

THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES



Council for Doctoral Studies

DOCTORAL THESIS

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The Title of the Doctoral Thesis:

IMPROVING ORGANIZATIONAL COMMUNICATION IN THE DIGITAL ERA

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ABSTRACT

The scientific approach undertaken during the years devoted to the elaboration of the doctoral thesis represents a period of introspection and analysis on a subject, as important in the field of human resources as it is vital to any business. The present scientific approach represented an opportunity to centralize important information from the sphere of organizational communication and to see what are the benefits of such effective communication, but also what is the impact if the efficiency leaves much to be desired. Also, the scientific approach undertaken represented a real opportunity to evaluate and characterize the impact on the human resource that the transition from classical communication to that based on the digital sphere had.

The applied part of the doctoral thesis begins with the third chapter, where a comparative analysis was made between the organizational communication models present in different countries of Western Europe and Romania. Through this chapter, an objective observation of the best practices of Western European countries was possible, practices that Romania can successfully implement if this is desired at the level of company management. Most of the time, when it comes to companies with foreign capital, best practice methods in different fields are borrowed (or imposed) by the headquarters, from the company's country of origin. Thus, this first applicative chapter offers a strong visibility on the good practices that should exist (if this does not already happen) in Romania as well.

The fourth chapter of the doctoral thesis consists of two parts. The first part was necessary to achieve a characterization at the level of organizational communication for each region of Romania. In this way, there is a starting point in the in-depth analysis of communication at the level of entities in different parts of the country, while allowing a comparative analysis of it from one region to another. Also, this analysis allows the identification of a region where organizational communication is closest to an ideal model, and based on it, ways to improve organizational communication can be proposed for the other regions as well, in accordance with the specific culture.

Key-words: *organizational communication, human resource, digital age, professionalism, comparative analysis, cultural specificity*

