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Importance of Business Communications in Corporate Business

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Abstract

The development of corporate business today does not know the geographic boundaries. The changed understanding of the concept of corporation has evolved depending on the technological advancement of human civilization and especially of the world of business. The world of business today is characterized by a high degree of transparency and public, clear and controlled behavior. The influence of the environment on the functioning of the corporation is getting stronger. Thus, information and communication technologies enable a more flexible cultural-ethical companion that covers the corporate domain and the domain of personal responsibility in business. From these facts, there was a need for a more detailed study of the notion of values created in the "cult of culture" and developed on the "tree of ethics" in the dynamics of modern corporations. The essence of this conclusion lies in the fact that "corporations today live in the time of expert buyers", which are not only more demanding in terms of supply and demand for products and services but also more and more competent in the field of concept and design, but also in the field of corporate decision making. For this reason, this research, with emphasis on business communication, quite justified the need to change current corporate behavior in the building of corporate values based on cultural-ethical grounds, and this behavior will increase corporate values more quickly, more consistently, more accurately and more accurately and accept the business environment and end customers themselves to become more loyal.

Keywords: business communication, enterprise culture and management behavior

Introduction

In this paper, a part of the research was designed to diagnose the influence of corporate culture and ethics on business efficiency in Republic of Srpska, Bosnia and Herzegovina. As far as the generalization of the subject is concerned, a smaller part will be presented in this paper with emphasis on:

- Relationship between feedback and product advertisements
- Relationship between feedback and customer communication
- Relationship between Feedback and Corporate Identity
- Communication relationship with customers and corporate identity
- The relationship of communication with partners and the introduction of intellectual capital
- Relationship to communication with partners and introduction of network management
- Communication relationship with partners and brand management
- Communication with partners and "Human Resource Management"
- Communication Relationship with Partners and Management and Corporate Culture
- Communication relationship between partners and managers' influence
- Relationship to communication with partners and formation and maintenance of enterprise culture
- Communication relationship with partners and internet platform
- Relationship to communication with partners and incentive systems
- Communication relationship with partners and real analysis
- Communication relationship with partners and real analysis
- Communication relationship with partners and cultural workshops

- The relationship between communication with partners and the assessment of the significance of the manager's behavior

The survey was conducted on a sample of 30 companies based in Republic of Srpska, Bosnia and Herzegovina. The study included 2393 examinees of different pole structures, age and educational structure.

The sample is structured so as to reflect a set of business entities of Republic of Srpska, Bosnia and Herzegovina. Taking into account the following criteria: enterprise activity, size of enterprise, organization and location.

It is noticeable that the companies of service and trade activities make up 4/5 of the companies covered by the sample. Production companies are represented in 175 samples, which is an approximate reflection on the state of the economy of Republic of Srpska, Bosnia and Herzegovina.

With regard to the size of the company, the sample is divided into three groups: large, medium and small. In large companies are classified: "Srpske pošte", "Inga", "Telekomunikacije RS", "Kastanea comerc" and "Premium", medium enterprises: "Belfan", "Poštanska štedionica", "Sinergija plus", "TT Inženjering", "Voćar promet", "Fimabih", "Vigmelt" and "Compex", while small enterprises are: "Evro produkt", "Rival komerc", "Intermobil", "Servis Vidović", "Dr Mladen", "Agromehanika", "Europrint", "M Power", "Blic.Net", "Telcomb", "Cooper", "Anecop", "Sebastijan",

"Primaprom", "Blutel", "Data promet" and "Drvex".

Companies covered by the research sample are divided into two groups:

- I. companies that used services (companies from I group)
- II. companies provide services (companies in Group I)

Group I includes companies: "Telekomunikacije RS", "TT Inženjering", "Kastanea comerc", "Srpske pošte", "M Power", "Inga", and "Pošta-nška štedionica".

Group II includes companies: "Drvex", "Vigmelt", "Rival komerc", "Intermobil", "Agromehanika", "Sebastijan", "Blutel", "Primaprom", "Compex", "Servis Vidović", "Blic.Net", "Telcomb", "Cooper", "Data promet", "Dr Mladen", "Fimabih", "Sinergija plus", "Premium", "Voćar promet", "Anecop", "Europrint", "Belfan" and "Evro produkt".

