

## LOCUL ȘI IMPORTANȚA ASCULTĂRII EFFECTIVE ÎN COMUNICAREA ORGANIZAȚIONALĂ

## THE ROLE AND THE IMPORTANCE OF EFFECTIVE LISTENING IN ORGANIZATIONAL COMMUNICATION

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**Abstract:** Organizational communication accompanies the development of any organization, and changes that intervene in the latter automatically entail the need and change of communication. In this sense, a very important place is occupied by the *ability of listening*. Defining it as a vital element was an action which took place both theoretical levels - observing the various management trends - and at a practical level, based on the theoretical knowledge that has been acquired. Finally it has been demonstrated that listening is one of the most important attributes of organizational communication, the alpha and omega of communication processes without which they cannot be conducted efficiently.

**Keywords:** management, HR, organizational communication, effective listening.