



How Internal Communication Can Contribute to Successful Personal Management

By Maria Roc Gall

GRIN Verlag. Paperback. Book Condition: New. Paperback. 28 pages. Dimensions: 7.9in. x 5.5in. x 0.2in. Seminar paper from the year 2009 in the subject Business economics - Personnel and Organisation, grade: 2, 3, University of Applied Sciences Essen, course: International Human Resource Management, language: English, abstract: 1. Introduction Nowadays with globalization human resources are becoming more and more important, less in the sense of their performing activities (Gutenberg 1979) but rather in that of dispositive activities focussing on inventiveness, creativity and motivation. Most problems in a corporation dont originate from technical but from communicative causes. Globalisation implies changes in corporation structures all over the world. Only active and fully motivated personnel can meet the challenges of mergers, hostile takeovers, acquisitions and changes of corporate structure due to new technologies. These changes require a basic improvement of corporate communication. The aim of internal communication is to enable employees to see constant changes as an opportunity. Communication ought to be a continuous process. To begin with, introductory explanations of human resource management and communication will be given. General conditions of successful communication will be described. 2. Internal communication 2. 1. Human resource management explained Human resource management consists in influencing the behaviour of...



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