



Review

The Importance of Internal Communication for the Organization in the Era of Digitization

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Abstract: Internal communication is a key function for the efficient functioning of an organization, and in the digital environment it becomes even more important. The development of technologies enables managers to communicate faster, more transparently and more effectively with employees, which improves the quality of information transmission and the synchronization of teams. The use of digital tools such as e-mail, video conferencing and collaborative platforms enables effective communication in real time, regardless of physical barriers, which is crucial for informing about changes and news. The transparency afforded by digital tools allows managers to monitor the flow of information within the organization and the reactions of employees. In the digital age, employee engagement, especially in the context of remote work, becomes a challenge, but internal communication still plays a key role in maintaining engagement. Digital tools also help develop team culture and creativity through real-time collaboration and brainstorming. Leaders in digital communication shape organizational culture through clear and transparent communication, reducing uncertainty and encouraging employees to actively participate in achieving goals. Continuous training of employees in digital skills is crucial for the success of internal communication and organizational progress.

Keywords: internal communication; digital skills; virtual teams; organizational efficiency.

1. Introduction

Internal communication is key to the success of any organization, because it not only enables the transfer of information, but also motivates employees, strengthens team cohesion and creates a positive work atmosphere. In the digital era, advanced technologies such as e-mail, instant messaging, video conferencing and collaborative platforms (eg Slack, Microsoft Teams) enable faster and more efficient communication, regardless of the physical location of employees. Digital skills are becoming crucial for successful adaptation to new ways of working and communicating. Communication analysis tools help managers better understand employee needs and improve work efficiency. Effective internal communication contributes to the strengthening of teams, improves creativity and productivity, and enables better coordination and quick resolution of conflicts. Transparency in communication allows managers to react to changes, improve the organization and ensure competitiveness.

2. Internal communication

Internal communication is a key factor in employee motivation and performance, thereby contributing to organizational competitiveness [1]. Public relations includes communication between

the company and various publics, whereby employees, as the internal public, represent the most important segment. Communication within the company, through tools such as internal newsletters and intranets, is of essential importance, often even more important than external communication, especially in companies striving to survive in the market. Internal communication (Figure 1) involves building healthy relationships among employees, from workers to management, and its goal is to maintain positive relationships within the organization. According to David Bonderman, CEO of General Motors, internal communication is the "third priority" because of its importance to the company's success. Management experts in the US estimate that 10% of companies fail each year due to poor communication by managers. Two-way communication and speed of information exchange are key success factors.

Internal communication is critical to organizational success, especially during crises, reorganizations, layoffs, or new product launches. One of the main challenges is the silence of internal interest groups, so the internal communication strategy should encourage employees to share objections that may affect the company's reputation. In modern business, teamwork and group motivation become key elements of success. Teams, unlike groups of people, work best when they have a shared commitment to results and care about the success of other team members as much as their own [1].

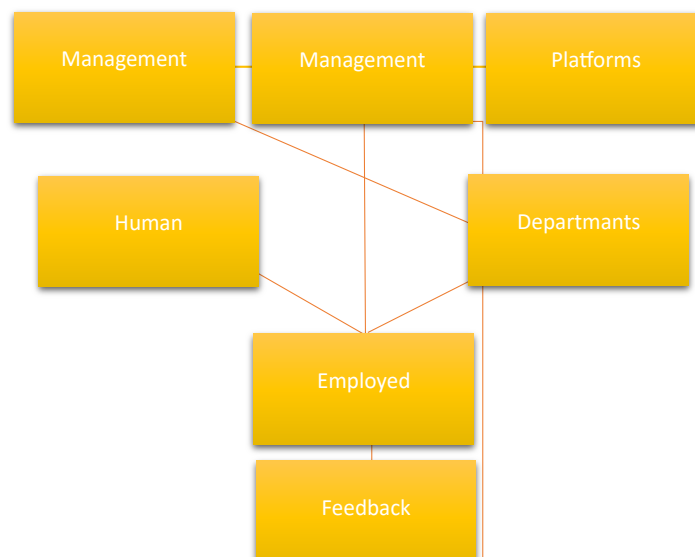


Figure 1. Presentation of that internal communication in the organization.

