

людей, які сповідують ваші цінності і приведуть вашу компанію до успіху.

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### COMMUNICATIONS IN MANAGEMENT: IMPORTANCE AND ROLE

*Tadeyo kundai Lionnel, student of specialty 073 Management, educational program «Business Administration», group MEN BA 21b  
L. M. Shymanovska-Dianychn, Scientific adviser, Doctor of Economic Sciences, Professor, Head of the Department of Management Higher Educational Establishment of the Ukoopspilka «Poltava University of Economics and Trade»*

People in the world have different definitions of communication being caused by the way they associate it with. First of all. The formation of communicative motivation or reason. Secondly message composition (further internal or technical elaboration on what exactly to express). Thirdly, message encoding (for example, into digital data, written text, speech, pictures, gestures and so on. The definition of communication according to management has a lot of definition which need to be covered because of the role in which one is operating. In this report am going to say 3 definition: it is the transfer of information (data)from one person to another; communication can be defined as the process of transmitting information and common understanding from one person to another; the word communication is derived from the Latin word, communis, which means common [2]. The definition underscores the fact that unless a common understanding results from the exchange of information, there is no

communication. I believe that communication is a way each which people understand each other, in different ways of communication as mentioned above. We may take it in a much deeper understand with an example of a baby and her mother. The mother knows when the child is sick by his actions, in playing even eating. The baby doesn't talk but he communicates in a way that shows something is wrong with him. If the mother understands the baby that means communication has taken place. Communication is everywhere we breathe it each day.

What do others say about communication? Steve Jobs once explained his feelings on communicating an organization's vision and values: «Think of it this way», he explained. «If you look at your own body, your cells are specialized, but every single one of them has the master plan for the whole body. Steve Jobs further explained, we think our company will be the best possible company if every single person working here understands the whole master plan and can use that as a yardstick to make decisions against. We think a lot of little and medium and big decisions will be made better if all our people know that». What I understood is that if we work together and communicate as a body, we will be able to achieve the common goal in which we have to accomplish. Each one of us will know what they should do every time making the project much faster and organized. Donald Trump takes communication seriously. Authors believe that Trump may be the teacher of the world politicians how to communicate with the votes. Trump uses Tweeter and respect it. Trump does not use social media to simply reinforce staid messages that echo what comes from other channels. Trump, by contrast, clearly values Twitter precisely because it provides him with direct access to voters, unencumbered by the press, advisors, the government bureaucracy, or even personal reflection. He provides breaking news on his feed not available elsewhere and provides insight into his thinking through tweets. Even when using social media, previous presidents seem almost cloistered, limited to public communication through formal speeches or other heavily mediated channels. Mark Zuckerberg is one of my best CEO who understand communication to another level. Recently Mark Zuckerberg launched the Virtual Reality a new communication platform. By feeling truly present, you can share unbounded spaces and experiences with the people in your life. Imagine sharing not just moments with your friends online, but entire experiences and adventures [1].

There are four main types of communication we use daily: Verbal, nonverbal, written and visual. Let's take a look at each of these types of communication, why they are important and how you can improve them for success in your career. The communication is an important management function closely associated with all other managerial functions. It bridges the gap between individuals and groups through flow of information and understanding between them. Information is the most vital aspect for communication. The content of the communication can be facts, ideas, concepts, opinions, attitudes and emotions. On this topic I will focus communication in business organizations." Communication is the flow of accurate information which people want need and are entitled to have for successful completion of the job." Communication is one of the most important functions of management. It may cement an organization or disrupt. It promotes managerial efficiency and induces the human elements in an organization to develop a spirit of cooperation. It has become one of the most vital factors in the efficient performance of management.

The last Question an individual may try to ask is, how to improve communication in our daily life?. We have read what are the importance of it, but we should also understand how it works in us. Most people believe that they know communication but communication its not that simply to be understood without studying its meaning and how it works, we communicate in different ways and times using a different tune, hand gestures and body language.

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### THE ECONOMIC CONTEXT OF AZERBAIJAN

**Gurbanov Nijat Rizvan ogli**, student of specialty 073 Management, educational program «Business Administration», group BA-61 m  
**L. M. Shymanovska-Dianyach**, Scientific adviser, Doctor of Economic Sciences, Professor, Head of the Department of Management Higher Educational Establishment of the Ukoopspilka «Poltava University of Economics and Trade»

Azerbaijan's GDP grew 2,7 % in 2019 and is expected to decrease slightly to remain at 2,1 % in 2020 and 2021 (IMF). The country has benefited from high oil prices and increased gas