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MAIN DETERMINANTS OF COMMUNICATION PROCESSES AT MODERN ENTERPRISES

ОСНОВНІ ДЕТЕРМІНАНТИ КОМУНІКАЦІЙНИХ ПРОЦЕСІВ НА СУЧАСНИХ ПІДПРИЄМСТВАХ

With the transition to the information civilization era and the construction of the latest technologies, communications in enterprises are gradually developing and constantly improving. It is impossible to imagine a modern enterprise without communication links. Nowadays, information and communication technologies can radically change the way communications are managed in enterprises.

Today, it is hard to imagine a world without huge amounts of information and communication. The technical capabilities of information exchange intensify the interaction between people and the world. We are witnessing an information explosion that has generated powerful communication flows that are changing both the manager and the world. And if modern specialists do not have time to perceive these flows, or even operate with changes, they lose the very opportunity to feel the actual present [1]. Communication is a systematic work. It requires research-based planning and should mostly cover the entire range of possible formats, chains, and channels. We can call information in an enterprise a certain signal or even a message about any event that has occurred or will occur in the enterprise. Nowadays, thanks to communications, it is possible to successfully conduct business by maximizing the use of information and communication technologies. The increasing demand for communication knowledge and skills has been caused by the "communication boom", which has led to the fact that communication problems are now a concern of scientists in various fields, and the term "communication" has already become a firm part of the conceptual apparatus of social and humanitarian knowledge. The transformation of the industrial society into an information society is accompanied not only by quantitative shifts but also by qualitative changes [2].

Scholars interpret the meaning of "communication" in different ways. In the broadest sense, it is a type of interaction between certain subjects of information influence through a certain specific object, i.e. a message. Thus,

we are talking about the interaction of certain people, groups of people, social institutions, and society as a whole. Ukrainian researcher V. Bebyk offers the following definition of communication: "Communication is an indirect and purposeful interaction between two subjects that can take place in both real and virtual space and time." "Any communication," he believes, "involves the transfer of information, so it determines the relationship and, as a result, the relationship between the subjects in the process of communication" [3].

The concept of communication is quite voluminous and knowledge-intensive, which emphasizes the specific relationship of management elements with clear management changes in the context of the development of the information society. The very phenomenon of defining the concept of "communication" is considered from different angles and from different literary sources. The works of domestic and foreign researchers present different definitions of the concept of "communication". In general, in the economic literature, the opinion has been formed that communication, as a formal category of knowledge, is associated differently with each manager, so there is no single definition. That is, the definition of "communication" has not become stable, as evidenced by the too large number of them: more than 120, according to F. Dance and K. Larson in 1972, and more than 240, according to J. Andersen in 1996. In this regard, researchers note that there are almost as many definitions of this term as there are authors who have studied it [4].

Communication management in enterprises is mainly carried out between employees, and it is a process of information exchange within the team, where the transmission through the communication chain is distributed across departments and between individual employees of the enterprise. In other words, "communication" is a specific management function that allows, with the correct transfer of information, to ensure reliable connection of all enterprise channels and their interaction. Thus, the famous American communication theorist W. Schramm notes that communication (at least, managerial communication) is what happens between employees. By itself, without employees, it does not exist. There is nothing magical about it, except that employees enter into communication ties. There is no other content in the message than that which the employees of the enterprise put into it. Thus, when studying communication, we also study the employees of the enterprise who enter into relations with each other, with their groups, the enterprise and society as a whole [5].

In fact, "communications" at enterprises should be understood as the exchange of information between structural units and employees in the communication environment of the enterprise through the interaction between the elements of the communication process of enterprises. And by "management of communications in enterprises" we consider it expedient to

understand: the purposeful impact of an information message on the communication system through communication channels through the interaction of all elements of the communication process, which will ensure the development of communications in enterprises [6].

It should be emphasized that communication is an important enterprise management element, since it is impossible to create, send, receive and analyze information at an enterprise without a properly established communication process. Recently, communications in business management have undergone significant changes. Previously, communication flows without feedback prevailed at companies with established communication. Interestingly, there are still enterprises where the management organization and process management at the enterprise is at a low level, i.e., these are erroneously built communications [7].

The functioning of such enterprises, where efforts are aimed at obtaining information by any means, is characterized by low quality communications (this is not the way to manage an enterprise), since effective communications are defined by well-established flows and feedback [8].

It is very important for an enterprise to be able to correctly distinguish between internal communications, i.e. communications between structural units, employees, etc. and external communications, i.e. communications between the enterprise and the external environment. At the same time, sometimes a third area of communication is distinguished, the so-called corporate communications, which ensure the exchange of information between structural units of the enterprise that are geographically separated from each other.

Organizational measures in enterprise management through rationally established communications are designed to form an unambiguous understanding of the global mission of the enterprise and its related goals and specific objectives among all participants in the management process, and thereby determine the place of each employee in the overall communication process. It is very important that all performers of such management processes realize that communications are necessary for their interactions and can be involved in building the structure of these communications. Such interactions through communications provide each employee with more complete information about all business processes and business contacts at the enterprise, which is necessary for their effective participation in the management of the enterprise.

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