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THE IMPORTANCE OF COMMUNICATION IN BUSINESS MANAGEMENT

A market economy can't exist without well-developed information infrastructure and business information. At the same time, such factors as information and communications play an important role. Management activity is based on certain information; it can be displayed as an integrated system of information interactions of the personnel of the firm.

The essence of management information is to provide an integrated reporting system, which gives each level of management the “necessary” information at the “required” time [1].

First of all, communication management is a component of the theory of management of economic systems. He studies the interaction in time and in the space of elements that effectively use all types of capital of economic systems, as well as the laws of the exchange of information, knowledge in the process of formation and development of the economic system [2].

Secondly, communication management is considered as an independent professional activity of the manufacturer, intermediary and consumer (subjects and objects of the economic system) for the implementation of the communication strategy, formed in accordance with the motives, interests and specific goals of each [3].

Communication is often overly formalized. To avoid this, it is necessary to take the following measures: to expand the framework for business and personal communications (fewer instructions), to reduce the volume of communications in writing (less bureaucracy), to introduce rules of conversations, meetings at work in a favorable attitude to work.

The organization can't function in conditions of internal vacuum. All representatives of the Ukrainian business come to the unanimous opinion that it is necessary to create an optimal communication system in order to increase the awareness and solidarity of the staff. For this purpose, the use of computer technology is very effective.

Effective functioning and management of the organization is impossible without the establishment of the communication process. They create the conditions for the disclosure of the business and professional qualities of workers; contribute to the creation of creative potential.

An effective communication system is a synthesis of the theory of organization, management structure, and communication theory. If it does not compete in one of the spheres — it will affect all other areas.

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