

THE IMPORTANCE OF BUSINESS IMPROVEMENT COMMUNICATION MANAGER EFFICIENT WORK ORGANIZATION

BAZIĆ Miljojko¹, MILOŠEVIĆ Snežana², MILOŠEVIĆ Marija³, BAZIĆ Aleksandar⁴

¹ Megatrend University Belgrade, Serbia,

² Agency for educational educational services, Pozarevac, Serbia,

³ SC Pozarevac, Pozarevac, Serbia,

⁴ Ministry of Finance, Belgrade, Serbia

Today we have more witnesses to the modern organization svetusve give greater importance to training their managers to uspečno and creative business communication. So come to the knowledge of the performance of managers of an organization najneposrednija depends on the manner of business communication. So, the business communications manager chose the key factors for improving efiksnijeg of the organization. Today the role neverbalnoj communication manager. Following neverbelnu communication much easier to recognize and identify the properties and behavior of managers that affect the construction of his personal and business image. Therefore, imposing potreba to find those characteristics of managers that make it a successful business communicator, which as such a contribution to the promotion of more efficient work organization. Scientists who deal with communications agree that business communication is a key process for the success of a manager. A great number of the modern manager spend time in a communication companies in conversations with someone, listening to someone, or writing, reading, etc. This means that the nature of business communication is a multi-layered and complex. This means that the skills of communication is not legacy. It must be learned permanently, throughout life. The process of communication consists of managers and non-verbal communication. Through verbal communication, managers can be seen through its various components such as level of education, character traits, education, preferences and interests, the ability of logical deduction, personal view of the world, etc. Non - verbal communication is manifested through: the body movements of the manager, manager of body contact, physical distance between the manager and the participant, the characteristics of non-vora managers and managers look. Non-verbal communication has several times greater importance in the business communication of verbal communication. Especially non - verbal communication has a significant role in first impressions and build a positive image of the manager. Managers with positive image guarantees that will contribute to improving efficiency in the functioning of companies.

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