Companies that base their strength on the human factor and nurture interpersonal relationships often manage to maintain a long-term tradition, because employees who feel part of the team do not leave the organization easily. Teamwork and group motivation become key success factors, and the best forms of motivation include not only financial stimulation, but also opportunities for personal development and advancement.

A focused internal communication strategy helps build effective communication channels, and hiring external experts can increase employee confidence. Companies that successfully integrate honesty, creativity and professionalism in internal PR can achieve high levels of reputation and effectiveness.

The importance of internal communication is reflected in [2]:

- Coordination and synchronization enable team members to be aligned on tasks, goals, and priorities, reducing misunderstandings and increasing efficiency.
- Clear and timely communication enables managers to motivate employees, provide them with the necessary information and resources, and, if necessary, engage them in decision-making.
- Good internal communication helps build trust and cooperation among team members, which is critical to the success of any organization.

- Effective communication enables quick identification and resolution of problems, which reduces negative consequences for the organization.

In the digital era, new technology significantly improves internal communication, enabling faster and more efficient information exchange. Digital skills and tools such as e-mail, instant messaging, video conferencing and collaborative platforms have become an indispensable part of modern business communication and allow employees to stay connected and informed, regardless of geographical distance, thus encouraging collaboration and teamwork.

Digital tools are programs, websites, or online resources that can make tasks easier [3].

Well-known digital tools for internal communication are:

- Although traditional, e-mail is still a widely used tool for formal communication within an organization. Managers can send notifications, reports and all other important information via e-mail.
- Tools like Slack, Microsoft Teams or WhatsApp allow quick and informal communication between team members and are ideal for short questions, quick answers and real-time information sharing.
- Platforms like Zoom, Google Meet and Microsoft Teams enable virtual meetings, presentations and brainstorming sessions and are especially useful for remote teams.
- Tools like Trello, Asana or Monday.com allow team members to track tasks, deadlines and project progress and provide a centralized place to share information and coordinate activities.

In the digital era, organizations have developed innovative methods to improve internal communication. Virtual team meetings, such as video conferencing via Zoom, allow team members to connect and share information, even when they are physically apart. These meetings make it possible to review the goals achieved, plan future tasks and solve current problems.

Collaborative tools like Asana facilitate coordination among team members, enabling tracking of tasks, deadlines, and project progress, as well as direct communication through comments and notifications within the platform.

E-learning platforms such as Coursera and LinkedIn Learning have become crucial in employee training and development. These platforms enable organizations to provide courses that enhance specific skills, which contributes to scalable and flexible learning.

Online education enables team development in a way that traditional face-to-face education cannot achieve [4].

Internal communication via the intranet or e-mail, such as campaigns to inform about new work-from-home policies, also helps convey important information. Using tools like SurveyMonkey and Google Forms to collect employee feedback has become standard, allowing managers to gather opinions on new software tools and procedures, thereby improving efficiency and user experience.

Advantages of positive internal communication in the organization

Positive internal communication is crucial for a healthy work atmosphere and organizational success, because it is based on human emotions, attitudes and relationships. Effective communication allows employees to feel informed, engaged and motivated.

The advantages of internal communication can be [5]:

- Clear communication about tasks, goals and expectations helps employees perform their tasks more efficiently, which is achieved with tools like Asana, where all tasks and responsibilities are clearly defined.
- Open communication and sharing of ideas, as is the case in companies using Slack, improves team dynamics and conflict resolution, which contributes to higher productivity.
- Regular communication about the organization's goals and success, such as meetings via Zoom or Microsoft Teams, increases employee engagement and loyalty.
- Platforms like Confluence or SharePoint enable quick identification of problems and joint work on solving them through open communication channels.
- Using the OKR methodology to set goals helps employees better understand their roles and responsibilities, reducing misunderstandings and improving efficiency.