A dedicated questionnaire was designed for this research. Questions in the questionnaire are Likert type (intensity issues), meaning that in each question were offered more responses than those from extremely favorable to unfavorable.

Data analysis was performed by estimating each pair of variables through the Pirson coefficient correlation by estimating the intensity of the influence between the variables as given in Table 1. The analysis ignores the relationship between variables in which the impact is estimated to be extremely weak.

Table 1: Pirson Correlation Coefficient Standards

0,95<r<1,00	Functional relationship	Indicates a function relationship
0,80<r<0,95	Exceptionally strong relationship	It indicates a clear tendency with the possibility of signifying the interpretation of the relationship between the variables that the correlation formed
0,60<r<0,80	Moderate relationship	It indicates a clearly expressed tendency without sufficient opportunities for a significant interpretation of the relationship between the variables that the correlation formed
0,40<r<0,60	Weak relationship	It indicates poorly expressed tendency
0,20<r<0,40	Extremely weak relationship	Indicates a tendency that cannot be sufficiently trusted.
0,00<r<0,0	There is no relationship	There is no relationship

Research Results

In relation to Feedback and the elements on which the company is developing, three dependencies were investigated:

- communication relationship with partners and product advertisements,
- relationship of communication with partners and communication with customers, and relationship of communication with partners and corporate identity

Relationships with partners and product advertisements are just proportional, i.e. if the higher the level of Feedback is, the relationship to advertisements is more active. The value of the linear coefficient of correlation of 0.56304 characterizes the relationship between these two variable as a weak link, as shown in Fig. 1.

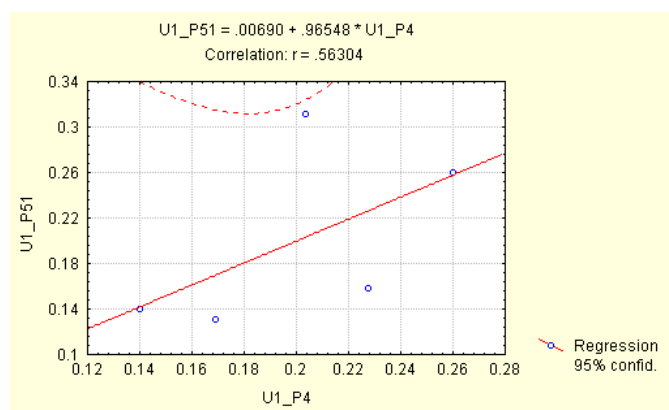


Fig. 1: Relationship between Product Feedback and Product

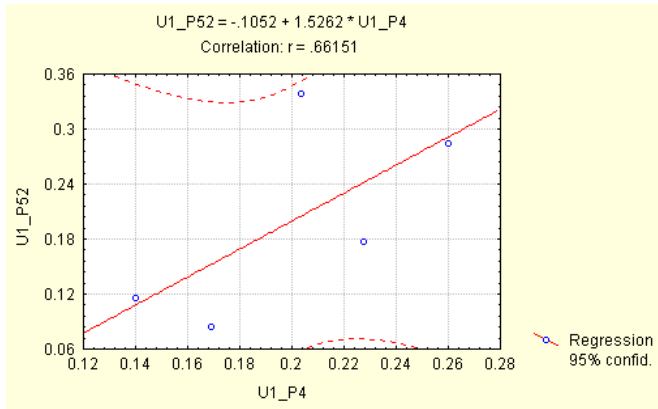


Fig. 2: Relationship between feedback and customer communication

The relationship between communication with partners and customer communication is just proportional, that is if the higher the level of Feedback is, the relationship with the customer is more active. The value of the linear coefficient of correlation of 0.66151 is characterized by the relationship between these two variables as a tangible connection, as shown in Fig. 2.

The relationship between communication with partners and corporate identity is inversely proportional, that is if the higher the level of Feedback decreases the value of corporate identity. The value of the linear coefficient of correlation of -0.7738 characterizes the relationship between these two variable as a tangible connection, as shown in Fig. 3.

