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EDITORIAL

In this second edition of the journal, we have selected five articles that provide our readers with information on the use and application of systems, tools and frameworks in settings that included the church and public organisations in Ghana. The articles make some contributions to the mechanisms for building strong institutions in Ghana.

In the first paper, using an integrative stewardship and agency theoretical approach, the authors argue that financial stewardship in tandem with agency controls enhance financial performance of churches. The paper shows that budgeting enhances performance depending on the size of the church but internal control is an imperative for every church. Strategic financial management of churches, therefore, requires dependency on stewardship behaviour and agency controls.

The use of e-journals is a necessity for every University and huge sums of monies are spent on information technology infrastructural development. The actual use of the e-journals acquired by a University is the justification for the investments made. The second paper provides information on the awareness, accessibility and use of e-journals by the faculty of Christian Service University College, Kumasi. Less than half of faculty members were aware of e-journals, less than two-thirds were using them and majority of people were accessing them by trial and error. Training was, therefore, proposed as a key managerial responsibility to translate availability into usage. The authors also identified factors affecting access and use of e-journals and they included slow and unstable network, and regular power-cuts.

The third paper proposes a conceptual model, based on the conversion of Zacchaeus in the Gospel of Luke (Lk. 19:1-10), to deal with the complexity of peaceful co-existence and national reconciliation.. The exegesis of the text suggests that the salvation process initiated by Jesus can be a valuable model for peace-building and reconciliation. The author identified within the process the core themes: harmony, personal freedom and accountability. The themes formed the constructs of the model and were juxtaposed with Ghana's National Reconciliation process. The author argues that the national process substantially reflected the conceptual construct; nonetheless accountability that translates into restitution was farfetched and this should be the individual and the church's mindset as well as the national psyche.

In the fourth paper, the authors assessed the use of social media as an effective communication tool for crisis communication. The themes that emerged from the views of five public relations managers were interpreted within situational crisis communication theory. The authors expressed the view that social media has brought speed and loss of control to the way crisis is communicated or brought to the public domain. This has both positive and negative connotations that managers should recognise. Managers must think on their feet and know that every response, appropriate or otherwise, will go viral on social media.

The final paper is also from the domain of communication and explores the use and efficient management of PR events as a strategic marketing tool. A qualitative perspective from the Ghana Revenue Authority (GRA) indicated that PR events are used to achieve several objectives and key among them is marketing. The authors aimed at contributing to the need to join the silos created by the public relations and marketing functions of organisations. Alignment, they suggest, would require PR and marketing managers to identify complementary activities within the contest of events, and coordinate them well to achieve organisational goals.