

The Communications Impact on Personal Development and Organizational Performance in the Economy Based on Knowledge

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Abstract

In the actual context of the economy based on knowledge, meaning the globalization and the competition, the information and the communication are and organizational power. Those who have the information and know how to use it can change realities, significations and perceptions. The individual is the one who uses them voluntary or involuntary and in this way he develops on one hand the skills and communication abilities and on the other hand he changes his behaviour in a positive or negative way, generating at the same time the necessary parameters to create a favourable environment and develop his personality inside the organization.

Since the function of the organization definitely depends on the quality of the interpersonal communication, the organizational performance is possible only by using an efficient communication inside the organization.

In the actual context the present which people as well as the organizations perceive is full of challenges with a direct impact on the communication process. The globalization and the competition increase the content and the complexity of communication and especially the economic crisis. Therefore, the personal and organizational efficiency is based on the development of skills and communication communities.

Keywords: communication, communication abilities, personal efficiency, organizational development, communication communities.

J.E.L. Classification: D83, L26, M14

1. Introduction

Known is the fact that, regardless of perspective approach to communication in the Internet Age, communication process represents interconnection of certain agents relatively isolated, the result being the generation of new communication building level, what new features compared with the of components. These structures form networks of content and relationship plan is more than the individuals who compose them, and this is

due to interpersonal communication between network members. Communication effect on members of the network that generate evolutionary behaviour of each individual in the network (individual development occurs through communication). Obviously, d individual enemy is being mentioned again in network dynamics.

In *knowledge-based economy*, information (combination of signs and symbols) and communication means personal and organizational power for everyone, regardless of the manifest and the context in which these dimensions. Communication represents a fundamental element of human development.

2. The role and the importance of communication in personal and organizational development.

A. Importance of communication in personal development

Communication, regardless of the perspective of research and how to define, is always present, both physically and metaphysically, since there are human beings and according to some writers - Bible, for instance - even before human existence, both in relationship with God but also with the earth: people, things, animals, plants, etc. Communication is either a process by which information is transmitted from a transmitter to a receiver or an interpersonal relationship in which two or more people can understand (Gondrand, 1981). In this sense, **communication determines the development of the individual**, at least in the socio-cultural perspective.

Thus, it is known that *people are the result of* ongoing and irreversible *communication. Human behaviour is the logical consequence of the intrapersonal and interpersonal communication.* This is because all communication takes effect both on the receiver and the transmitter. *An individual's personality is the result of communication* because family and school education means first of all, communication. People are complexes, negative physical and psychological suffering due to poor communication with other friends, family, colleagues, with divinity, with doctors, with society, living world around them (Popescu, 2007).

In this context is, naturally, the question of why some individuals do not develop relationships (interpersonal or group)? Numerous studies have shown that some people cannot generate pleasant relations due to low *capacity communication*. So those lonely, generally have a pattern of self revealing, communicate less, are isolated and tend to be efficient through reduced transmission through verbal or nonverbal signs. Loneliness contribute to cognitive decline in individuals, they become passive and showing confidence and a negative attitude toward people (Popescu, 2007).

Any individual over the life belongs to different social groups: family, study group, group of friends, group work, etc. And to communicate knowledge of needs, language system, correct grammatical construction. Obviously, more than that, he must know when to speak, what to talk about who/what to speak, when, where, and how. This means that the *individual has communication skills*. Experts have not yet developed a scale for assessing these skills. It cannot be determined as objective as possible if an individual is more responsible than any other from this perspective.

After some experts (Lohisse, 2002), individuals who are proficient in linguistic (knowledge of language, linguistic and grammatical system), can learn the rules, determined by social context, necessary for obtaining a communication skill. The fact is that diversity of language combined with social diversity, hence the need to address interpersonal communication and the concept of *communities* in terms of *communication*. This represents a group of individuals who share certain practices of communication, rules governing the communication process. But an individual belongs to several communities of communication: family, work (working group)/place of study, social group, city, region, company. *Personal effectiveness* is directly proportional to the communities and communication skills. In fact, the human the socio-cultural point of view was possible because people were able to talk, listen, read and write, so to communicate verbally, nonverbal and written. This means that only through *communication man can develop personally and professionally*. This is because human communication is based on complex psychosocial processes: mental processes (thinking), social processes (codes, meanings, signs and symbols).

Interest in interpersonal communication problems today are the result of a great progress in human history, maybe for the simple fact that *the need for effective communication represents a psychological need*. It asserts that successful communication is to be in a relationship, and relationship occurs when one party to the communication process raises an emotional reaction or takes into account the emotional and affective realities of party (De Lassus, 2004).

Today win only the ones who are preoccupied in matching what they say and what they do relating to the circumstances, regardless of what I feel or think in reality. The question is whether the affect of self-organizational behaviour is beneficial or not for the organization. Unlikely, this is because, for those who can control their behaviour, there is a certain *cognitive dissonance* that will determine, at a time, a conflict of interest that cannot be extinguished as long as I will not know the origin.