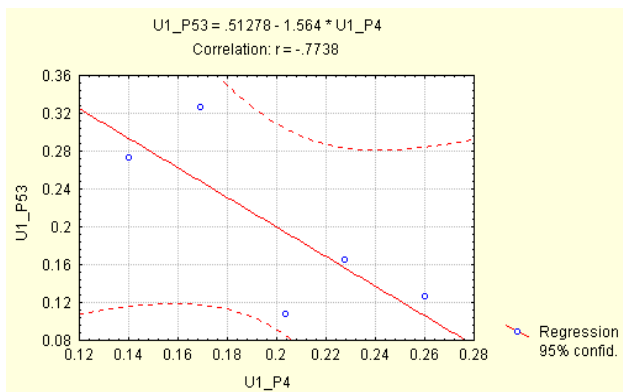


Fig. 3: Feedback between the Feedback and the Corporate Identity

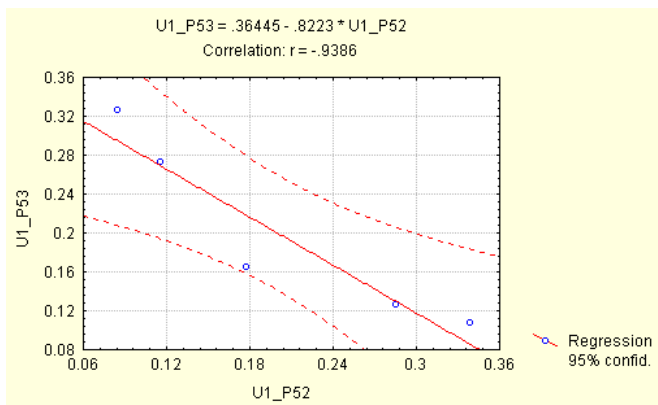


Fig. 4: The relationship between customer communication and corporate identity

The relationship between customer and corporate identity is inversely proportional, that is, if the level of communication with customers decreases the value of corporate identity. The value of the -0,9366 linear correlation coefficient characterizes the relationship between these two variable functions, so for this value of correlation coefficient we can find the rule that intensive communication with customers causes a small corporate identity !, as can be seen in Fig. 4.

The relationship between communication with partners and the assessment of the intellectual capital introduced by the managers is inversely proportional. The value of the linear correlation coefficient of -0.5404 is characterized by the relationship between these two variable as a tangible connection, as shown in Fig. 5.

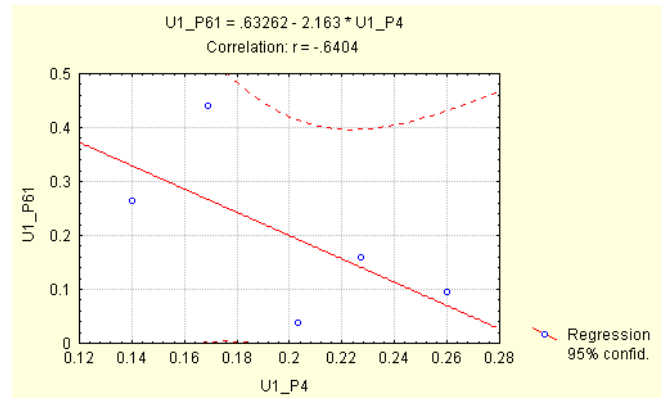


Fig. 5: Relationship of communication with partners and introduced intellectual capital

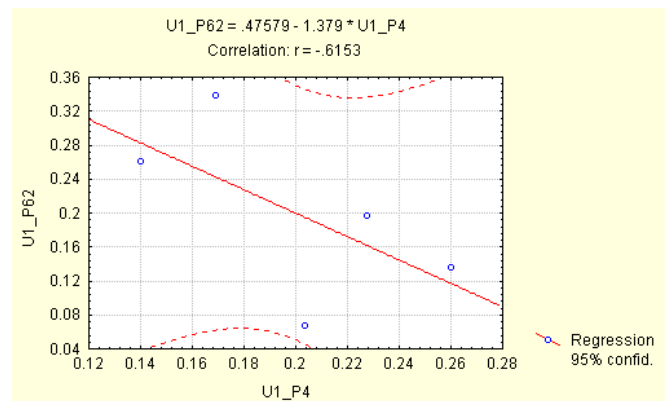


Fig. 6: Relationship between Communication with Partners and Implementation of Network Management

The relationship between communication with partners and the assessment of the introduced management network is inversely proportional. The value of the linear correlation coefficient of -0.5103 is characterized by the relationship between these two variable as a tangible connection, as shown in Fig. 6.

