

THE ROLE OF COMMUNICATION MANAGEMENT IN BUSINESS ADMINISTRATION OF THE COMPANY

Odessa National Polytechnic University

Abstract. *In the perspective of the market situation, the creation and management of effective communication links is an important strategic asset, due to the growing importance of creating competitive advantages for the company through intangible assets, due to the growing importance of non-price competition. knowledge and trust of consumers becomes a guarantee of successful work.*

Key words: optimization of business process, intangible assets, business reputation, corporate culture, crisis business efficiency, business administration.

Communication or otherwise called the link causes the emergence of new data links, structures and controlling mechanisms of the present-day society progress, that leads to the need to change the functions of its formation and implementation. The link affects all spheres of public life, in connection with which there is a great number of problematic issues, among which the most relevant is the study of the specifics of the spread of communicative mechanism in community, that leads to the transformation of various value systems, which are based on the relevant ideological doctrines to increase the activity of economic productivity of enterprises and the formation of public policy.

Of particular importance is the study of problematic issues in the area of clarifying the place and aspect of communication in the evolution of modern society. That is, the fundamental subject here is to investigate the extent to which communication as a societal phenomenon contributes to the development of socio-cultural dynamics of society, how societal apprehension is transformed as a result of the development of appropriate communication mechanisms. Review of this issue is directly related to the studying of the social communication upgrade, moreover, the most valuable issue is the progress in social communication, which contributes to the new model of social organization structure - a communicative society.

Back in the early 80's. Japanese scientist E. Masudi, a sociologist and futurologist, one of the authors of the concept of the data community, described communication as an profit-making category and a public good that affects the development of all spheres of public life. The level of communications evolution is a criterion of social progress, which is ensured by reducing the duration of innovation, increasing the speed of circulation of innovations and the emergence of new automated systems created to carry out dynamic processes of association.

Business communication is the cooperation of the subjects of communication to achieve certain interests of the company, its main goals. Communication management today contributes to the added value of the company, becoming a factor of competitive advantage through electronic information exchange, decentralization of management processes inside and outside the organization, creating a fundamentally new communication network based on social media marketing, which allows instant contact with millions of audiences, administration of own strategy on brand promotion, development of positive reputation, increase of target audience.

Main communication functions:

1. Informative - the transmission of true or false information.
2. Interactive (motivational) - the organization of interaction between people (coordination of actions, distribution of functions, influence on mood, beliefs, etc.).
3. Perceptual - the perception of each other's partners and the establishment of mutual understanding on this basis.

4. Expressive - the influence of emotional experiences on the nature of actions.

In the business environment, there is a universal communication scheme that covers different levels of management and the decision-making process. There are seven components of the communication process in the literature:

1. An individual empowered to create a reflective report whichever the essence of communication and begins the process of exchanging information.

2. The essence and content of the message, reflecting the need to exchange information at a given time and on a particular issue. The importance of the message is expressed in the form of its submission and the selected information route.

3. Direct information transmission channel. In modern companies, due to the high technology of information exchange, intragroup channels and channels of interaction with the external environment are defined. Intra-group channels include the company's internal mail, mobile numbers assigned to the company, the company's information log. It should be noted that along with the official channels of information, there are always informal channels, which include various ways of transmitting information: calls, personal conversations in a narrow circle, written messages and others. In order to increase the efficiency of communications, the company builds certain standards of communication in terms of importance, urgency, coverage of specialists, interaction with the external environment.

4. As the information is directed to a certain circle of persons, it is very important that the person receiving it must correctly master the purpose of the transferred information. Therefore, the information must be created in a form and in ways that the recipient will easily perceive.

5. Any communication is result-oriented. The result can be manifested in the performance of certain actions, expanding the knowledge of the recipient, continuing to communicate with users of another organizational level. It is the result that will assess the quality of the message and its relevance to the target audience.

6. One of the most important stages of communication in business is feedback. Whether the communication is aimed at the company's employees or the external environment, it must have a response or response to the information message, which can be heard, read, seen. It is on the basis of feedback that the adjustment of the following communications and the communication process in general to achieve the set goals is built.

7. Any information in the transmission process has a so-called "noise". Very often, when the first manager conveys information to top managers, each of them understands and then executes the message in his own way, which in general does not allow the company to achieve its goal. Therefore, many first leaders check the feedback at the end of the meeting and record the results of the meeting, which are later communicated to the participants in the information message.

The means of conducting business communication are formal and informal:

Formal means. It is worth noting that business communication involves not only interaction between enterprises, but also relationships within the firm. So, formal communication channels are those channels that are established by the management of the enterprise. There are vertical and horizontal formal means of business communication. Vertical, in turn, can be divided into those that are directed "up" (to management) and "down" (to subordinates). It seems clear that both areas of communication are very important, because communication "up" allows management to quickly obtain the necessary information from employees of the firm, which allows them to further determine the policy of doing business within the firm. Communication "down" allows you to quickly and clearly coordinate the actions of subordinates and convey to them the values and current objectives of the enterprise.

Informal means. Informal communication channels in organizations are often called false rumors. While many authors believe that the information transmitted through the "false rumors" system is inaccurate, at least one researcher, a full member of the Academy of Management Kate Davis, believes that 75% to 95% of such information is correct. In addition, informal channels usually transmit information faster than formal ones and play an important role in the distribution of organizational tasks. In one recent survey of office gossip, only 14% of respondents said they rarely resort to rumors. The rest said they spread rumors either often or occasionally. Most of the rumors were related to work; among the most frequently discussed topics were

changes in business and office intrigue. 57% of respondents explained their participation in the spread of gossip by saying that this was the only way to find out "what is really happening". A common form of informal communication is outreach management and the "grapevine". The "grapevine" is an informal communicative network of the organization that is formed at the lower level and exists along with the formal network. Grapevine chains can be as follows:

- Unidirectional (information is transmitted sequentially from one employee to another);
- Gossip (from one to many);
- Probabilistic (news is spread randomly);
- Bunch (information is passed to several employees, and some of them also pass information to several).

The experience gained by other countries in the legal impact on the formation of data rights and responsibilities proves the inadequacy of existing legislative measures to protect them.

Global modernization of the business administration structure of the enterprise entails the new departments evolution and the disappearance of old ones, and new communication technologies are changing the structure of interpersonal relationships within the company. Thematic conferences, computer mailings, webinars are becoming an integral part of modern society. This virtual world is built on its own ethical principles, perhaps somewhat different from those accepted in the real world. Thus, we can conclude that modern means of communication not only increase the efficiency of information use, but also reduce staff stratification.

High-quality business administration requires a system of knowledge of the laws of information exchange, which is an effective business resource and intellectual property in the process of diagnosing the condition, formation and implementation of a set of capabilities for enterprise management.

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Zamlynskyi Victor A. – doctor of economics, Professor of the Department of management, Odessa National Polytechnic University, Odessa, e-mail: zam.agrariy@gmail.com

Buzunar Alina V. – postgraduate student, Odessa National Polytechnic University, Odessa

Adil Mohamed Abdalla Sultan Al Ali – postgraduate student, Odessa National Polytechnic University, Odessa