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PRINCIPLES OF COMMUNICATION MANAGEMENT

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Effective communication in practice is a prerequisite for successful achievement of the goals set by the enterprise. At the same time, communication is one of the most debatable issues in management, regarding which clarity and clarity in understanding has not yet been achieved.

An analysis of the economic literature and the views of communications management professionals have made it possible to clarify the importance of communications and the functions they perform in the enterprise [1-7].

Modern research in the field of communications allows distinguishing the following approaches to the definition of the concept of "communication":

- management - communication as a function of management, as the transmission of orders and an explanation of the procedures and operations performed;

- system - communication as a system of interacting elements that ensure the functioning of the enterprise;

- cultural - communication as a way of expressing organizational culture;

- humanistic - communication as a factor in the development of human potential [2, 7].

In our opinion, the most appropriate in modern conditions is the sociological-managerial approach to the study of all aspects and problems of communication, because it is distinct multidisciplinary character. Representatives of various sciences - economists, management specialists,

sociologists, psychologists, social psychologists, experts in managerial technologies and management consulting apply to it. The study of the phenomenon of communication and the application of the acquired knowledge in the practice of enterprise management - the task of management science.

Communication is seen as a phenomenon and a process. As a phenomenon of communication reflect the established rules (rules, instructions, regulations), as well as the principles and patterns of relations between people in the enterprise. As a process, communication is a special form of interaction between staff to exchange information inside and outside the enterprise, aimed at achieving the goals of the enterprise, as well as staff development [5].

Two basic functions of communication should be considered as the main ones:

- enterprise development;
- staff development.

Business development through communications can be carried out at the following levels:

- internal organizational;
- regional;
- national;
- international.

Personnel development in this context implies the impact of communication on the development of professional and personal qualities and the self-realization of each employee of the enterprise. This feature is implemented at the intrapersonal and interpersonal levels.

In addition to the above roles, communication is an instrument of managerial influence, as it is in fact a way of shaping not only activities but also corporate culture, values and strategies.

In the process of communication at different organizational levels, the communication potential of both individual employees and the enterprise as a whole is formed. Therefore, communications require the development of management tools.

Communications management means a set of continuous, focused management influences on internal and external processes of information exchange and non-information interactions that provide satisfaction of communication needs and realization of long-term interests of enterprise development [7].

Communications management is carried out on the following principles:

- orientation to the strategic goals of the enterprise;
- continuity of management methods and techniques at all levels of enterprise and staff development;
- correlation of development of internal and external communications;
- approval of zones of managerial influence;
- continuous in nature and feedback.

The enterprise communication system is one of the factors controlling the process of enterprise development and requires a comprehensive approach to the study and formation.

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COMPOSITION AND STRUCTURE OF INTELLECTUAL CAPITAL

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Foreign experience shows that the main source of intellectual capital