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Business Communication

Bekim Maloku^{a*}, Katerina Mircheska^b, Pece Nikolovski^c

^{a,b,c}Faculty of Economics, University "St. Kliment Ohridski" – Bitola, Marksova 133, Prilep 7500, Republic of North Macedonia

^aEmail: bekim.m70@hotmail.com, ^bEmail: kate92.dimeska@gmail.com, ^c Email: nikolovskipec@yahoo.com

Abstract

Business communications are the process of sharing information between employees within and outside a company. Effective business communication is how employees and management interact with each other to reach organizational goals and be more aligned with the core company values. Its main purpose is to improve organizational practices, eliminate silos, keep employees informed and reduce errors. Effective business communication is **essential for the success and growth** of every organization. Unlike everyday communications, business communication is always **goal-oriented**.

Keywords: organization; employees; effectiveness; information.

1. Introduction

Business communication is a way of interacting with people who are working within a business or with whom you're going to build a relationship outside your organization's premises. These relationships can be with different companies around the world, which will, in turn, help you to expand your business throughout the world. All the working and the effectiveness lies in business communication. Business communication must be done at all levels, whether it is managerial or technical. All the levels must have a proper Management System that can help the people to communicate with each other and helps them to work more efficiently. Organizations are now becoming aware that sending generic company-wide emails or using outdated Intranet is not enough to catch employees' attention!

* Corresponding author.

Therefore, many companies are now implementing mobile-first employee communications apps in order to improve employee communication, ensure that employees always have access to important information, and to make sure that the entire organization is aligned[1].

To add, **the growing shift towards remote work** is also one of the reasons why employers are looking into implementing communications solutions that best mimic social and communications apps that employees use in their private lives. This way, business communications become much easier, faster and more streamlined.

Better business communication also means better customer satisfaction. If there's poor communication within an organization, two things happen when it comes to customer service and satisfaction.

First, employees in customer-facing roles won't have the information they need. Second, customers will sense the low employee morale and have a negative experience.

One of the main goals companies are trying to achieve by investing in internal communications is to **improve knowledge sharing best practices**[3:160].

In a world where employees are constantly growing and learning new things, employers need to enable easy knowledge sharing within their organizations. Without a well-set internal business communications strategy, knowledge sharing and organizational knowledge suffer[7].

Without a proper communications strategy, it is very hard to keep effective interdepartmental communications within companies.

For employees to be more productive, they need to communicate and collaborate easily.

2. Types of Business Communication

There are primarily two types of business communication, namely internal and external.

2.1. Internal communication

It is the one that is happening within the company and between the employees. Internal communication can be upward Communication (Subordinate to Manager), Downward communication (Superior to Junior), or Lateral communication (Cross-departmental communication).

2.2 External communication

It is what a company does with other organizations around the world to expand their business at a global level. External communication can be discussion meetings, feedback meetings, problem-solving meetings, and upward and downward communications.

3. Methods of business communication

Business communication is nothing but the interaction of the people within the company and can sometimes be the interactions with foreign companies. However, business communication methods are entirely different from that of normal communication. Let us look at the methods of business communication.

3.1. Web Based Communication

In a Web Based Communication, the superiors, like the boss or director level people have meetings on social platforms and communicate with people to discuss the various aspects that they are going to adopt for their product.

3.2 Telephone Meetings

Telephone meetings are uncomplicated and the most commonly used meeting forms in which superior leads a meeting with their employees during phone calls. In this meeting, all the employees are connected through a conference call in which every employee is allowed to speak regarding the different aspects of a particular problem.

3.3 Video Conference

Video Conference is another kind of Web Based Communication in which one person is set as a moderator who conducts the meeting on a video conference platform like Skype and all the other workers are set as participants who can speak only when the moderator permits them.

3.4 Face to Face Meetings

We know that all the web-based meetings are easy to conduct. However, there are certain conditions in which face-to-face interaction is pretty important. In those cases, the superiors do a manual meeting in which all the employees are asked to come to the meeting room in which all the problems are discussed.

