

3 QUESTIONS ON HOW POTENTIALITY OF COMMUNICATION CAN LEAD TO MANAGERIAL EFFECTIVENESS FOR GLOBAL BUSINESS PRACTITIONERS

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ABSTRACT

The international market is expanding and the international trade is raising new challenges to the developing countries like India and the third world countries and to its professional-managers handling global business issues at international platform. In such a situation, communication, being the most significant element of entire business process, endorses the worth and effectiveness of a manager. In order to relate the communication competence of business managers and their managerial effectiveness, this article suggests frameworks in three stages to masterly handle international businesses, proposing apt communication solutions for managers functioning as catalytic agents on the canvass of international business.

KEYWORDS: Communication Managers, Global Communication, Functioning, Potential, Effectiveness