

# ANALYSIS OF INTERNAL COMMUNICATION AS AN ELEMENT OF INTERNAL ENVIRONMENT IN ENTERPRISE "X"

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**Introduction:** Today there are many different organizations that easily come and go, because it is not a complicated task to open a business, the real challenge for these companies is to stay at the market and develop in order to obtain the desired results, achieve the objectives and of course gain profit. In this process, it is also important to be creative and original, which is not always a simple task for enterprises; therefore very often they come and they go in a very short time. Each organization acts as a mechanism therefore the secret is largely based on its internal functioning, operation, which is maintained by its employees, key executives and leaders. It is no secret that employees are the main and the most valuable resource of any enterprise. People, who day after day must solve complicated issues, come up with new ideas for developing their business idea, and solution for how to push the market, creating new products that would have no competitors. However, to make these processes run smoothly and effectively, employees need to be motivated, they have to be taken care of, because only satisfied employees may lead the enterprise towards the expected results.

The **object** of the research thesis was internal communication, but the **subject** of the research was analysis of internal Communication as an element of internal environment in enterprise "X".

The main **goal** of this research was to explore internal development, management mechanism and work mechanism of a specific enterprise in Latvia.

## Conclusions:

1. Internal environment of the organization is formed by factors which can be influenced and changed by the managers.
2. 34,4% of employees considers that tiredness is the reason why misunderstandings appear at work during the performance of work obligations.
3. 82,4% of surveyed employees in case of uncertainties ask the necessary information to director or more experienced colleague who is competent enough in particular situation.

4. Upon taking the decision which are or not related to the work, at first employees evaluate each situation separately.
5. Employees keep their objectivity or logical thinking in stress situations on the bases of their work experience, support from other people and internal micro climate of team.
6. Going in for sports, resting, traveling or communication with colleagues is the most popular ways how to abreact.
7. In most cases achievement of personal goals and financial security motivate employees for more effective work results.
8. Director considers that if many internal problems would exist in the organization, it would not be able to develop and exist at all.

**Suggestions:**

1. Organization DPD Latvia must have a tendency each quarter to execute and achieve 100% of goals forwarded in the previous quarter.
2. Continue development and improvement of internal communication regarding the director and employees of the organization.
3. Continue the development of mutual communication among employees and general internal micro climate.