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ASSESS THE ROLE OF EFFECTIVE COMMUNICATION BETWEEN MANAGER AND SUBORDINATES

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ASSESS THE ROLE OF EFFECTIVE COMMUNICATION BETWEEN MANAGER AND SUBORDINATES

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Abstract

Communication is the way information is passed from person to person so that it can be taken in the way it is meant. The main purpose of this study is to explore the relationship between effective communication and organizational strategic management. The investigation and descriptive design of the research were used. The results demonstrated that while efficient communication guarantees organizational performance, it depends greatly on the communication pattern, communication techniques, efficacy and suitability of the medium employed. Based on these findings, the study advocates soaking up and cultivating variables that enhance warmth and cordiality. A basic organizational structure should also be developed and executed to facilitate easy communication flows, and to gain the best from it, the manager needs to treat his subordinates humanely. The paper finds that the "lifeblood" of companies is good communication, and that efficient and effective communication affects the "bottom line" of the positivity of our corporate goals. Communication is something that we do reflexively, for example, breathing. We chat with our spouses, children, and friends without thinking a lot about how we do it. However, communication in the workplace is very crucial to having a favorable and amicable working environment. Effective communication is vital in the planning and control of the resources of an organization to achieve the objectives of the enterprise. It helps to boost productivity and output, which contributes to a business or organization's success. Effective communication, although significant and beneficial in generating strong relationships and productivity, can be defined as hindering this efficacy, such as sarcasm, chatter, humping, poor working habits, and many more.

Keywords: - Communication, Organization, Subordinates, Management, Company, Manager

Introduction

Communication can be defined as information transmission and a common understanding between people. It creates or exchanges between sender (s) and receiver ideas, feelings, and understandings (s). The establishment and maintenance of relationships in the workplace is vital. Vol. 50, No.3(VI) July-September 2020