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BUSINESS ORGANISATION THROUGH EFFECTIVE COMMUNICATION

ABSTRACT:

The aim of this study is to show how effective communication supports the organization and has a positive impact on the outcome of any business. Study shows that the technology of organization develops employees communication and interpersonal skills. There is no success in the business without investing in communication development. In order to enhance their business, firms must learn effective communication in order to communicate effectively with them. There are different types of communication activity, starting from manager to staff etc. Research shows that the main obstacle in the organization is misusing communication skills in the proper way. In order to escape the problems in the organization leaders should be able to find a proper way to communicate effectively inside an organization. Today, there is a new wave of globalization and different types of virtual communication become very popular making institutional communication very fast and effective. Having in mind all this technological development in the organization, there is no technological tool that can replace communication itself.

Keywords: communication, organization, management, technology, interpersonal skills.

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1. INTRODUCTION

Communication has a significant role in any type of business. That process includes knowledge transfer, thoughts, ideas and plans in the organization. Today, we cannot imagine human relations without communication, although the key to a successful business is effective communication. Communication represents the process of transmitting information and common understanding from one person to another (Keyton, 2011). Competitive advantage in the organization can be achieved easily through effective communication in the same level of employees and different hierarchical levels in the entire organization, but communication speed is also very important. There are two types of communication in the organization. It can be formal and informal. To make effective communication in any organization, its employees must know the language, interactive exercise and cultural knowledge of the organization. Conversation in any organization creates social relationships. Organizations by the time became dependent on communication to improve communication skills between individuals and members of the organization (Argyris, 1986).

Communication means making information relationships between systems that can receive, memorize, update and send the signals and they are different media and sources that help different types of information transfer. (Sunajko, 2010). The communications period starts from Plato and even the early period of communication is connected to the early stage of a human being. Every communication has some important stage that must pass through to be communication. Besides, the verbal type of communication, non-verbal communication like different types of gestures can transmit messages (Keyton, 2010). Communication means the exchange of information through verbal and non-verbal sources which are related to the social nature of the situation. The communication process must pass certain phases and the reason to start that process is to have a necessity for the communication. In hierarchical organizations, communication according to the base is much more regular and effective than communication according to

the top of the organization and employees now do much better their tasks than in the other organizations. The communication process can understand as a circle influenced by different types of factors. To make the communication process effective we need to apply all principles of effective communication.

2. MODELS IN THE PROCESS OF COMMUNICATION

When we talk about the communication process, we talk about sending the messages, exchanging, synthesis of information, and contacts with partners in the organization. Business communication can be achieved in two ways: business communication which includes all employees, and business communication which includes only some of the selected employees. There are four main types of communication: verbal, writing, non-verbal and e-communication.

Most of the information and news inside the management is transferred verbally. In the business organization, most information is exchanged verbally by negotiation and discussion. Non-verbal communication can be understood as any communication that is not written or spoken. Today, in the organization, we have a modern type of communication, i.e. e-communication. Globalization force nations to move as much faster as they can remotely. Today, communication is replaced by electronic communication in most of the world businesses. These organizations have developed technological systems and procedures that enable effective e-communication. All these are not achievable without successful virtual teams (Cascio 2000). Virtual communication and virtual team help the organization to communicate effectively all around the globe (Mittleman & Briggs 1999). Effective virtual communication cannot be realized without technology in the organization. Using effective chatrooms, video conferencing and voice mail is very effective for the communication tools that help the people stay connected any time to finish their tasks successfully. Technology and goal setting are prior factors of effective virtual communication (Barczak, G., McDonough, E. and Athanassiou, 2006).

