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The Criticality of Managerial Communication in the Century of High-Tech Evolution: A Strategic Perspective ☆

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Angelo A Camillo (https://papers.ssrn.com/sol3/cf_dev/AbsByAuth.cfm?per_id=609681)

Woodbury University

Loredana Di Pietro (https://papers.ssrn.com/sol3/cf_dev/AbsByAuth.cfm?per_id=1673040)

University of Molise

Robert C. Jinkens (https://papers.ssrn.com/sol3/cf_dev/AbsByAuth.cfm?per_id=1700655)

Woodbury University

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Abstract

The nature of the any industry demands understanding in communicating valuable and confidential information both within the company and with the outside world. The evolution of the information technology (IT) has made it possible to send written or visual communication across the globe in unprecedented ways at a speed as fast as a blink of an eye. This technology also enables to store and retrieve data just as fast and consequently it becomes necessary that communication disseminated in any form or by any means but especially electronically be made extremely cautious. Once the information is sent electronically it can be accessible to anyone, anywhere. Thus having a managerial communication plan in place allows for maximum efficiency of information dissemination as well as the protection of confidential data. This paper analyzes published literature and firms' policies within the scope of managerial communication. The results suggest that inefficient communication and lack of communications policy implementation can lead to unpredicted

consequences and will be valuable to firms and educational institutions for implementing or improving a communication's policy and to assist the practitioners in the field with the challenging daily internal and external communication's task.

Keywords: managerial communication, communication plan, communication policy, electronic communication, information technology

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