- With surveys through tools like SurveyMonkey or Google Forms, managers can collect employee feedback, which contributes to higher satisfaction and lower turnover.
- Open communication encourages the sharing of ideas, and tools like Trello enable the tracking and development of ideas, which can lead to product and process improvements.
- These internal communication strategies enable organizations to build effective teams, increase employee engagement and improve overall productivity.

Negative internal communication

Poor internal communication can seriously damage the work atmosphere, efficiency and success of an organization, causing misunderstandings, decreasing morale and productivity, and increasing conflicts.

The consequences of poor communication include:

- Poor communication leads to wasted time searching for information and repeating questions, which reduces productivity.
- Incomplete information can make employees feel excluded and unrecognized, which reduces engagement.
- Lack of clear instructions about responsibilities often leads to disagreements, which creates a toxic work atmosphere.
- Employees who do not feel informed or connected to the organization often seek a better work environment, which increases the cost of training new employees.
- If employees cannot freely share ideas, creativity decreases, which negatively affects the competitiveness of the organization.

Negative communication can reduce efficiency, increase frustration and decrease performance. Lack of regular feedback, conflicting instructions and over-reliance on a single channel of communication can cause uncertainty and reduce productivity. In organizations that do not facilitate two-way communication, employees may feel excluded, which contributes to dissatisfaction. Recognizing and addressing these issues through clear, transparent communication can improve the work environment and increase productivity.

Internal communication is crucial for the success and efficiency of any organization. By using digital tools and platforms, companies can significantly improve communication, collaboration and teamwork. For example, tools like Slack and Microsoft Teams enable efficient information sharing and coordination among teams, while Asana and Trello help track tasks and set goals. These tools solve specific challenges in communication, such as misunderstandings, delays in responses and poor organization of tasks, which directly contribute to higher productivity and better cooperation among employees. Case studies of numerous successful companies show that the proper use of digital tools leads to better business results, stronger team spirit and more efficient work.

The digital skills of employees have become critical to the success of organizations in the digital age. Digitization is not only a matter of using technology, but also of adopting digital culture, services and products. These skills enable faster and more efficient communication, better collaboration, innovation and greater adaptability in a dynamic business environment.

3. Digital skills of employees in the organization

Digital skills include basic competencies such as working with computers and software, but also advanced skills, including programming, data analysis, cyber security and digital marketing. Using these skills enables better planning and automation of business processes, leading to greater productivity. The accelerated development of information and processes means that employees with developed digital skills can more effectively contribute to organizational goals, using tools for data analysis, decision-making and the creation of innovative solutions that improve business.

Key components of digital skills include basic and advanced technical skills, information management, digital literacy and cyber security, which are necessary for the effective use of digital technologies.

The key components of digital skills are:

1. Basic technical skills - "Technology is not only changing the types of jobs we do, but also the skills required to do them" [6].
 - Use of computers and mobile devices includes the ability to work with various operating systems such as Windows, macOS, and Linux, as well as with mobile platforms such as iOS and Android.
 - Use of software applications includes basic knowledge and use of standard office tools such as Microsoft Office (Word, Excel, PowerPoint) and Google Workspace (Docs, Sheets, Slides).
2. Advanced Technical Skills - "Advanced technical skills are not just a matter of knowing the tools, but the ability to use those skills in a context that is beneficial to the organization and its ultimate goal" [7].
 - Programming and coding includes knowledge of programming languages such as Python, Java, C++, HTML/CSS and JavaScript.
 - Database management includes working with databases such as SQL, MySQL, Oracle, as well as knowledge of data analysis tools such as Microsoft Power BI and Tableau.
 - Network development and management includes understanding network protocols, setting up and maintaining networks, working with network administration tools.
3. Information management skills - "In the information era, information management skills have become crucial for decision-making. Managers are not only users of information, but also responsible for its proper collection, analysis and distribution within the organization" [8].
 - Effective information search on the Internet implies the use of various sources and databases with a critical evaluation of their quality and relevance of information.
 - Digital content management involves organizing, storing and sharing digital data and documents through content management platforms such as SharePoint, Dropbox, Google Drive
4. Digital literacy - "Digital literacy is not only the ability to use technologies, but also understanding how technologies affect our lives and how to use them to solve problems and make informed decisions" [9].
 - Understanding of digital media means the ability to use and create content on various digital platforms, including social networks (Facebook, Twitter, LinkedIn), blogs, podcasts and video content (YouTube).
 - Communication and collaboration include the use of digital tools for communication and collaboration, such as e-mail, instant messages (Slack, Microsoft Teams), video conferences (Zoom, Google Meet) and collaborative platforms (Asana, Trello).
5. Cybersecurity - "In a world where everyone collects data about everyone else, privacy and security become two sides of the same coin - securing one means securing the other" [10].
 - Data protection includes understanding basic principles such as encryption, backups and access management.
 - Threat recognition includes the ability to identify and respond to cyber threats such as phishing, malware, ransomware, and other types of attacks.
 - Practicing secure habits involves implementing security practices such as using strong passwords, two-factor authentication, and regularly updating software and systems.
6. Data analysis - "Data analysis is not just a technique of crunching numbers; it's the art of asking the right questions and using data to uncover patterns that lead to understanding and making better decisions" [11].
 - Data collection and processing implies the ability to collect, organize and process data for making informed decisions.
 - Data visualization involves using data visualization tools such as Microsoft Power BI, Tableau, and Excel to present data in a visually appealing and easy-to-understand manner.
 - Analytical thinking involves the application of analytical methods and techniques for data interpretation and problem solving.
7. Project management - "Project management is not a one-man job; it requires the cooperation, communication and commitment of a team of skilled individuals" [12].
 - Planning and organization includes using digital project management tools, such as Microsoft Project, Trello, Asana, to plan, organize and track projects.

- Time and resource tracking involves managing time and resources using time and budget tracking tools such as Harvest, Toggl, and Jira.
- 8. Creative digital skills - "The combination of design thinking and technical skills enables designers to create content that is not only visually appealing but also functional and effective in the digital space" [13].
- Graphic design involves using graphic design tools such as Adobe Photoshop, Illustrator and Canva to create visual content.
- Website development includes understanding the principles of web design and using website development tools such as WordPress, Wix and Squarespace.
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Digital skills are critical to business improvement, enabling organizations to improve efficiency, organization, data analysis, communication, cyber security and creativity in marketing. Tools like Asana enable IT teams to better organize tasks and track deadlines, reducing project delays.

Google Analytics helps marketing teams optimize campaigns based on user data, which increases ROI and improves targeting. Microsoft Teams enables effective collaboration and coordination among teams, regardless of geographic barriers.

Cybersecurity, as security expert Kevin Mitnick points out, requires strategy, knowledge and tools to protect yourself in the digital world: "Privacy is not dead, but it has changed - it takes strategy, knowledge and tools to protect yourself in the digital world" (Mitnick 2017). Training on recognizing phishing attacks and protecting confidential data significantly reduces the risk of cyber attacks.

Creative tools like Adobe Creative Cloud help create visual content that increases brand visibility. For organizations to develop digital skills, it is necessary to invest in training, online courses, certifications, mentoring programs and creating a culture of learning. Personalized training according to the needs of employees increases the relevance and contributes to the competitiveness of the organization.

Advantages and disadvantages of digital skills

The benefits of digital skills in organizations include [14]:

- Digital skills enable employees to use tools such as Microsoft Excel to automate tasks, speeding up data analysis and report preparation. Automating routine activities reduces manual work, allowing employees to focus on more complex tasks.
- Tools like Microsoft Teams, Slack and Zoom enable effective communication between teams regardless of physical location. Document sharing tools, such as Google Drive, speed up work on joint projects and improve coordination.
- Digital skills enable employees to use advanced tools to design and develop new products. For example, Adobe Creative Cloud enables rapid creation of marketing materials and testing of new ideas, which accelerates innovation.
- Employees with digital skills can quickly adapt to new technologies, improving organizational flexibility. Also, digital tools enable remote work, which supports flexible work models.
- Developing digital skills contributes to the professional development of employees and greater job satisfaction. Digital platforms improve transparency and involvement in decision-making, thereby increasing employee engagement and motivation.