2.1. TYPES OF ORGANISATIONAL COMMUNICATION

The communication system in an organization implies a methodically and planned network of movements of information by which individuals in the working places and organizational units are connected all the time. Although the common difference between internal and external communication systems is that the communication system in the organization represents a unique whole, which is modular in its structure shaped. The communication system in an organization consists of two or more systems that are interconnected over the end nodes of the communication network. Designing a communication system in an organization is a very complex and responsible task that encompasses technical-organizational, sociological and psychological problems with significant economic implications. Overall observing the construction of the system communication, the communication system itself can be defined as determining the carrier, content, type, forms, directions, channels and means of communication and connecting them to a meaningful transmission network information. However, the role of communication in the organization is not just about ensuring the exchange of information within the organization but its role should be to enable and exchange information between the organization and its environment.

Inside the organization, communication has four basic functions (D. McQuail, 1987). These four main functions are controlling, motivating, emotional expression and information. To make an organization successful, it needs to maintain control over its employees, stimulate their work, enable them to express feelings and make decisions. Any communication interaction that takes place performs one or more functions within the organization communications. Any communication interaction that takes place performs one or more functions within the organization communications. Official communication is pre-planned, systematic and official. That is the process of transmitting information in spoken and written form, tailored to the needs of the organization. The organization should encourage formal communication, more precisely the

administration, because it is required to perform the job effectively. Formal structure communication is aligned with the structure of the organization. The basic task of management is effective formal communication throughout the organization, which means a continuous flow of formal communication channels. Furthermore, the purpose of communication within an organization, regardless of the nature of the activity, is to accomplish the plan.

Internal communication includes communication in different directions. "Formal communication system comes from the cultural, technical, political and economic environment of the organization" (Lehman and Dufrene, 2015). We can talk about four types of communication: vertical downward communication, vertical communication upwards, horizontal and lateral communication. Vertical downward communication takes place from people at higher organizational levels to those at a lower level in the organizational hierarchy. This type of direct communication has positive impact on the satisfaction and performance of employees. In the organization (Donald Pelz, 1952).

Communication between managers and employees that are already mentioned is called downward communication. Communication, according to down, does not necessarily have to be oral and face to face. For example, when managers send letters to private employee addresses to notify them of the new one the organization's working time policy or sick leave, it is about downward communication. When it comes to transmitting messages from top to bottom below, one of the biggest problems is reflected in filtering information. Filtering is a consequence process of fact where information passes from one level to another, from one employee to another, so each of them may feel that they need to be conveyed in their way. It is how information losses occur inside the organization. Message filtering is a very serious problem in businesses given the fact that it must be transmitted from one to another management level. Horizontal communication represents the flows of communication between persons or groups of the same organizational level in the organization. This type of communication has a positive effect on

the satisfaction level of human resources managers (Frank, 1984).

Lateral (transverse) communication pathways include a horizontal flow of information between individuals or groups at the same or similar organizational level and the diagonal flow of information between individuals or groups on different organizational levels. Lateral communication pathways are used primarily in cases of urgent communication need. Diagonal communication arises as to the transfer of problems from horizontal communication to another hierarchical level. Informal communication in the organization is secondary. It is a very complex communication network that rests on the personal touch. In contrast to the formal communication system, it does not follow any predetermined line.

Informal communication reflects employee perception of the organization. It intersects formal channels of communication and although it is occasionally useful, mostly for managers. In order that manager can control informal communication channels only partially, in the interest of maintenance, communication balances in the system (organization). It is recommended to send information in a timely manner through formal channels in all directions: an open network of formal communication is the best means of controlling informal communication. Although, informal communication channels to a large extent transmit rumours and gossip. This type of communication can also contain essential information for the organization, and it enjoys the trust of the employees. Informal communication or messaging along the organisation has a positive impact on its employees in order to perform the job effectively. (D'Aprix,1996).

There are two types of informal communication networks operating in organizations, which are:

- Walking Management (MBWA)
- Grapevine (grapevine)

Management by Wandering Around or management walking around is a form of communication in which the manager communicates directly with employees (he, for example, socializes with employees). Guilt the lineage represents another informal communication form between individuals on all organizational levels. This informal communication emerges in response to

situations that are important, in which there is ambiguity also in the conditions that encourage anxiety. The 'grapevine' represents a communication network that can be found in every organization. The term grapevine comes from the United States Civil War in the 1860s (Davis, 1953). It is an informal channel of business communication because it spreads all over the organization in all directions.

