

## Communication, a Stimulating Factor of Productive Activity?

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**Abstract:** We live in a controversial world, where communication is an essential component of the life we live on. The purpose of the communication act is the transmission of information in order to achieve knowledge and is an essential component of daily life. It can be considered a process by which messages are transferred between multiple participants. The role of communication is also the stimulating factor of modernization and development of production. From the economic point of view, there are at least three ways involved: the access to strategic information, the reorganization of the production conditions and the integration of the company into a complex system of communication systems.

**Keywords:** *communication; efficiency; production; communication system.*

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## 1. Introduction

Communication is a type of psycho-social interaction achieved by the relationship of at least two people with the purpose of transmitting information, modifying individual or group behavior.

"Communication is a process, not an event."

Economic and administrative accountability of industrial and commercial firms has increased with the evolution of communication [6].

Communication, as a phenomenon of modernity, creates a mobilizing effect. This phenomenon builds a new image and a new vision on the corporation, supporting its efforts to fulfill the responsibilities assumed at the level of a community [25].

## 2. Theoretical Background

In the communication process each participant can transmit what he wants, when he wants and in his own and original way, thus another characteristic of the communication appears, namely the intentionality.

The message is transmitted by the sender to a person (receiver). The transmitter acts in such a way that its objectives are reached when the receiver also has that information [12]. Therefore, the mode of connection between the transmitter and the receiver is the equalization of the information, being a means of satisfying certain needs.

Certain specialists support the role of communication within companies by achieving three goals [17]:

- Building a strong corporate identity
- Creating a new work management
- Active participation in the modernization of productive activity of production conditions and structures.

## 3. Argument of the paper

The **advertising communication** leads to a strong identity: "It is an image advertising that relies on the affective register and aims at changing attitudes and opinions, creating and strengthening positive attitudes etc"[5].

**Financial communication** has a special role in the company's communication activity. The link between them leads to information management, often contradictory, addressed to some specialists [1]. They analyze the economic and financial results and those of perspective of the

company. Industrial and financial affairs have as a negotiating venue the public space as well. These are not just about stock-market maneuvers and expert talks, they also have a social connotation [13].

#### 4. Arguments to support the thesis

The role of communication is also the stimulating factor of modernization and development of production. From the economic point of view, there are at least three ways involved in the company [18]:

1. *Access to strategic information* is a means of making decisions and creating new products.

2. *Reorganization of production conditions or Japanese technique kan-ban.*

"This revolution has Japanese origins. It's the kan-ban system, which spreads all over the world in different variants and under different names ... It's actually about a reversal of labor programming techniques, as they have been set by Ford and fordism. Instead of moving from upstream to downstream, then storing or selling, the opposite is done. It produces only what has been sold, and the most downstream section is the one that orders the parts it needs to the production sections and upstream posts; and so on ... Rationalization of work makes a leap forward: after taylorism has countered the loss of people's time, the losses of materials and intermediate products are the target of the Japanese kan-ban" [9].

3. *Integration of the company into a complex set of communication systems.*

**Corporate communication**, as an integral part of communication science, has as a principle the representation and strengthening of the private property right. This ensures the company's democratic management, in order to optimize the interests of those involved in the business [3].

Communication as an instrument is used in corporate governance. Corporate governance is a system of norms and rules by which companies are controlled and managed [7].

Corporate governance has as objectives [4]:

- Ensuring the financial discipline, through the internal and external audit of the company;
- Effective and permanent communication with company employees;
- Decision-making efficiency;
- Constantly informing the public through external communication about the company's objectives and products;
- The company assuming responsibility towards the community and the environment.

Corporate communication can be classified into [19]

- **Internal corporate communication** with internal components (shareholders, employees, managers). Depending on the hierarchical position, the information is retrieved and distributed, with the aim of resolving in pertinent and rapid decisions that will ensure the success of the business. Through this internal corporate communication, information has to be characterized by promptness and objectivity [8].
- **External corporate communication** refers to the offer of information related to the company's engagement in environmental pollution, receipts or non-receivables, outstanding for community-based services.

## 5. Arguments to argue the thesis

From the point of view of the company-client relationship, corporate communication aims at acquiring information on the reliability of its own products or the type of quality of services rendered to customers.

The communicational activity starts a reorganization process of labor management, a process that is recently initiated and different from one organization to another [10].

