

Public Diplomacy and Global Business

**CCI Symposium: The Role of Business in
Public Diplomacy**

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Objective and Overview

Objective

To set the broader conceptual context for the exploration of the role of business in public diplomacy

1 Revisit the concept of Public Diplomacy

2 Discuss contemporary challenges

3 Examine engagement by global business

Defining Public Diplomacy

Diplomacy – conduct of relations and communication between nations

Public – 1: people in other countries rather than government as target audience

2: activity carried out in the open, not in secret

3: public or non-government entities also partake in the process

Evolution of the concept

- Term had been in use (at least) as early as WWI (e.g., Wilson made reference to the phrase in his address in 1918)
- Concept was first clearly defined by Edmund Gullion of the Fletcher School in 1965
- USC Center on Public Diplomacy defines it as a country's efforts, through official and private individuals and institutions, to communicate with publics in other countries

Importance of Public Diplomacy

A nation's reputational capital is significant, politically and economically

- **Affects the country's ability to build coalitions and alliances to achieve political objectives**
- **Influences perceptions and purchase decisions regarding products/services from certain countries of origin (including tourism) and flow of foreign investment**

Contemporary Challenges Facing Public Diplomacy

Re-defining publics/audiences

- Scope of the audience needs to reflect the changing global civic participation
- Achieve differentiated understanding of global public's perceptions of and attitudes towards a particular country

Balancing internal & external audiences

- The growing communication transparency in the global arena entails the delicate handling of communication to multiple audiences

Messenger credibility

- Centrality of the government as the primary communicator is under challenge

Beyond old media

- Adequacy of traditional communication vehicles in public diplomacy is called into question
- Need to explore new and alternative communication tools and their strategic deployment

Implications for Global Business



Are global corporations convinced of their role in building relationship among nations and peoples?

Imperatives for Involvement

- As companies expand overseas, it is essential to gain social legitimacy and authority in the host country market
- Negative climate of public opinion about a certain country likely to cast a shadow on companies and brands from that country
- Engaging in relationship building helps to maintaining one's competitive edge in the increasingly competitive marketplace



Value Propositions Businesses May Bring

Global outlook

- Through their operation in multiple markets around the world, multinational companies bring a needed global perspective to managing international communications

Managerial capability

- Challenges facing public diplomacy call for multi-level strategies and solutions and require world-class communication management embodied by successful companies

Talent and technical expertise

- Business engagement entails infusion of talent, technical expertise and other resources into the process of public diplomacy

Business engagement *supplements* rather than *replacing* government's work in public diplomacy

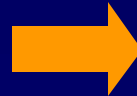
Public Diplomacy as a Multi-dimensional Concept

Dimensions of goals

Promoting
national
policies & goals

Communicating
national
ideals & values

Building common
understanding & mutual
cooperation



Engagement entities

National
government

Government &
Non-government entities

Primarily non-government
entities

Corporate Public Diplomacy

**Corporate
enlightened
self-interest**

**Business
engagement in
public diplomacy
is both desirable
and feasible**

**Corporate
altruistic
social
concerns**