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**EFFECTIVE BUSINESS COMMUNICATIONS IN THE DIGITAL ENVIRONMENT IN
THE PUBLIC ADMINISTRATION SYSTEM**

**ЭФФЕКТИВНЫЕ ДЕЛОВЫЕ КОММУНИКАЦИИ В ЦИФРОВОЙ СРЕДЕ В СИСТЕМЕ
ГОСУДАРСТВЕННОГО УПРАВЛЕНИЯ**

**КООМДУК САНАРИПТИК ЧӨЙРӨДӨ НАТЫЙЖАЛУУ БИЗНЕС БАЙЛАНЫШ
БАШКАРУУ СИСТЕМАСЫ**

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EFFECTIVE BUSINESS COMMUNICATIONS IN THE DIGITAL ENVIRONMENT IN THE PUBLIC ADMINISTRATION SYSTEM

Abstract

Communications of the business world are special tools for data exchange, the main goal of which is the effective formulation and solution of management tasks. The active use of business communications makes it possible to effectively coordinate the interaction between various system elements in the field of public administration. When interacting with citizens at the state level, business communications allow them to respect their rights and freedoms when performing managerial tasks. For a more efficient operation of the public administration system, the competencies of employees in the field of business communication and their correct use in professional activities for the most efficient performance of professional tasks and the work of the entire state system as a whole are of great importance. Business communications in a digital business environment are one of the factors of effective interaction in the field of public administration.

Keywords: business communications, digital business environment, public administration, professionalism of specialists in the field of business communications.

Коомдук санариптик чөйрөдө натыйжалуу бизнес байланыш башкаруу системасы

Эффективные деловые коммуникации в цифровой среде в системе государственного управления

Аннотация

Бизнес дүйнөсүнүн байланышы - бул маалымат алмашуу үчүн атайын куралдар, анын негизги максаты-башкаруу милдеттерин натыйжалуу иштеп чыгуу жана чечүү. Бизнес байланыштарды активдүү колдонуу мамлекеттик башкаруу жаатындагы ар кандай системалык элементтердин өз ара аракеттенүүсүн натыйжалуу координациялоого мүмкүндүк берет. Мамлекеттик деңгээлдеги жарандар менен баарлашууда, бизнес байланыш аларга башкаруу милдеттерин аткарууда укуктарын жана эркиндиктерин сыйлоого мүмкүнчүлүк берет. Мамлекеттик башкаруу системасынын натыйжалуу иштеши үчүн, ишкердик байланыш жаатындагы кызматкерлердин компетенциялары жана алардын кесиптик ишмердүүлүктө кесиптик милдеттерди натыйжалуу аткаруу жана бүтүндөй мамлекеттик системанын иши үчүн туура колдонулушу чоң мааниге ээ. Санариптик бизнес чөйрөсүндөгү бизнес байланыш-бул мамлекеттик башкаруу жаатындагы натыйжалуу өз ара аракеттенүүнүн факторлорунун бири.

Аннотация

Коммуникации делового мира - это специальные инструменты для обмена данными, основной целью которых является эффективная постановка и решение управленческих задач. Активное использование деловых коммуникаций позволяет эффективно координировать взаимодействие между различными элементами системы в сфере государственного управления. При взаимодействии с гражданами на государственном уровне деловые коммуникации позволяют им уважать свои права и свободы при выполнении управленческих задач. Для более эффективного функционирования системы государственного управления большое значение имеют компетенции сотрудников в области делового общения и их правильное использование в профессиональной деятельности для наиболее эффективного выполнения профессиональных задач и работы всей государственной системы в целом. Деловые коммуникации в цифровой бизнес-среде являются одним из факторов эффективного взаимодействия в сфере государственного управления.

Ачык сөздөр: бизнес байланыш, санариптик бизнес чөйрөсү, мамлекеттик башкаруу, бизнес байланыш жаатындагы адистердин кесипкөйлүгү.

Ключевые слова: деловые коммуникации, цифровая деловая среда, государственное управление, профессионализм специалистов в области деловых коммуникаций.

The 21st century - the century of technology has led the whole world to switch to a remote format of work, which provoked the rapid development of the information component of business communications and the introduction of digital technologies in the organization of business communication.

Communications of the business world are a special tool necessary for the effective operation of data exchange channels, the main purpose of which is the effective formulation and solution of management tasks. Such communication links in the field of public administration make it possible to base management processes on an effective information base. The active use of business communication makes it possible to effectively coordinate the interaction between various system elements in the field of public administration.

