

Интерес компаний к электронным коммуникациям возрастает. Приоритеты компаний в этой области стали в целом более обдуманними, долгосрочными, стратегическими. Стал возможен переход к так называемому электронному бизнесу. Под электронным бизнесом понимается осуществление автоматизированных бизнес-процессов (внутрифирменных и межфирменных) посредством компьютерных сетей. Основная идея электронного бизнеса заключается не во внедрении технологий и систем, а прежде всего в оптимизации взаимоотношений с клиентами, поставщиками и другими партнерами.

В то же время электронный бизнес – это оптимизация не только тех процессов, которые ориентированы во внешнюю среду, но также и внутренних процессов фирмы. Нет смысла концентрировать усилия на внешних коммуникациях, если внутренние процессы неэффективны.

В развитии электронного бизнеса выделяется три периода.

Первый период характеризуется внедрением базовых технологий электронных коммуникаций (подключение к Интернету) и освоением сравнительно несложных способов электронных коммуникаций (электронная почта, веб-сайт и др.).

На втором этапе компании концентрируют усилия на оптимизации внутренних процессов управления, на сокращении издержек управления с использованием электронных систем (системы управления ресурсами предприятия, управления взаимоотношениями с клиентами и с поставщиками).

Особенностью третьего периода является стремление фирм улучшить стабильность, надежность, гибкость коммуникаций с субъектами внешней среды: с партнерами в совместных проектах, с конечными потребителями продукции, с государством, с общественностью в целом.

Явно вырисовывающейся целью компаний становится переход на высоко автоматизированный электронный обмен, подразумевающий не просто передачу документов через электронные сети, но их автоматическое формирование информационной системой отправителя и автоматическую обработку системой получателя.

Таким образом, в условиях усиления внимания бизнеса к оптимизации взаимоотношений с клиентами, поставщиками и другими партнерами возрастает потребность компаний в системном управлении комплексом внутренних и внешних коммуникаций при помощи электронных технологий.

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TOP SKILLS CONTRIBUTING TO EFFECTIVE COMMUNICATION

The ability to communicate effectively with superiors, colleagues, and staff is essential, no matter what industry you work in.

Effective communication combines a set of skills including nonverbal communication, engaged listening, managing stress in the moment, the ability to communicate assertively, and the capacity to recognize and understand your own emotions and those of the person you're communicating with.

Effective communication is the glue that helps you deepen your connections to others and improve teamwork, decision making, and problem solving. It enables you to communicate even negative or difficult messages without creating conflict or destroying trust.

While effective communication is a learned skill, it is more effective when it's spontaneous rather than formulaic. A speech that is read rarely has the same impact as a speech that's delivered (or appears to be delivered) spontaneously. Of course, it takes time and effort to develop these skills and become an effective communicator. The more effort and practice you put in, the more instinctive and spontaneous your communication skills will become.

Top skills leading to effective communication will help you stand out in today's job market. They are listening, nonverbal communication, clarity and concision, friendliness, confidence, empathy, open-mindedness, respect, feedback, picking the right medium.

Listening. Being a good listener is one of the best ways to be a good communicator. No one likes communicating with someone who does not take the time to listen to the others. Practice active listening. Active listening involves paying close attention to what the other person is saying, asking clarifying questions, and rephrasing what the person says to ensure understanding ("So, what you're saying is..."). Through active listening, you can better understand what the other person is trying to say, and can respond appropriately.

Nonverbal communication. Your body language, eye contact, hand gestures, and tone all color the message you are trying to convey. A relaxed, open stance (arms open, legs relaxed), and a friendly tone will make you appear approachable, and will encourage others to speak openly with you. Eye contact is also important; you want to look the person in the eye to demonstrate that you are focused on the person and the conversation (however, be sure not to stare at the person, which can make him or her uncomfortable). Often, nonverbal signals convey how a person is really feeling. For example, if the person is not looking directly in your eyes, he or she might be uncomfortable or hiding the truth.

Clarity and concision. Try to convey your message in as few words as possible. Say what you want clearly and directly, whether you're speaking to someone in person, on the phone, or via email. If you ramble on, your listener will either tune you out or will be unsure of exactly what you want. Think about what you want to say before you say it; this will help you to avoid talking excessively and/or confusing your audience.

Friendliness. Through a friendly tone, a personal question, or simply a smile, you will encourage your coworkers to engage in open and honest communication with you. This is important in both face-to-face and written communication. When you can personalize your emails to coworkers and/or employees – a quick "I hope

you all had a good weekend” at the start of an email can personalize a message and make the recipient feel more appreciated.

Confidence. It is important to be confident in all your interactions with others. Confidence ensures your coworkers that you believe in and will follow through with what you are saying. Of course, be careful not to sound arrogant or aggressive. Be sure you are always listening to and empathizing with the other person.

Empathy. Even when you disagree with an employer, coworker, or employee, it is important for you to understand and respect their point of view. Using phrases as simple as “I understand where you are coming from” demonstrate that you have been listening to the other person and respect their opinions.

Open-mindedness. A good communicator should enter any conversation with a flexible, open mind. Be open to listening to and understanding the other person's point of view, rather than simply getting your message across. By being willing to enter into a dialogue, even with people with whom you disagree, you will be able to have more honest, productive conversations.

Respect. People will be more open to communicate with you if you convey respect for them and their ideas. Simple actions like using a person's name, making eye contact, and actively listening when a person speaks will make the person feel appreciated. On the phone, avoid distractions and stay focused on the conversation.

Feedback. Being able to appropriately give and receive feedback is an important communication skill. Managers and supervisors should continuously look for ways to provide employees with constructive feedback, be it through email, phone calls, or weekly status updates. Feedback involves giving praise to an employee, it can greatly increase motivation. Listen to the feedback you are given, ask clarifying questions if you are unsure of the issue, and make efforts to implement the feedback.

Picking the right medium. An important communication skill is to know what form of communication to use. For example, some serious conversations (layoffs, changes in salary, etc.) are almost always best done in person. You should also think about the person with whom you wish to speak – if they are very busy people you might want to convey your message through email. People will appreciate your thoughtful means of communication, and will be more likely to respond positively to you.

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ДЕЛОВОЕ ОБЩЕНИЕ СПЕЦИАЛИСТОВ В СФЕРЕ АГРОБИЗНЕСА

В наше бурное время информационной революции актуальность общения в сфере агробизнеса играет чрезвычайно важную роль. Процесс коммуникации не снижается, а наоборот, возрастает. Коммуникация важна во всех сферах деятельности человека. Все мы живем, обмениваясь