The study concludes with many behavioral and PR employees' thoughts, such as a preference of informal teamwork as it relates to the organizational environment. Consequently, if the managers offer motivation and job satisfaction, the teamwork will accrue.*

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## **INTRODUCTION**

Social teamwork is a shared achievement by two or more people; each individual contributes (Kate, 2009) with his or her unique skills and articulates individual interests and opinions to the unity and efficiency of the group in order to reach common goals and aims (Amason, 1996). It

Does not mean that the individual is no longer important; however, it does mean that effective and efficient teamwork goes beyond individual accomplishments (“Islam and Leadership”, 2010, p. 1).

The most successful social teamwork is created when all contributors involved harmonize their assistance and work to reach a common goal (“Knowledge-Fulcrum”, 2010).

Social teamwork is of foremost significance since it inspires both managers and employees at the same stages of production (Fearn-Banks, 2000). Drew and Thomas (2006) agreed that teamwork has become an objective of the majority of organizations in order to enhance new ways to improve business capabilities.

Carl et al (1989) wrote that teamwork is the ability to work with a team to achieve a specific task. Therefore, it is the concept of people who are working together to achieve a specific task (Amason et al., 1995). Teamwork requires cooperation of members (Nash, 1999) to achieve their respective tasks successfully on time (Palfini, 2007). Therefore, teamwork members are nominated to achieve the same tasks or individual tasks (Grunig, 1992) but with the maximum collaboration of team members.

Heathfield (2000) wrote that team members and their managers know that the significance of collaboration, values, and work culture are fostered through better planning, decision-making, and work recognition. In order to create a teamwork culture in business, a business needs to start by accomplishing tasks (Somers, 2007) the right way. The manager needs to choose each team member (Abramson & Mizrahi, 1996) deciding on the task

to be carried out by the team members and making sure the team members are committed (Grunig, 2001) and well trained to achieve their task (Ioerger, 2005). Thus, teamwork is formed to solve real work issues, such as work implementations and project progressions.

Salas & Converse (1992) mentioned that management systems and tools for teamwork content creation sharply increase the efficiency of the management and formation of corporate business. It is always significant for business managers to maintain satisfaction for the teams (Glenn, 2008) through practices like motivation, traits, and awards. Managers need to include these rewards in order to increase their cultural and social values, (Funke et al., 2006) thereby increasing the outcomes of the entire business (Lauzen, 1997).

The literature review includes the meaning of social teamwork, types of teamwork, and the challenges of social teamwork in business organizations. It is connected with the research themes developed from participants in focus groups and interviews. All participants interviewed here are members of the public relation field. The reason for exclusively choosing PR practitioners is that the public relations department requires them to work in teams (Korsgaard, Schweiger & Sapienza, 1995; Bivins, 1989). Most of the PR activities, such as conferences, activities sponsors, and lectures create vital teamwork (Dozier, Grunig, L. & Grunig, J., 1995).

## **Significance of the Research**

It is difficult to develop and to meet business requirements unless managers and employees achieve their tasks (Kotter, 2002). Since achieving business targets is a communal process (McElreath, 1996), it is necessary for managers to form work teams to share business responsibilities and meet their goals (Berger & Reber, 2006). This research is significant to success in business because it provides valuable information that highlights the concept of the social network team,

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