4. Presentations

Presentations are the visual form of communication. In this, a person prepares a presentation which he/she shows to the people who are attending the meeting. This presentation has all the required information related to a particular subject. This form of business communication is the most adopted form of communication.

5. Faqs

FAQs stand for Frequently Asked Questions. In this form of communication, the employees are asked certain questions that are related to the particular topic which they are assigned and the employees have to answer those questions. These FAQs are mostly asked by the superiors inside the meeting room to get a clear report of the progress regarding the particular product.

6. Process of Communication

Communication is a very simple and prominent process. Communication has a very simple definition which involves the sending of messages to other people so that you can make them understand your views. However, certain formal terms are related to communication that you have to understand. Besides, communication always has a sender and a receiver. A sender who is sending the message needs to provide the message in an effortless and straightforward manner so that the receiver can understand the message. To understand the communication process, let us look at the under mentioned point[7].

6.1 Sender

Sender is the person who is responsible for the sharing of the message. They are the ones who start the conversation in the first place. They convey all their ideas, beliefs, and methodologies to other people so that they can verify whether the information is correct or not. Besides, a sender is sometimes called the transmitter as they are the ones who are responsible for the transmitting of the message.

6.2 Message

The message is the main body of the communication. Communication is nothing without a body (message). However, there are two forms of messaging:

6.2.1 Verbal

In verbal communication, there is no need for any written document as all the work is done through speaking.

6.2.2 Non-verbal

Non-verbal message mostly involves formal conversation as they require written documents for their transmission. Whenever a sender sends any message to the receiver, they should keep in mind that the message is clear, complete, detailed, and has proper courtesy[5].

Encoder Message is made by thoughts. First, the sender has to think about what to say, whom to say it, and how to say it. After that, all these beliefs are converted into message forms which are then conveyed to the other person. This conversion of thoughts to a meaningful message is called encoding.

In other terms, we can say that encoding gives the thoughts a suitable shape so that they can be shared with other people. Besides, during this encoding, the sender decides whether the message is verbal or non-verbal[4:120-124].

Channel: You know how to communicate, where to communicate, and whom to communicate. But, you don't know who to reach out to the people you want to communicate with. This is the scenario in which channels come into action. Numerous mediators are used in modern days to communicate with people. There are T.V, Radio, Mobile Phones, and many other things through which you can communicate with many people. Besides,

the choice of channel entirely depends upon the relationship between the sender and the receiver.

There are some cases in which face-to-face communication is better than using technological support.

6.3 Receiver

Receiver is the person who receives the message and provides it with suitable meaning. However, there are certain duties of a receiver that they should perform. These duties are mentioned below [3:160-170].

1. The receiver must take the message that the sender conveys.
2. The receiver should have the capability to decode the message to understand it properly.
3. The receiver should understand the message properly and give that message a proper meaning.

6.4 Feedback

Feedback is the after message of the receiver. The receiver sends this message to the sender, which involves the reply and reaction to the sender's information. Therefore, without feedback, the cycle of communication is unfinished. In feedback, the receiver sends the reply to the sender that they have understood the message. In the case of face-to-face communication, feedback is much easier than that of long-distance communication [6:90].

9. Conclusion

Too much irrelevant content often results in **information silos**. Meaning information that is actually important to an employee can easily get lost. Ask yourself why information gets lost in your organization.

Proper internal business communications and the use of the right communications tools are crucial for eliminating this challenge. In the world of digital transformation, companies must be ready to adopt new technologies to improve their organizational efforts. As employee communications and engagement have become extremely important, new tools in this field have evolved. As mentioned earlier, emails, intranets and other outdated employee communications solutions are not enough anymore. Today, we see new software solutions that enable companies to improve both internal and external business communications. Remote teams are the future of work. This means a new kind of communications, leadership and management approach is required. Coordinating across time zones, information silos and overcoming language and cultural barriers are just a few communication challenges remote teams face. In addition, distance often makes it harder for team members to feel like a team.

Better internal business communications can have a significant positive impact on how remote teams collaborate and feel.

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