

## **PROCESSES IN THE MANAGEMENT SYSTEM OF THE ENTERPRISE**

In today's society, the social attributes of each individual are becoming more prominent. Social attributes are a combination of the different roles and identities that each person plays in the environment in which he or she lives or works. This means that everyone in a social group is part of a larger network of relationships, and communication is an important link to this network. A company is a profit-oriented economic organisation, which means that it is an organisational unit of people with a different division of labour and a unique way of operating within the larger society. Communication is not only an important link between employees but also an important way to build positive customer relationships. Peter Drucker, the famous management guru, pointed out that communication takes up most of a manager's time and energy and that managing communication is one of the basic responsibilities of managers and is a fundamental component and element of management behaviour [2]. It shows that effective and good communication skills are not only the golden key to enhance corporate cohesion and improve corporate combat effectiveness, but also a basic quality that business managers must have.

When assessing communications needs, it's important to remember that feedback from employees and customers is invaluable if a company wants to improve and maintain healthy growth. This is often referred to as an "open communication" model. A company should focus on the easiest way for an audience to give feedback, and then create ways for that to happen efficiently. And with the vast array of communication methods available in this digital age, communication management experts must seize on shifting innovations and adapt quickly to ensure they are reaching their audiences. One way to keep from getting bogged down by technological whiplash is to keep the big picture in mind, and there's no better way to do that than by making sure all communications follow the five W's. The five W's of communication management are:

- **"What information** is essential for the project?"
- **"Who requires** information, and what type of information is needed?"
- **"What is the duration** of time required for the information?"
- **"What type or format** of information is required?"
- **"Who are the person/s** who will be responsible for transmitting the information?"

These are good general guidelines, but it's important to keep in mind other considerations such as cost and access to information [1].

Many managers will openly express on different occasions that they welcome employees to put forward their opinions and suggestions through different channels and means, but in fact, many managers do not like to accept employees who disagree with them, and in serious cases, they may even become dissatisfied. In the long run, employees dare not and do not want to put forward their opinions and suggestions again, and they no longer care about the problems of the company. Therefore, managers should consciously change this idea and practice, to have the courage to encourage employees and the sense of responsibility for the enterprise [3]. In Maslow's hierarchy of needs theory, human needs are divided into physiological, security, love and belonging, respect, self-actualisation, etc., and in the management of enterprises to open up the way, respect and allow the existence

of different views can precisely make employees feel recognized, and then meet the need for respect. Therefore, truly sincere and genuine respect and allow the existence of different opinions, but will strive to win the support of employees.

Communication efficiency is inseparable from the establishment, operation and innovation of institutional mechanisms, and the development of information and network technology nowadays provides the conditions and basis for continuous innovation. Enterprises can innovate their communication mechanisms accordingly, using new, fast, efficient and acceptable channels such as QQ, MSN, mobile phone WeChat and management information platforms to strengthen communication at all levels and in all areas. Of course, as communication methods and channels continue to innovate, it is also important to recognise that traditional communication methods and channels remain powerful and important, and that meetings, discussions and interviews can be used simultaneously. John Naisbitt (the famous American futurist) once said: "The competition of the future will be a competition of management, and the focus of the competition will be on effective communication between the members of each social organisation and their external organisations." People, or rather a team of people who can work together as a team and have a strong fighting spirit, constitute the core element of a company, and the creation of a work team cannot be achieved without sincere and effective communication, which helps to break down the barriers between managers and employees, and then helps to increase the competitiveness and cohesion of the company.

In conclusion, effective communication is a fundamental component of successful business management, playing a vital role in enhancing efficiency, fostering collaboration, and promoting positive organizational culture. By ensuring accurate information transfer, real-time feedback, and harmonious interactions, enterprises can overcome common communication barriers and build stronger relationships both internally and externally. Implementing strategies such as leveraging modern communication technologies, encouraging open feedback, and fostering a culture of mutual respect significantly contributes to organizational success. Moreover, recognizing the importance of communication as an ongoing process allows managers to continuously innovate and adapt their communication methods, thereby strengthening the company's competitiveness and cohesion. As communication remains a cornerstone of management practices, enterprises that prioritize and nurture effective communication processes will undoubtedly achieve long-term growth and sustainability.

## **REFERENCES**

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