

THE IMPORTANCE OF THE ECONOMIC COMMUNICATION WITHIN THE ORGANIZATION

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***Abstract.** The current business climate is changing day by day with a greater speed than ever before. Businesses will always be affected by circumstances such as the economic environment or the market evolution. To do this it is important that the company is strong and with a healthy working environment. It is becoming more and more important that the organisation is strong so it maintains its place on the market. The main purpose of this article is the observation and the detailed analysis of the bonds between the concept of a business organisation, economical communication inside the company and the strategies used by managers to create, develop and maintain a strong position for the company on the market.*

***Key words:** economical communication, internal communication, organizational culture, communicational strategy*

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1. Introduction

No matter the business field, a company provides products to a group of consumers, also known as the target audience (group) of the company. Most business people recognize that it is extremely difficult to find sales professionals that will stand up on the market and provide business opportunities for the company. To have and maintain a good relationship with the clients, through its employees, a strong company, first and foremost, needs to keep a close relationship with the employees. A strong company keeps in touch with its client base through its employees, thus the internal communication in the company itself must be as good as possible.

When the clients have an option, companies must do their best to become better, more organized and closer to the clients. In other words, any organisation, no matter the industry, has to create added value for the clients. Such an effort requires organisational involvement on every level. Everything that happens and, especially what doesn't happen inside a company, affects consumer perception on the value of the product or service it provides. Responsible companies have learned, over time, that the first step towards winning clients is the loyalty of their employees. Companies need to know their own employees and keep a relationship with them as if they are veritable internal clients. To communicate with the personnel does not mean to manipulate, but, contrarily, means to invite them to join, through information exchange, in building a collective definition of a work environment, of the challenges and possible solutions. (Mucchielli, 2005). In this context, more and more attention is given to the concept of organisational culture. Communication inside the company is, at least, as important as external communication because, more than anything, a company is the company that it is (or that it defines itself) only as much as the its own employees find themselves in its values and feel that the company's values are found in their concrete and palpable reality, not just figures of speech found in a speech about the organisation of the company. Hence the importance of stimulating and motivating employees on their work, so they can feel as if they are part of the company and its achievements.

2. Internal communication - The importance of the employee loyalty towards the organization

Nowadays employees admit that the job perspectives, the ones regarding career development and promotion, depend on the stability and health of the company. And it is essential for sure, that such perspectives need to exist; growth and development are one of the most consistent devices of predicting employee motivation. But knowing that these factors improve employee motivation is not enough. For companies to stimulate and motivate, with success, the personnel, and even more importantly, to allow the transfer of motivation to productivity, it is essential that an adequate leadership exists, suitable feedback processes from the employees, appropriate performance management systems and clear development opportunities. (Schumann, Sartain 2006)

In any organisation, a few basic principles should be implemented, and on their basis the business needs to be conducted, as: work should be fun, employees need to be given information about the internal information and structure of the company, and their suggestions need to be listened and the company needs to show loyalty towards them. These principles are just a few examples to be followed in order to have better results during the companies

activity. Companies need to understand that that succes doesn't come free, but it is obtained through a well thought strategy. So succes needs to be created by and with controlable means. (Daffy, 2009)

A market study conducted a few years earlier, shows thatas hard as it was for consumers to name five companies from witch they receive really good quality services, they had no difficulty in offering a list of ten place where services where really bad. (Daffy, 2009). In order to avoid being in this kind of charts, a company needs to have very good knowledge of their employees, to permanently try to keep them interested in the needs of the company and, not last, to create strict rules regarding their behavior. Trainings are a method that the majority of companies adopt, specifically to invest in their personell and to obtain better results from them. Trainings for the employees are ideal, especially if we are reffering to a big company, where image and behaviour of the employees are also the first impression about the company from the client.

Also, the material benefits and facilities made available for the employees, also have a segnificant impact in keeping and maintaining the motivation and attention, and thus triggering loyalty. In the hipotesys that those will not be given anymore, the risk of having negative effects is greater, employee fidelity, becoming, in the long term, conditioned by those. Any company, in any field of work, wishes for people of great character with whom to share company values and to easily integrate in the organisational culture. Companies start to provide messages to the employees to building a trusting relationship, and use communication as a way of become closer with the employees. The way i witch this communication is done is to be observed as, not only the verbal component is the one that matters but alos it intervines the way in witch the message is sent, the tone of voice used (paraverbal) and also the body language (nonverbal). (see fig. no. 1)

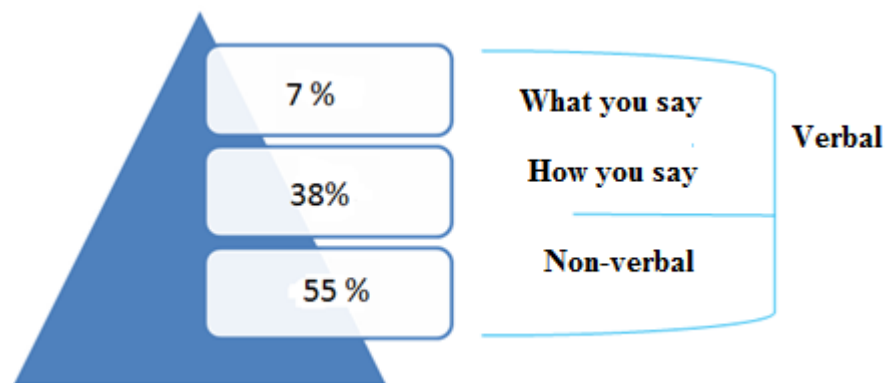


Figure no. 1 The components of the economic communication

Teambuildings (education through collaboration games) are also very important. These have as main targets (Derlogea, 2006):

