

Chapter 64

Internal Communication in EU Project Management in Bucharest University of Economic Studies

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ABSTRACT

The present research underlines the importance of communication within an organization among its main stakeholders and its influence on the external market. It passes through explaining the communication in all fields and domains, creating an overview of the institutional communication, and why it is considered difficult to effectively propagate within a large institution. In addition, the internal communication and information and research so far conducted is analyzed with respect to the findings and lessons learned. In addition, it is important to know and understand how the internal communication evolved during years and which were the main approaches identified throughout the organizations. The case study aims to evaluate the level of information and the efficiency and effectiveness of the internal communication process within Bucharest University of Economic Studies with respect to its projects developed and financed through European funds in the last six years. The study is mainly run through the help of the questionnaire that was addressed to teachers and students within the faculty and has also the purpose to help improve the related communication in the foreseeable future based on the relevant findings.

1. INTRODUCTION

Every effective organization has a central process through which employees and members share information, create relationships, make sense of their organization and “construct” culture and values. This process combines people, messages,

communication channels, diverse meanings, practices and purposes. Internal communication is the foundation of modern organizations and it has a very great impact on the effectiveness and efficiency of its employees or internal stakeholders. Over the years, internal communication evolved drastically, and much research has been

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conducted in the field. Results showed that an effective communication motivates employees to do their work more effectively, to be more proactive, and to stay with the organization for more time. (Burton, 2006)

Communication is one of the most dominant and important activities in organizations because relationships grow out of communication, and organizations function and survive based on effective relationships among individuals and groups. Communication helps individuals and groups coordinate activities to achieve goals, make decisions, solve problems, share knowledge and manage change processes.

Internal communication also provides employees with important information about their jobs, organization, environment and each other. Effective communication can help motivate, build trust, create shared identity and spur engagement; it provides a way for individuals to express emotions, share hopes and ambitions and celebrate and remember accomplishments.

In addition, it has been discovered that a significant improvement in communication effectiveness in organizations was linked to 29.5 percent rise in market values, according to a study made by Watson Wyatt in 2004. A company can promote its services and products very much through its employees or internal stakeholders if they are well informed and involved in the company's strategy for growth and profit.

Taking all the above into consideration it can be said that internal communication is much important with respect to subjects out of date and of great interest on the market. For instance, we are now passing through a programming period of an entire European Union development and the subject is very much debated into the country as many organizations and institutions are willing to run projects and get European funds for their institutional capacity building and development. This is also happening at the level of universities within the country which are very much encouraged to improve their educational programs, to

ensure educational facilities for students, to get involved into research & development projects and to contribute to the overall sustainable development of humanity and other resources.

In this context, I consider that communication is a very important tool that can contribute to a fast growing of any organization. Thus, the purpose of this paper is to evaluate the internal communication process of BUES, one of the best universities of Romania, among its students and teachers, with respect to the opportunities it took so far for running projects financed through European funds in order to further improve its capacity and to improve the students and teachers development in their fields of interest. Results of the survey will not only help to draw some conclusions, but will also contribute to increasing the efficiency and effectiveness of the internal communication plan of the university in the foreseeable future. The study seeks to find the answers of some important questions like which are the university's main strengths and weaknesses in the field and how can it create a competitive advantage on the market, with respect to communication tools and European projects.

1.1 Communication: Definition

According to dictionary, the term communication is explained through notification, acknowledges, contact development within a group of people or a community, or opportunity that fosters the exchange of information. In the most general sense, communication is composed of four factors: the emitter, the receiver, the communication channel and the information transmitted. However, the dynamics of communication does not end with receiving or interpreting the information. The message can exert an effective influence upon opinions, ideas or receiver's behavior. Thus, the effect created may become another factor within the communication process. (Minulescu, 2004)

Therefore, many specialists define easily communication, as a process in which an emitter

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