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INTERNATIONAL ASPECTS OF COMMUNICATION MANAGEMENT AS A SUCCESS FACTOR OF BUSINESS PLANNING

Summary

The topic of professional communication of entrepreneurs with their partners in the aspects of substantiating and promoting their business ideas, their detailed professional description, highlighting strengths, revealing uniqueness, innovative aspects, etc. remains beyond the scope of sufficient attention when planning a business both at the stages of its initiation and development. The use of international communication management standards is often episodic and does not have a systemic nature in the Ukrainian business environment.

The practice of communicative management in Ukrainian enterprises is widespread mainly among those who work with international partners, and communication at the level of a separate direction of management is not so much an element of the internal culture of management but a requirement to communicate with international partners. At the same time, communication management is an important component of business success in any country, including Ukraine. Therefore, it is necessary to highlight a number of communication management tools that are widely used today in a Ukrainian business (PR strategies and media resources, social networks, email marketing, corporate journals).

Similarly, a number of international communication management standards can be identified that directly or indirectly affect it: ISO 9001, ISO 14001, ISO 26000, ISO 31000, ISO 19600, as well as the Global Reporting Initiative (GRI) standard. Some other standards that can be useful for communication management and business planning are ISO 22301, ISO 22316 and ISO 9004.

The introduction into practice of compliance with the requirements of the mentioned standards will significantly speed up the process of harmonization of requirements for communications and in the field of business planning, and as a result - to improve the quality of communication of business entities in Ukraine with international partners, which will definitely open new horizons for starting and developing business as in Ukraine and on international markets. After all, communication management is an important success factor in business planning, since effective communication is a key factor in successful interaction with clients, employees, and other stakeholders. The main goal of communication management in this aspect is to ensure correct understanding and information exchange between all interested parties.

Keywords: international standards, communication management, business planning, key success factors.

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