Challenges in the digital work environment include [15]:

- Using too many digital tools can lead to information overload, which reduces productivity and increases stress. Marketing employees, who monitor numerous platforms and analytical tools, often face this problem, which causes technological stress, especially for those who are less technically savvy.

- Increased use of digital tools increases the risk of cyber attacks and data loss. Organizations must invest in data protection and cybersecurity training for employees, especially when using technologies like the cloud to store critical information.
- Different levels of digital skills among employees can create differences in productivity and opportunities for advancement. Organizations must invest in training, especially for older employees, to reduce the digital divide and improve efficiency.
- Implementation and maintenance of digital tools requires significant investment, which is a challenge for smaller organizations. In addition to technology costs, ongoing employee training is necessary to keep pace with rapid technological change.
- Over-reliance on digital tools increases operational costs and can cause problems in the event of technical problems or system outages. For example, an online sales platform can suffer significant losses during technical problems or cyber attacks. In order to ensure equal opportunities for everyone, the organization must invest in employee training, such as the case of older employees who generally have more difficulties in adopting new digital tools compared to younger colleagues, which highlights the need for additional training and support to reduce the digital divide and improve overall efficiency [16].

Digital skills components are critical to success in the digital era. Organizations that recognize

The importance of these skills and continuously invest in their development can expect increased productivity, better collaboration, greater innovation and better adaptation to market changes. Investing in the digital skills of employees not only contributes to technological progress, but also creates a competitive and efficient workforce that is the foundation of the organization's long-term success.

Virtual teams and their importance for the organization in the era of digitalization Virtual teamwork implies that team members mainly communicate through electronic media to achieve a common goal during interdependent interactions [17]. Virtual teams differ from traditional teams in two ways. First, team members are geographically or spatially distant, and second, they rely heavily on technology for communication (Figure 2).



Figure 2. An illustration on the benefits of virtual teams created with the support of artificial intelligence.

Virtual teams are created by applying the concept of virtuality within the organization and are mostly composed of qualified individuals who belong to certain functional, business or strategic business units within an organization [18]. Virtual teams are critical to the success of modern

organizations in the digital era, as they enable the engagement of talented individuals from different geographic locations, thereby expanding access to specific skills and knowledge. As a result, organizations can form multidisciplinary teams that solve complex tasks more effectively. (Northouse 2010) emphasizes that building team relationships is more important in virtual teams than in traditional teams, because even minor problems in this sense can hinder the execution of tasks.

Handy points out that organizations with virtual teams are focused on innovation in specific areas, while partners take on other aspects of the business. These teams improve flexibility and adaptability, as telecommuting allows employees to better manage their time and work-life balance, thereby increasing productivity and satisfaction. Also, virtual teams reduce operational costs, allowing organizations to invest in technology and training that increase efficiency. Digital tools such as Zoom, Slack, and Microsoft Teams enable effective real-time communication and collaboration, regardless of physical location.

Virtual teams play a key role in global corporations, startups, small businesses and consulting firms, enabling better coordination, cost reduction and more efficient sharing of knowledge and experience on a global scale.

Advantages and disadvantages of virtual teams for internal communication in the organization
Virtual teams bring numerous advantages for internal communication in an organization, but also cause certain disadvantages and challenges. Understanding these aspects can help organizations optimize their communication strategies and improve the effectiveness of their teams.

