

## SUMMARY

**Subject matter:** The improvement of communication in small business as a means of increasing its efficiency (on the example of “Malakhit ltd”).

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**Customer organization:** “Malakhit ltd”.

**Topicality of the research:** Nowadays it is necessary to formulate new and reassess the old approaches in the sphere of the organisation of the process of personnel management in a company. This is caused by the significance and priority character of communicative interaction for the subsequent creation of the effective mechanism with the proper functioning in management. The problem of communication among different parts in an organization is quite substantial in modern conditions and thus requires the necessity of discovering and thorough analysis of direct communication and feedback among members of staff in managerial activities. It can be noted that it is becoming an important part of management. The abovesaid fully explains the topicality of the research undertaken for theoretical justification of methodological approaches and for the development of scientific and practical recommendations for systematic application of communicative interaction when organising personnel management. This fact has also defined both the topicality of the graduation qualification research and its importance in the organization of management and the demand for the theoretical and practical results of the research.

**Objective of the research** is the development of theoretic-methodological and scientific and practical recommendations for the subsequent effective communication in personnel management of an organization. The application of communicative interaction in the framework of this research is aimed at the effective execution of administrative decisions in management.

To achieve the aim the following **tasks** have to be addressed:

- to study communications in small business as the basis for the efficiency of entrepreneurial activities;
- to study the current requirements imposed on business communications;
- to analyse business communications in the sphere of underwear manufacturing;
- to analyse business communications in “Malakhit ltd”;
- to justify the necessity of improvement of communications in small business;
- to develop potentially productive forms and directions for the improvement of communications in small business.

**Theoretical significance of the research:** the consideration and specification of theoretical and methodological aspects of the improvement of communications in small business.

**Practical significance of the research:** the possibility of application of the developed mechanisms for the development and improvement of communications and communicative interaction in an organization.

**Conclusions:** If an organization follows the recommendations of the graduation qualification paper for the improvement of communications in small business, its activities become more efficient, the consumer demand increases, the positive changes in the structure of an organization take place and the set goals are achieved more efficiently.

**Methods and directions for the improvement of communications:**

- the regulation of information flows (the study of information flows);
- the development of systems of proposals collection aimed at easier incoming and flow of information from the bottom levels up and at the reduction of information filtering;
- the improvement of managerial actions (holding assemblies, meetings);
- the improvement of feedback systems;
- the use on a regular basis of such modern information technologies as different messengers. e-mail and the Internet;

- publishing information newsletters.