The relationship between communication with partners and the assessment of brand management introduced is inversely proportional. The value of the linear correlation coefficient of -0.5509 characterizes the relationship between these two variable as a tangible connection, as shown in Fig. 7.

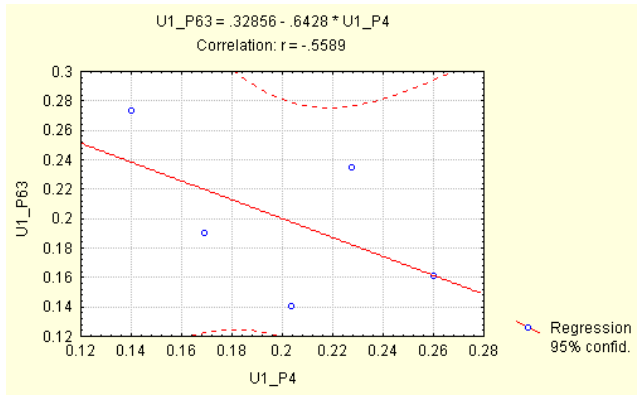


Fig. 7: Communication relationship with partners and brand management

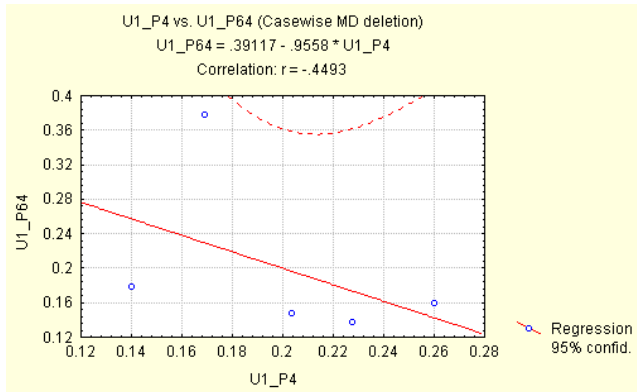


Fig. 8: Relationship between Communication with Partners and "Human Resource Management"

The relationship between communication with partners and the assessment of the introduced "Human Resource Management" is inversely proportional. The value of the linear correlation coefficient of $-0,4493$ is characterized by the relationship between these two variables as a tangible connection, as shown in Fig. 8.

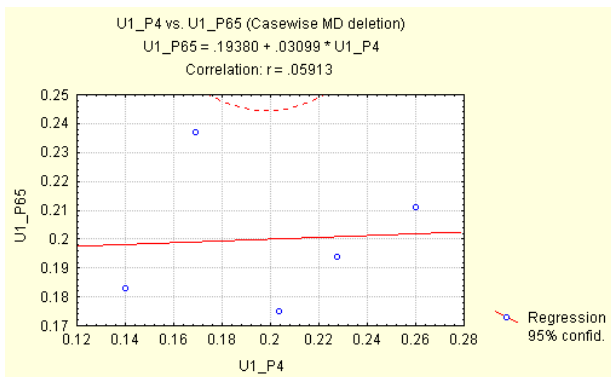


Fig. 9: Relationship to Communication with Partners and Management and Corporate Culture

The relationship between communication with partners and assessment of introduced management and corporate culture is right proportional to the coefficient of correlation close to the value of zero. From this value of correlation coefficient that communication with partners has no influence on management and corporate culture, as shown in Fig. 9.

The relationship between communication with partners and managers influence is just proportional. The value of the linear coefficient of correlation of $0,8312$ characterizes the

relationship between these two variable as an extremely strong link, as shown in Fig. 10.