Norbert Alter brings into discussion by metaphorical definition the "office effect". From the author's point of view, office and micro informatics office technology must be seen from the perspective of its productivity, not in a simplistic way, as a replacement of the labor factor with the capital production factor. Office automation is equally defined as a company transformation tool, which has a triple opening [20]:

- Technique - increasing access to information;
- Economic - resulting from lowering the cost of access to information and material costs;
- Socio-technical - increasing the possibilities for self-control, increasing the interest for the horizontal functional relations.

## 6. Dismantling the arguments against

The introduction of new information and communication technologies does not imply all the plethora of companies and does not happen on its own. This process is a dynamic one, allowing it to form new socio-organizational practices [21].

Developing Alter's ideas, Christine Jaeger and Allain Rallet expose the problems of communication networks.

"The novelty they bring is that they allow new connections between different parts of the firm and between it and the outside (...) The network

does not indicate a model of social organization, while the taylorist redefinition of the tasks involves a functional reorganization model"[12]. According to their idea, people should be allowed to work, and so the activity in the corporation is done properly. Nowadays, most modern firms are resorting to the "small steps" policy, hoping to get a consensus from the staff and control the process of innovation.

## 7. Conclusions

Communication has always been one of the greatest tools for people to interact with each other. Since the ease of interacting with people around the world has never been easier, one can see that today we have many different channels, languages and ways to communicate than before. As the world moves and changes, we move and feel it plays an important role for us to recognize and understand what is actually happening around us. Organizations face confused employees and leaders do not know how to deal with their followers.

This change is the reason why its communication and sensitivity are such two pillars for a world of human interaction. I see great importance, causing threats and, at the same time, seeing opportunities to improve these pillars, which organizations, individuals and groups should be aware of [2].

The importance of choosing the right mode of communication is extraordinary. Leaders need to be aware of how to communicate tasks, information, and knowledge. It is all about how employees perceive leaders and supervisors. Leaders must create a shared vision with their employees, in order to convince them to make every effort to increase efficiency and quality. Studies have shown that companies that do not have good communication are less efficient than their competitors because they have a less efficient working environment, which causes inefficiencies over time.

Starting in ancient Greece and into our day, the communion of fost and remains the inseparable component of social life, it is not only a reminder, veste, relationship. Communion is the indispensable element for the optimal functioning of any human activity, regardless of its nature and size. The continuous exchange of messages generates the unity of views and implicitly, of action, by harmonizing the knowledge about the goals, paths and means of reaching them, by promoting their unheard skills, by the relative homogenization of the groups, as well as the emotional, motivational and emotional aspects. interests, convictions, attitudes [26].

Communication is part of the infrastructure of the organization. Any effort to develop an organization must take into account the human side of

its development with priority, and effective and efficient communication is the only way in which people can make their efforts more effective. Communication is a very important factor in making decisions, promoting the image of the company and ensuring its stability [24].

The decision involves paying close attention to the elaboration of the messages and the feedback. Internal communication arose from the need to put at the disposal of managers and employees the optimal instruments and means of interaction in order to fulfill their functions and roles. Regardless of the social or organizational theme, communion performs some functions such as: informing, socializing, motivating, dialogue, educating, promoting culture, integrating human resources [14].

The existence of a broad communion, open on the work and satisfaction allows to understand and to have an understanding of the work environment of the company. The art of communicating based on the responsibility to others and avoiding their conflicts is efficient for the firm. For the work climate, for its reactivity and creativity, it is important that the company develops through its own culture a true art of communication [23].

The attitude of the manager, the example on which this is given to the subordinates, the counties according to which they are found are decisive in the progress of the company [15]. The incompetent employee does not accidentally communicate, or according to his or her good will, and according to a strategy, both in terms of communicating in himself and in the existing strategy at the level of the organization, the strategy has a role to play. Any employee with a leadership role, as a manager, monitors to what extent such decisions have been made only if he or she can communicate or execute them [9].

Only then can the executors know what they have to do, when they need to be done, and can know their issues and problems. At the level of the organizations in Romania, especially at the level of the people in the public sector, the communication realizes the challenge due to the exquisite biocratization that can often be made by information that reaches a lot of hierarchical levels to reach the degree [22].

Often, managers at the upper levels are deprived of real information, being overwhelmed by endless reports that say nothing. Efficient communication would aim to avoid such situations by giving up unnecessary and coercive ways that make it difficult to make decisions and solve problems [16].

Managerial communication is valid and widely used by individuals working in the management department. If the manager communicates correctly and clearly to subordinates what tasks they have to accomplish within a certain period of time and asks them all the time what they have to

do, then communication will certainly play the role of a productive factor within the institution and will be the most motivating stimulus [11].

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