- ✓ Increaseang self-confidence. After successfully (or without success) taking part in the increasingly difficult games that include “danger” on a physical and emotional level, a lot of individuals get greater self-esteem. After “growing up” through the faced challenges, in a game, the participants face new challenges and even more complicated tasks with greater courage, in the next game (or the situations from real life)
- ✓ Raising the degree of aid from in between the group. The game philosophy is based on the hypothesis that anyone who is, sincerely and fully trying to solve the task of game, has the right of respect from their fellow participants. Personal effort and trying is what matters more than the success or failure, because on many of the games, they are depending on the teammates. Friendly and encouraging atmosphere tend to encourage participation. Because of this, on many of the games used, it was reduced or avoided completely competition with other team or individuals (if there is the case)
- ✓ Increasing the level of responsiveness and neuro-muscular coordination. Many of the exercises stimulate basic balance and motion flow. These physical performances are more easily done than any other types of movements and physical effort (such as sprinting, running etc.) and the success of mastering your body encourages and gives a sense of self-trust any every area of activity.
- ✓ Increased satisfaction for your own body and the joy of being with others. A base criteria for appreciation of a game is the level of fun it provides. This, on one hand, compensates the stress created by the sensation of danger and, on the other hand sustains and improves the educational process.
- ✓ Increasing the familiarity with the natural environment. Young adults and adults that live in the city don't know what rain, mud, wind, frost, sleet, autumn, winter, tiredness and such feel like. Many games that are played in the outside environment familiarizes them with “accidental” rolling in the mud, the smell of grass, the rays of sunshine, the cold of winter under its most diverse forms. Uncertain weather status also

contributes to increasing of “apparent danger” of the activity and increasing the educational value of the exercise.

A survey conducted on a sample of 90.000 employees from 18 countries, aimed the analysis of some key-factors that determine employee loyalty for their workplace, such as: ability to participate in taking decisions, encouragement from the management for innovative thinking , willingness to develop skills by taking on new responsibilities and interests of top executives towards employees. (Ziarul Financiar, 2010). A fifth of the employees (21%) are trully passionate about their workplace and would go to the extreme for their employer. „Loyalty of the employees is essential for the competitiveness of any company and of each and every economy and thus, great work needs to be done towards improving this indicator. In order to do this, we must start by admitting that the true problem is not a lack of interest, monotony, from the work place but the managers with a”heart of stone” that ”cut the wings” of their employees” noted Gray Hamel, consultant and professor at London Bussines School (Wall Street Journal, quoted by Ziarul Financiar, 2010). The survey shows that the companies that register the highest levels of loyalty with their employees have better financial results and more succes with the retention of valued employees compared to the companies with a low degree of loyalty. The company is the strongest factor that influences the loyalty of the employees but there isn't just one model of organisational culture that determines high performance of the employees. The most effective approach would be to do according to the company's strategic priorities and leaders must understand their employees as well as understand their customers. (Ziarul Financiar, 2010).

In order to demonstrate genuine commitment to the organization, an individual must first be satisfied with their own work, with their daily activities in the company and then with the organization as a whole. An especially important aspect is that the individual needs to permanently align their interests with those of the organization to which it belongs, so that the benefits are mutual . A culture oriented towards transparency, ethical behavior , fairness to customers, partners and colleagues and a high level of professionalism, favours the premises of attachment and responsibility to the organization, aspects which are reflected directly on the business and organizational image. (Cismaru, 2008)

3. Conclusions and suggestions

Currently, we witness greater and greater expectations from the civil society towards organisational behavior. Organisational culture, although seen as a abstract concept, represents, right now, a subject of great interest. This is due to real effects that can be sensed at company level, visible in communication with the external environment, with clients and consumers. The importance of understanding of the way in witch every type of culture works, and also identifying the correct type of culture, are proving to be extremely important because, based on these, the behaviour of every employee is determined. And very employee is part of the civil society, that provides feedback to the company. It is becoming even more important the behaviour of the employee as a component of the organisational culture.. A satisfied and stress free employee will have a good productivity and also a high degree of loyalty towards the company where he is working Regarding this, specialists recommend (manager.ro):

- ✓ The first objective to be achieved to combat stress at work is to find the problems commonly encountered by company's personnel. Is recommended that the employees should indicate the most common reasons of irritation. Perhaps most of them cannot be resolved, but there is still the chance that at least part of tension is removed.
- ✓ The granting of "vital space" employees. Especially for small companies, employee lives sometimes with the impression that the manager always looks at him and he is subject to a continuous monitoring. Freedom to work and arrange as desired or grant a greater powers of decision are the first steps towards solving this problem.
- ✓ Avoiding the overload of the high performance employees with too many tasks. Finally, stress will gain ground and the productivity will suffer. The employee must be able to determine the extent to which one can be called and he should be encouraged to inform their superiors if the tasks assigned are too many or too heavy.
- ✓ Avoiding overtime. The employees have, thus, the time required for solving problems outside the service and restoring forces. An employee with a fulfilling personal life can easier support the office tension. Of course, there are times, such as some crisis or emergency, when the only solution remains the extension of work and after hours. But the effect of these periods can be reduced by providing by management a number of extra days off.
- ✓ A presentation to the staff of the concrete objectives of the company and their involvement in achieving them. When people understand what the company's management is trying to achieve, and that, to achieve this goal, requires a total mobilization of all staff, they can adapt to stress more intensely, for a longer period of time. Feeling integrate their ability to cope with pressure increases significantly, fulfilling the condition that the employee succeed to share his enthusiasm employees.

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