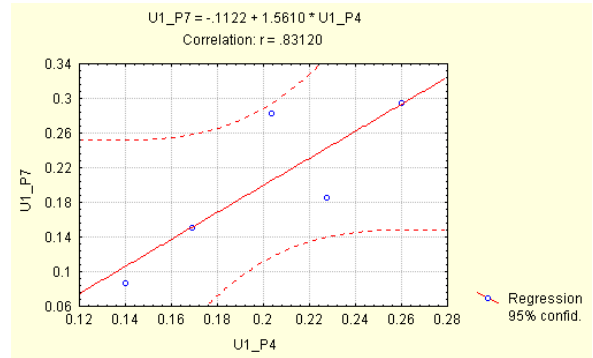


Fig. 10: Communication relationship with partners and managers' influence

This statement suggests a very clear view that business managers fully define communication with partners. The relationship between communication with partners and assessment with the formation and maintenance of enterprise culture is inversely proportional. The value of the linear correlation coefficient of $-0,5275$ characterizes the relationship between these two variable as a tangible connection, as shown in Fig. 11.

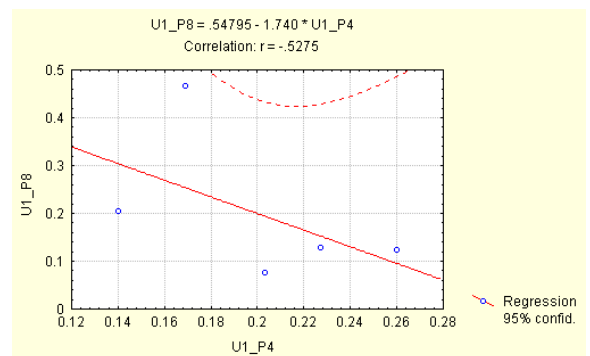


Fig. 11: Relationship of communication with partners and formation and maintenance of enterprise culture

This outline indicates a weak tendency for communication with parcels to have a negative impact on the formation of culture and maintenance of culture in the enterprise. The relationship between communication with partners and the use of the Internet as a communication platform is just proportional. The value of the linear coefficient of correlation of $0,3996$ characterizes the relationship between these two variable as an extremely weak link, as shown in Fig.12.

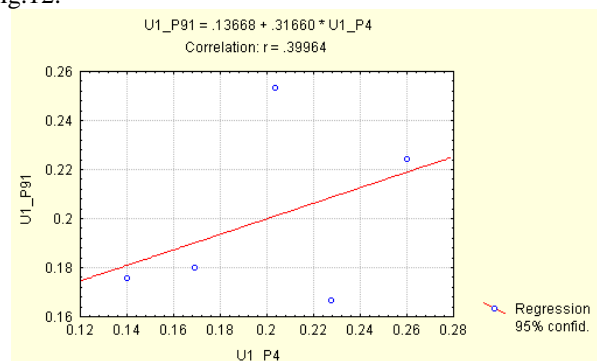


Fig. 12: Relationship of the Communication with Partners and the Internet Platform

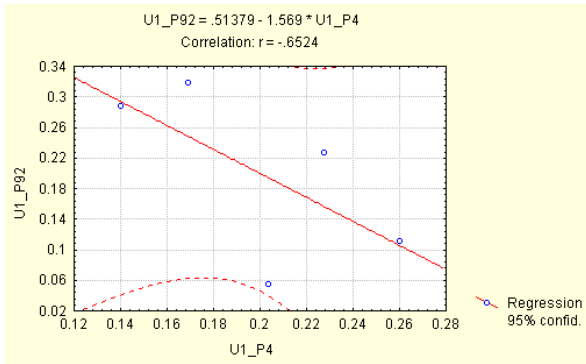


Fig. 13: Relationship of the Communication with Partners and Incentive Systems

The relationship between communication with partners and incentive systems in the enterprise culture is inversely proportional. The value of the linear correlation coefficient of $-0,6524$ characterizes the relationship between these two variable as a tapered connection, as shown in Fig. 13.

The relationship between communication with partners and real analysis of the culture of the enterprise is inversely proportional. The value of the linear coefficient of correlation of $-0,7542$ characterizes the relationship between these two variable as a tangible connection, as shown in Fig. 14.

