

عنوان مقاله:

Internal Communication: Perception and Opinions of Bank employees

محل انتشار:

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خلاصه مقاله:

Internal communication in a simple word can be described as the function related to effective communication among employees within an organization. In case of banking sector, the role of Internal communication is much more significant, due to dynamic business environment banking sector any change raises suspicions in customer perceptions, therefore, they each require a special attention to the internal communication process. The present empirical study focuses on the strategies adopted by Management of banks to improve the effectiveness of internal medication and issues which are vital with a view to communication. The opinions and perceptions of bank employees on the internal communication have been collected through questionnaire

کلمات کلیدی:

Internal Commutation, Strategies of Internal Commutation, Bank employees, Perception and opinions, effectiveness of internal communication, internal communication system

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