

Effective Communication in the Organization – Effects of Cognitive - Based and Emotional Trust

Mizser Csilla Ilona

Óbuda University Kelet Károly Faculty of Business and Management, Budapest, Hungary

Abstract

Introduction: When do people in an organization experience that organizational communication is effective? The effectiveness of organizational communication is in the common interest of both the participants in the organization and external partners. Effective organizational communication accompanies everyday “peaceful” organizational operations as an optimal expectation, but it is also of outstanding importance in conflict situations. This study aims to present the relationship between the components of trust and the possible consequences of the meeting of conflict management methods.

Method: Trust is the basis of all communication. This study is a secondary research summarizing scientific articles and research examining effective organizational communication. Effective organizational communication has, among other things, the quality of life of those working in the organization, the subject of the organization's partnerships, and the issue of adapting to continuous changes. Effective organizational communication makes people interpret reality together, summarizing individual interpretations.

Results: This study aims to provide insight into the conceptual framework of the components of trust and to summarize the research published on the topic, focusing on the organization and the competitive advantage of enterprises. The aim of this study is to present the available domestic and international literature on the subject of effective organizational communication and trust and to provide a literature review that connects the narrower subject with the topic of communication.

Conclusions: Trust is essential for the optimal and efficient functioning of an organization. The presentation, description and practical utilization of the organizational presence of trust in the cognitive sense and emotional trust is of outstanding importance. Existing trust has an undeniable effect in terms of competitive advantage, and working with and thinking about the components of trust is necessary in many areas of business life.

Keywords

Efficiency, communication, trust, competitive advantage.