In most organizations who wants to stand against globalization, appear so-called virtual groups, whether the organization operates in a virtual market or not. *The issues of personal development in these groups acquire* new meanings because, unlike a direct, personal relationship, communication through computer decreases performance of employees, mutual trust, leading to conflicts and affect relationships. This is because the socialization process of virtual teams and relational development of the stock is neglected which leads to decreased performance of the organization.

B. The role of communication in ensuring organizational performance

Communication inside and outside the organization is a highly complex processes underlying the increased competitiveness of any company. Organizational performance, expressed usually in financial indicators, depends directly to the organizational members' performance level. Of course, every organization wants to achieve high performance by meeting goals.

Therefore over time, but especially in knowledge-based economy, organizations have developed specific systems to proactively increase their competitiveness. And specialists in the sociology of organizations *had defined communication as a manifestation of the interaction between organization and environment* (Rogojinari, 2006). Communication actually occurs at all levels of management, being carried out on

all levels of command between them, horizontally and vertically. *Communication represents the premise of management duties.* Moreover, effective communication enables sustainable planning for organization, coordination and adequate reasons personalities exist within the organization and its objectives, to control how that works and the extent to which objectives are attained.

The organizational framework emphasis on interpersonal and group communication. From the psychological perspective, organizational performance requires human intervention component of the organization that aims to increase overall performance and efficiency of organizational members. According to this, organization is a human resource system under which occupies the central place, achieving high performance as a consequence of human resource development through its training, improving skills and communication skills by increasing interaction and relational inventory. In other words, addressed from the perspective of organizational performance organizational psychology relates to personal and professional development organization members in the system. Currently, the concept of organizational performance was institutionalized with a multitude of meanings that cover the need for organizational changes that occur in all sub-organization: redesigning the organizational structure, changing organizational culture, relational skills of organization members, developing creativity and innovation, change system information, implementing a quality system, etc.

Organizational performance within the organization is a strategy to achieve the objectives that rely on communication and behaviour science that systematically changing attitudes and behaviour is essential. We must not forget that the initiative for their development belongs only to the individual. So, in essence, *organizational performances are aimed at performance of your organizational members, the interaction between them and thus increase the efficiency of organizational communication and culture.*

Within the organization, *communication is an important component of the leadership.* Communication activities are group and interpersonal communications. Currently, an organization functioning is inextricably tied to the quality of interpersonal communication because it is a condition for social success, professional and organizational. Organizational communication effectiveness is dependent on the one hand, communication skills and community organization members and, secondly, the communication system designed, developed, implemented and operated within the organization.

Also, *communication is the basis of coordination of an organization* (as a function of management) because the information is sent as messages through specific channels in the communication process. The organization is constantly subject to processes of external adaptation and internal integration, and complexity of situations and sometimes conflicting interests of the people, and members of the positive or negative reactions requiring managers' intervention, through communication, the harmonization and synchronization of all actions and decisions of members' organization, hoping to ensure high performance.

Moreover *motivating organizational members is not possible without a social interaction.* Interpersonal communication is the best way to generate an effective working

relationship (Rogojinari, 2006), taking into account of all economic, social, technical, psychological, cultural, professional, etc. of the organization.

Obviously, the *role of communication in ensuring organizational performance is generated by a multitude of variables crucial to the organization:*

- Complexity of the mission organization and its objectives;
- Characteristics, size and specific operating parameters of the organization;
- Environmental characteristics in which the organization operates;
- Customer requirements;
- Dimension, nature and characteristics of the working group within the organization;
- Managerial work and personality of managers;
- Socio-professional characteristics and temperament of its members.

Communication within the organization is verbal, nonverbal, and written and is manifested in the organization as determined by specific aspects of the communication process components: transmitter, the source of the message (structure, meaning, composition), the channel filter receiver, jitter, recipient feedback effect. The message is the effect of other previously received messages. Determinant communication or information being given to events that made the writer decides to send the message receiver, in a certain context. Also, within each organization communication process is specific due to the personality of individuals that comprise that organization, organizational culture and other peculiarities arising from the influence of internal factors (organization parameters: field of activity, organizational structure, information system, management style, personality top managers) and external organization (environmental, technical and technological environment, economy, raising people's education).

And organizational communication entails *the exchange of messages necessary to achieve the objectives of the organization system*. Diversity of forms of organizational communication research requires complex role in ensuring performance in organizational communication. Especially since people are not only different but also have different behaviours in similar situations. In essence, the individual member organization plays several roles in order to achieve individual goals. However, regardless of role, each organizational member must define a *strategy of excellence*, resulting from the most relevant developments in relation to personal development. This strategy is based on behaviour change and aimed at the individual existence of creative capacities. This could be considered at the organizational level, as a strategy to achieve high performance.

3. Conclusions

Communication is the answer to existential problems confronting man's knowledge economy and digital age. People hate each other because they fear each other and are afraid because they do not know each other. Obviously, people do not know each other because they do not communicate. This generally holds true in the past, but especially today when the pace of life of individuals contribute to the phenomenon of loneliness. Moreover, many people feel lonely even when surrounded by other people and, superficially, develop joint communication. In the present context communication in

the workplace is as important or even more important for both the individual and the organization. Communication allows establishing relations not only between individuals but also between objects or between people and objects and making possible personal and organizational development.

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