Advantages of virtual teams in internal communication [19]:

- Virtual teams enable the engagement of team members from different locations, which enables working in different time zones and virtually 24-hour productivity. Flexible work schedules allow employees to work from their homes, improving work-life balance, thereby increasing productivity. Team members can organize meetings according to their needs, reducing stress and improving efficiency.
- Virtual teams use a wide range of digital tools that improve communication and collaboration. Apps like Slack and Microsoft Teams enable quick information sharing, while video conferencing tools like Zoom and Google Meet enable virtual meetings. Project management tools like Asana and Trello help teams track tasks and progress. Centralizing documents through platforms such as Google Drive or SharePoint improves coordination and organization within the team.
- Digital tools enable rapid exchange of information and real-time feedback. For example, Microsoft Teams enables instant chats that solve problems without the need for formal meetings. Also, tools like Asana allow teams to track the status of projects and tasks, increasing transparency and improving coordination.
- Virtual teamwork is beneficial for people with disabilities or for those who care for the elderly or children, because it allows working from home and flexible working hours, which makes it easier to balance professional and private obligations [20].
- These advantages make virtual teams crucial for effective internal communication, allowing organizations greater flexibility, productivity and access to global resources.

Disadvantages of virtual teams in internal communication [21]:

- Virtual teams often face communication challenges due to the limitations of digital tools, such as e-mails and chat messages. Lack of non-verbal cues and tone of voice can lead to misinterpretations and misunderstandings, which increases the risk of conflicts or disagreements among team members. Technical problems, such as a poor Internet connection or software bugs, can make effective communication even more difficult. For example, connection problems during video meetings can significantly hinder productivity and make understanding and coordination among team members difficult.

- Remote work can lead to social isolation, reducing opportunities for spontaneous, informal interaction among colleagues. Lack of physical presence and joint activities reduces team chemistry, sense of belonging and reduces team spirit. This can negatively affect the building of interpersonal relationships, which further hinders cooperation and reduces team cohesion, as team members do not feel the closeness or mutual understanding that they would otherwise develop through personal interactions.
- Monitoring employee progress and performance in a virtual environment can be difficult. Managers may have difficulty evaluating performance, especially when clear goals and metrics are lacking. Identifying problems in team performance becomes more challenging, which can make it difficult to adapt strategies to improve performance. Additionally, employees may not have adequate training to use all the necessary digital tools, which may require investment in additional training and resources to develop skills in using tools such as video conferencing software and project management applications.
- Virtual work can cause problems in maintaining boundaries between work and private life, as employees often work from home. This loss of boundaries can lead to overwhelm, stress and reduced productivity. In addition, maintaining organizational culture and ethical standards becomes more difficult when team members work from different environments and do not have regular physical interaction. Managers may have difficulty maintaining team values and norms, which can affect teamwork and effectiveness.

These challenges indicate that while virtual teams bring many benefits, organizations must carefully manage communication, training, and maintenance of professional boundaries to minimize these drawbacks and improve team dynamics.

Virtual teams allow organizations to take advantage of the global labor market, accessing talent from different locations, thereby increasing the ability to hire specialists with specific skills. This approach also improves flexibility in work organization, as team members can work in different time zones and with flexible work schedules, which allows for uninterrupted productivity and a better work-life balance. Additionally, virtual teams can reduce the cost of operations, as the need for physical space, travel, and other costs associated with traditional forms of work is reduced. The use of digital tools, such as project management platforms, video conferencing applications and tools for the rapid exchange of information, improves efficiency in communication and collaboration among team members. These tools allow for instant feedback, task progress monitoring and better coordination, which contributes to increased productivity. In a dynamic business environment, where speed of decision-making and adaptability to the market play a key role, virtual teams are becoming increasingly important, as they enable organizations to quickly react to changes and gain a competitive advantage.

Organizational efficiency

"Organizational effectiveness is not only a question of structure, but also of the organization's ability to adapt to changes in the environment, use resources optimally and encourage cooperation among employees" [22].

Organizational efficiency is the key to achieving organizational goals through optimal use of resources. This includes reducing costs, increasing productivity, improving product or service quality, and maintaining employee and customer satisfaction. Effective management of human, financial and material resources enables the achievement of goals in the most efficient way.

