

SURSE DE INFORMAȚII DIN COMUNICAREA ORGANIZAȚIONALĂ CE SOLICITĂ ASCULTAREA EFECTIVĂ

INFORMATION SOURCES OF ORGANIZATIONAL COMMUNICATION THAT REQUIRE EFFECTIVE LISTENING

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Abstract: continuing the study on the importance of effective listening in organizational communication, in the present article we will discuss the information sources involved in the communication process within an organization. Practicing effective listening will take place both in relation to the external environment - through the source of information coming from the organization's customers - but also in relation to the internal - or from the information coming from employees and managers of the organization. Neglect or lack of effective listening practice in any of the two situations could potentially harm more or less seriously the organization, sometimes even arriving to negative situations in obtaining financial results. Therefore it is for the best to get to know, to take into account and apply effective listening inside the organizational communication, while avoiding - if possible - situations in which this process does not yield the maximum capacity.

Keywords: comunicare organizațională, ascultare efektivă, clienți, angajați, manageri