The single-chain represents the type of communication network in which each member communicates with the other member. A gossip chain represents the type of communication network in which one member communicates with all members. Random chain explains the type of communication network in which each member randomly communicates with the other member of the chain. The grape chain can be explained as the type of communication network in which one member of the chain communicates with another selected chain member.

Communication contributes to the integration of one society, its stability and progress. One of the tasks of communication is precisely to shape the socio-economic and political structure of the society. Family, community, enterprise, religion and government are just some of the examples of organizations that make up in a certain way a natural part of our daily lives.

To understand the connection between organization and communication, it is important to understand that organization is a social mechanism made up of individuals and groups of people. To produce products and provide services, people establish interaction within the organization. To establish it, they must communicate. Therefore, everything that is social is based on communication. People need to communicate in order to get organized at all and then must communicate to coordinate and control their activities inside the organisation.

CONCLUSION

Communication is closely related to all areas of human life and action. There is no segment in our private life or in any organization where communication is irrelevant. Communication helps the

organization to achieve its goals and therefore, it is very essential for communication to be successful. Communication can be described as information transfer, but also concepts such as the exchange of feelings and ideas. A communication process can have two streams, namely through formal or informal channels, while communication direction has its three paths to which the whole process can flow. In general, communication occurs in different forms, namely: oral communication, written communication, non-verbal communication, para verbal communication and electronic communication. However, different studies have found that there is also an area of communication called organizational communication. Any kind of organizational communication can be described as a product of the modern business. It takes place primarily within the company itself and as such it has several shapes. The whole complex process of communication in the majority of cases are hampered by various obstacles. Today studies consider some new, and contemporary problems in communication such as silence or communication as a problem between a man and a woman. Regardless of the type, direction and method of communication, communication is the basis of all interpersonal relationships. Today, in the time of globalisation and technology, new modern types of communication or virtual communication have a stronger impact on all organisations. People communicate much more effectively and faster by using different virtual channels.

Although technologies have taken over space, and a large virtual interactive area has emerged, the future itself cannot be imagined without communication, nor can any tool or device replace the whole communication process and do it completely virtual. No technology can replace communication in any organisation.

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POSLOVNA ORGANIZACIJA KROZ UČINKOVITU ORGANIZACIJU

SAŽETAK

Ciljevi su ovoga istraživanja pokazati koliko učinkovita komunikacija pridonosi organizaciji te da ima pozitivan utjecaj na ishod svakoga poslovanja. Istraživanje pokazuje kako tehnologija organizacije razvija komunikacijske i međuljudske vještine zaposlenika. Ako se ne ulaže u razvoj komunikacije, nije moguć uspjeh u poslu. Kako bi unaprijedile svoje poslovanje, tvrtke moraju naučiti učinkovitu komunikaciju da bi uspješno komunicirale s njima. Postoje različite vrste komunikacijskih aktivnosti, počevši od menadžera do osoblja itd. Istraživanja pokazuju kako je glavna prepreka u organizaciji zlouporaba komunikacijskih vještina na ispravan način. Kako bi pobjegli od problema u organizaciji, čelnici bi trebali biti u stanju pronaći pravi način za učinkovitu komunikaciju unutar organizacije. Danas novo područje globalizacije i različite vrste virtualne komunikacije postaju vrlo popularni što institucionalnu komunikaciju čini vrlo brzom i učinkovitom. S obzirom na sav taj tehnološki razvoj u organizaciji, ne postoji tehnološki alat koji može zamijeniti samu komunikaciju.

Ključne riječi: komunikacija, organizacija, menadžment, tehnologija, međuljudske vještine