

Summary

Subject matter: The role of communications in the improvement of the effectiveness of personnel management (on the example of publishing house “Sneg”, ltd. (Pyatigorsk).

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Customer organization: Publishing house “Sneg”, ltd., Pyatigorsk.

Topicality of the research: Modern management theories regard communication as the most important conditions of the origin and existence of organizations as the basis of the development of social systems. Communicative interaction, reaching of agreement and understanding create the organizational structure, the possibility of cooperation and management. Communication ensures the realization of all the key functions of management-planning, organization, leadership and control. All this accounts for its topicality.

Objective of the research: is the determination of the importance of communication in the effective personnel management.

Tasks: 1. to reveal the essence, meaning and peculiarities of communications in the system of personnel management; 2. to examine the communicative process in an organization, give the characteristic of its elements and stages; 3. to determine the main problems of the effectiveness of organizational communication reveal information “interference” in communicative interaction, communicative carriers in organizations; 4. to examine the practical state of the communicative environment on the example of the advertising agency “Sneg”, ltd.; 5. to determine the state of the communicative competence of the staff in “Sneg”, ltd.; 6. to develop the strategy of the improvement of the changes of communication in this agency.

Theoretical and practical significance of the research: The grounded and systematized principles, rules and methods of managerial activity and also criteria and indicators of the communicative competence of the staff of the organization can be useful for the development and realization of target programs of the optimization of the communicative interaction of the staff in organizations.

Results of the research: Communication in an organization one of the most important tools of personnel management in the hands of the manager.

Recommendations: we developed the strategy of the development of modern channels of communication in “Sneg”, aimed at the improvement of the indicators of the performance of the staff, the level a employees’ job satisfaction formation of the sense of belonging to the work up the company.