Key elements of efficiency include:

- Productivity, which measures the amount of products or services in relation to resources, thus ensuring maximum performance with minimum costs.
- Quality, which guarantees the fulfillment of standards and customer expectations, thus maintaining competitiveness.
- Cost management, which reduces unnecessary expenses and increases profitability.

- Speed and flexibility, which enable quick adaptation to market changes, which is crucial for the long-term sustainability and competitiveness of the organization.

In order for the organization to achieve a high level of efficiency, it is necessary to apply various strategies and practices that enable the optimization of all aspects of its functioning, and these strategies include several key areas [23]:

- Process optimization focuses on identifying and eliminating inefficient steps within the organization. Analyzing workflows and automating routine tasks reduces the time and resources needed to perform tasks, which enables greater efficiency and better use of human resources.
- Training and development of employees are key to the effectiveness of the organization. Investing in training improves employees' skills, leading to higher productivity and reduced staff turnover. Continuous professional development improves engagement and job performance
- Technological innovation improves efficiency through advanced software tools, data analysis and automation, reducing errors and manual work. By introducing new technologies, organizations can perform tasks faster, thereby maintaining competitiveness and adaptability to the market
- Quality management is key to efficiency. Standards such as ISO or Six Sigma help to reduce errors, improve products and services, and increase customer satisfaction, thus organizations build a better market reputation.
- Performance analysis enables monitoring of key indicators (KPI) and identification of areas for improvement. This constant evaluation helps organizations quickly adapt to changes and optimize operations, leading to better business results.

By implementing these strategies, organizations can significantly improve their efficiency, increase productivity, reduce costs and improve quality, thus becoming more flexible in responding to market changes.

Organizational effectiveness is closely related to good internal communication, which is the key to long-term success. Effective internal communication improves process optimization, productivity and goal achievement. Through clearly established lines of communication, it is easier for employees to align activities with strategic directions, quickly solve problems and reduce errors. Regular updates and timely information reduce the risk of misunderstandings, increasing productivity and reducing costs. Meetings and status updates help teams stay aligned with projects, which contributes to greater efficiency.

Effective internal communication also increases employee engagement. When employees feel informed and included in the decision-making process, their motivation increases. Transparency in communication helps them connect with the organization, which leads to greater engagement and less staff turnover. The use of collaboration tools, such as Microsoft Teams or Slack, enables effective coordination and faster problem solving, which improves teamwork and contributes to better results. This type of communication also reduces the cost of hiring and training new staff, because employees who feel valued and engaged have less turnover. Organizations that encourage open internal communication often experience higher levels of innovation, as the free exchange of ideas opens up opportunities for creative solutions and improvements to products, services and processes. Organizational effectiveness is not just a matter of technological or operational resources. It depends on managers' ability to motivate employees, direct their efforts toward common goals, and create a culture that encourages high performance and innovation" [24].

Organizational efficiency can be measured by reducing unnecessary costs and better management of resources, which leads to higher profits. A quick reaction to changes in the market allows organizations to adapt to new trends and consumer demands, gaining an advantage over the competition. This ability to quickly adapt helps to improve products and services, optimize operations and increase customer satisfaction, thereby building a strong brand and positive

reputation. Increasing employee motivation through adequate training, support and resources contributes to their satisfaction and reduces staff turnover, which ensures the long-term success and sustainability of the organization.

4. Conclusion

In the digital era, internal communication becomes crucial for organizational effectiveness. Digital technologies are changing the way information is shared and teams are coordinated, which directly affects productivity, error reduction and employee engagement. Tools such as virtual meetings, collaborative platforms and e-learning programs enable faster information exchange, improve collaboration between teams and access to resources. Although digitization brings many benefits, successful implementation requires careful planning. Organizations that integrate digital technologies into internal communication experience better coordination, more efficient processes and greater business success. Using digital tools reduces uncertainty, improves decision-making and increases team synergy. This approach not only improves operations, but contributes to greater productivity, innovation and competitiveness, ensuring long-term sustainability and business growth.

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