

بررسی میزان اثربخشی استراتژی های ارتباطی منابع انسانی در سازمانهای مجازی و الکترونیکی (مطالعه موردی: مؤسسه فرهنگی و اطلاع رسانی تبیان)

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Evaluation of the Effectiveness of Human Resource Communication Strategies in Virtual and Electronic Organizations

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Abstract

Following the development of communication technologies and looking to expansion of virtual organizations in Today's environment extremely changing, the strategic management of virtual organizations is considered one of the important problems of management. One of the most important issues in Virtual organization is Virtual Communications that have been established enormous part of the development process of these type of companies. Despite the importance of communication strategies in virtual organizations, limited research has been done in this field.

In this study, experimentally have been investigated the effectiveness of communication strategies at the level of communication with employees on achieve organizational goals. For this purpose, at first a framework based on the findings of previous research is developed and Based on it, Communication strategies used in the organization have been determined and then to evaluate their effectiveness In the form of questionnaire have attempted.

The results of this study show communication strategies have been effective to achieve the organization's goals in the level of Communication with staff and have been helped the

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