

# **Организационна култура и вътрешни комуникации: потребители ли са вътрешните публики или активни участници в процеса?**

Пролетна научна конференция  
Познаваме ли съвременните потребители на журналистиката  
и ПР-а?

22 и 23 май 2014 г.

Департамент “Масови комуникации”, НБУ  
гл. ас. д-р Евелина Христова

# Потребител

- потребителят Е участник
- потребител Vs. Участник

...ВЪНШНО

наложено

...лично решение

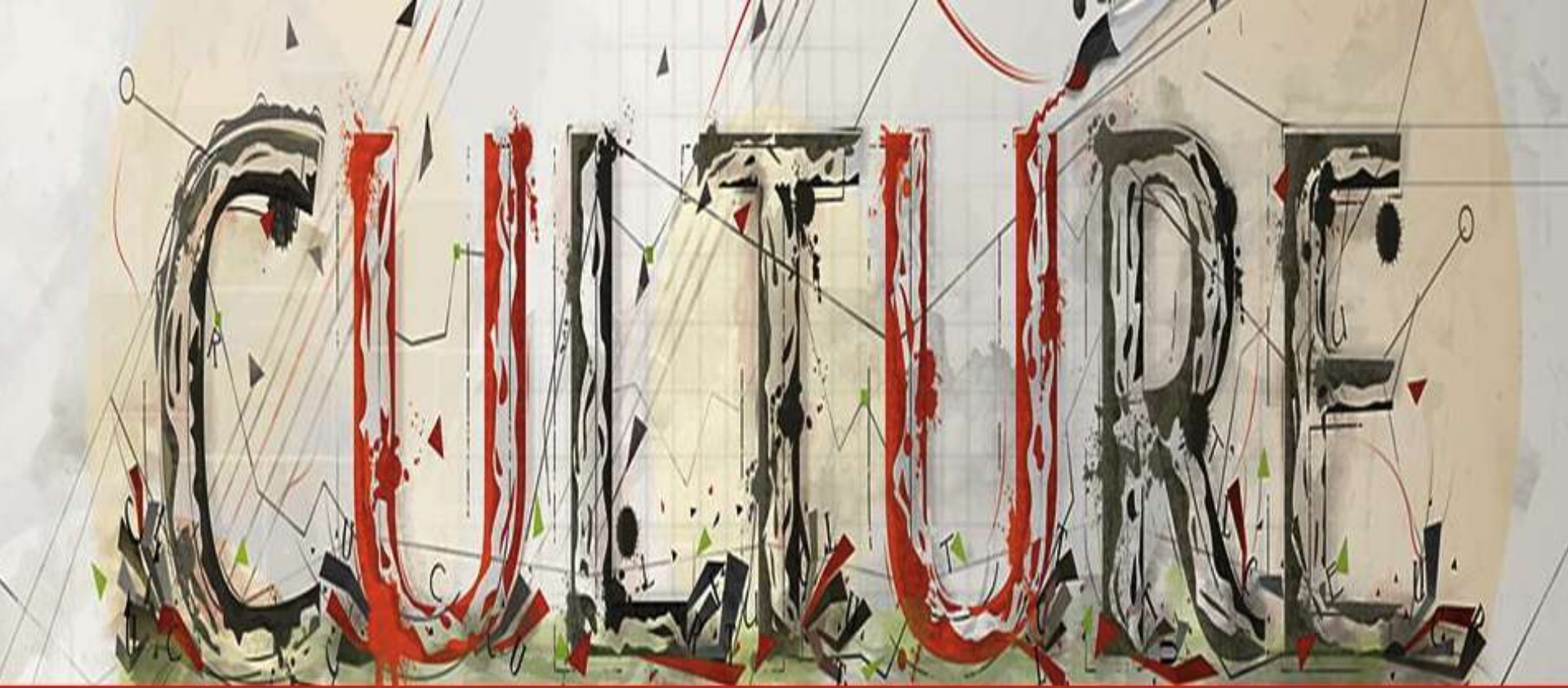
успешно проведено намерение!

## Участник

# Процес



Вътрешни публики



...is, and always has been,  
*the "key"!*

<http://employee-monitoring-software-review.toptenreviews.com/>



## **Employee Monitoring Software Review 2014 | PC Monitoring | Monitor ...**

employee-monitoring-software-...

# 2014 Employee Monitoring Software Comparisons & Reviews

#1

#2

#3

Spector



GO

SONAR



GO

Spytech



GO

Overall Rating



Monitoring



## What it Monitors



Websites Visited



Online Email Accounts



Corporate Emails



Email Attachments



System Activities



Chat Conversations



Search Terms



Social Media Sites



Applications Used



Documents Printed



External or Portable Drives



Document Usage



File Transfers



## What it Blocks



Websites and URLs



Website Categories



Website Keywords



Chat Protocols



Applications



Portable Drives



## What it Captures



**Management & Reporting**



**Supported Operating Systems**





## What it Captures



Web Activity



Screenshots



Emails



Keystrokes



Chat Conversations



Application Activities



Print Jobs



Ports Used



Target IP Addresses



Microphone Conversations

## Management & Reporting









## Supported Operating Systems



# Management & Reporting



Central Dashboard	✓	✓	✓
Remote Management	✓	✓	✓
Remote Deployment	✓	✓	✓
Stealth Operations	✓	✓	✓
Screenshot Playback	✓	✓	✓
Alerts & Notifications	✓	✓	✓
Usage Reports	✓	✓	✓
Graphical Reports	✓	✓	✓
Archiving Tools	✓	✓	✓
Retention Policies	✓		
Encrypts Log Files	✓		✓
Time Control		✓	

	 	 	 
<b>Overall Rating</b>	★★★★★	★★★★★	★★★★★
Monitoring	★★★★★	★★★★★	★★★★★
Blocking	★★★★☆	★★★★★	★★★★★
Capturing	★★★★★	★★★★★	★★★★★
Management & Reporting	★★★★☆	★★★★☆	★★★★☆
<b>Estimated ROI</b> ▼			
5 Employees (1 Year)	\$9725	\$9665	\$10105
10 Employees (1 Year)	\$19650	\$19810	\$20305
<b>Deployment Options</b> >			
<b>What it Monitors</b> >			

# Благодаря за вниманието!

- [echristova@nbu.bg](mailto:echristova@nbu.bg)