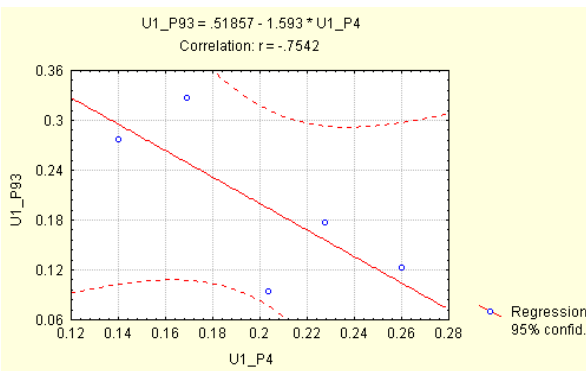


Fig. 14: Relationship between Communication with Partners and Real Analysis

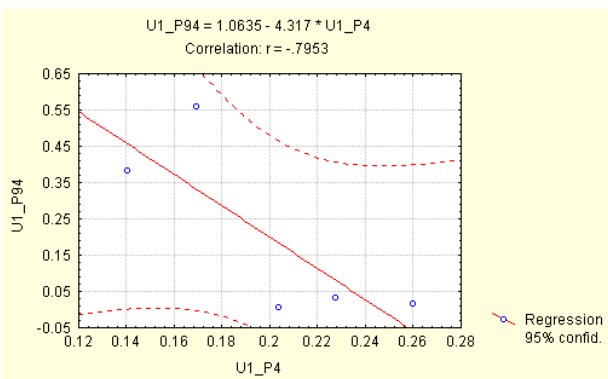


Fig. 15: Relationship of communication with partners and cultural workshops

The relationship between communication with partners and cultural workshops on enterprise culture is inversely proportional. The value of the linear correlation coefficient of $-0,7953$ characterizes the relationship between these two variable as a tangible connection, Fig. 15.

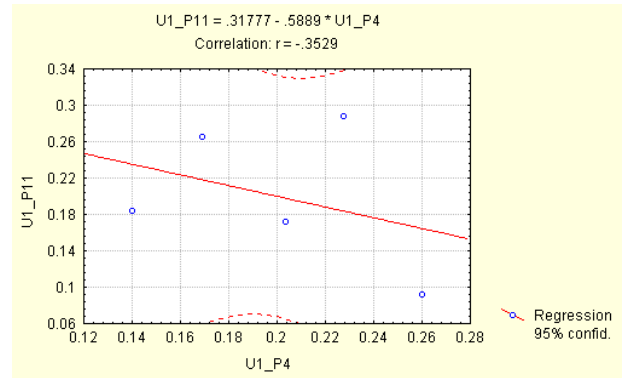


Fig. 16: Relationship to Communication with Partners and Assessment of Managers' Behavior Importance

The relationship between communication with partners and the assessment of the behavioral significance of managers in the enterprise culture is inversely proportional. The value of the linear correlation coefficient of $-0,3529$ characterizes the relationship between these two variable as a weak link, Fig. 16.

It should be noted that, although weak, this link is negative, that is with the higher level of communication with partners the behavioral significance of the manager decreases.

Concluding Discussion

From the aforementioned views (Fig. 1-4) it can be concluded that communication with partners is accompanied by advertising and communication with customers. However, as corporate communication grows, corporate identity drops. This phenomenon is likely to come from the press that in intensive communication, this identity will be transferred to partners. Particularly interesting is the relationship between customer communication and corporate identity.

By analyzing the relationship of communication with the partners and assessing the level of strategic management introduced, we can conclude that there is a negative tendency, that is, a higher level of communication with the employees' partners leaves the impression of the absence of strategic management processes (Fig. 3-9).

As in previous analyzes, a negative tendency can be observed regarding the relationship between communication levels with partners and this time by levels and tools for determining the culture of the enterprise (Fig's 10-16). In this case, it is extremely characteristic that the method that is basically used by computer technology is characterized as positive, while all other methods based on communication with people (incentive systems, real analysis and cultural workshops) are evaluated with a negative tendency. An analysis performed through communicating with partners as one of the basic communications that can be expressed in a company culture, mostly gives negative tendencies. Only the positive influence of managers on cultural formation is expressed. Indeed, through the negative tendencies of most correlations, it is marked as negative. Given the proven influence of the manager on the relationship with the partners, we can conclude that too much influence of managers is a limiting factor for expressing the culture of the enterprise through communication with partners.

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