Business communications appear and actively work in any field of human activity and are relevant for absolutely every level of interaction, from top management to ordinary employees. At the same time, scientists note that communication in the business space is a creative paradigm that has an appropriate and targeted impact in terms of information on all participants, which can be both individuals and organizations.

A number of researchers claim that communication in the business space is a combination of several types of communication at once, such as the interaction of organizations, the influence exerted on each other, mutual understanding and empathy to obtain the desired result of activity [6].

Glezdenov I.F. considers such models reproducing the communicative process as the most common:

- Noise model created by W. Weaver and K. Shannon;
- The communicative model created by M. Albert, M.H. Meskon and F. Hedouri nom;
- Linear model created by G.G. Lasswell;
- Circular model created by Ch. Cool and U. Schramm [4].

For a more effective operation of the public administration system, the competencies of employees in the field of business communication and their proper use in professional activities are of great importance for the most effective performance of professional tasks of the entire state system. It is important to understand that competencies in the field of business communication are also relevant for electronic interaction in the global network. The trust and loyalty of citizens depends on the correctness of the attitude of officials and employees of the state apparatus.

In the field of public administration, the implementation of such functionality is based on business communications:

1. Actual. Establishing contact both between subordinates and managers, between employees at the same hierarchical level, and between the population and employees of the state apparatus. In practice, it implies the efforts of all communication participants to create and maintain a communicative interaction.
2. Managerial. Due to business interaction, management decisions are made and employees are informed about new tasks. In the paradigm of business interaction, the managerial function implies informing the population about new requirements.
3. Control. Tracking the correctness and effectiveness of tasks in the field of public administration.

The digitalization of the surrounding world also affects the organization of business communications. Digital transformation has affected all production processes thanks to the following ideas:

- smart factory;
- smart manufacturing;
- industrial networks
- internet of things for production (internet of things for manufacturing);
- internet of everything, etc.

For a more complete understanding of the process, it is necessary to clearly understand the culture of business interaction underlying business communications:

- the culture of business interaction in the field of public service is a qualitative competence of an individual and an employee of the state apparatus, which contains a system of theoretical and scientific knowledge in the field of management, including specialized knowledge related to the theory of communication;
- the level of formation of the ability to communicate with employees of the state sectors, regardless of their position in the hierarchy and people who are not involved in public administration in all relevant forms of communication based on common moral principles, respect for human dignity, peculiarities of business communication and etiquette.

The formation and development of the culture of business communication takes place due to the following directions:

- be able to express and defend their opinions and their thoughts in business and individual communication;
- understand the main ways of conducting a constructive dialogue;
- defend your opinion in a reasoned manner in professional matters;
- understand the peculiarities of business etiquette, its significance for public life, its functions and norms;
- base your communication on ethical laws and principles;
- know the basic methods and forms of cognition;
- be able to conduct a political, cultural dialogue with various public formations;
- understand the essence of moral and professional deformation, the ability to see and overcome it in time [1].

The analysis of scientific literature [1; 3; 5; 6] suggests that highly professional business communications are based on such principles (Table 1).

Table 1. Basic principles of effective business communications

The basic principles of the beginning of business interaction	Awareness of partners about the financial condition, reputation image, level of professionalism, levels of education and culture
	The emergence of a favorable and trusting environment between partners that promotes effective dialogue
	Partners' compliance with contractual obligations

Interaction in business communication systems is based on (Table 1):

Table 1. Main communication options in the business space

The main paradigms of business communications		
The ability to understand partners	The ability to behave	The ability to see and hear a partner

A correct and deep understanding of their partners means that an individual has the skills to determine the thoughts and feelings of participants in the communication process by a number of signs.

The ability to hear and see participants in the communicative process means that an individual pays attention to the words, behavior, gestures and intonations of participants in the communicative process.

Correct behavior implies that the individual correctly shows personal feelings and relationships, correctly apply verbal and nonverbal methods of conducting. The level of development of professional competencies of specialists in the field of business communications should be considered as a meaningful characteristic of their professional activities. In the most general form, the content of the professional activity of a specialist in the field of business communications is a set of functions, as well as the corresponding operations with which the functions are implemented.

Based on scientific ideas, we define the essence of professionalism of specialists in the field of business communications as a multidimensional professional and personal quality that has a complex structure and includes functionally interconnected components:

- cognitive, implying a multiplicity of knowledge that is needed for effective work in the field of business communications;
- motivational, implying a multiplicity of motives that correspond to the tasks and goals of interaction in the field of business communications;
- activity-based, implying a multiplicity of skills and abilities for practical and applied solutions in professional activity
- personal, implying the presence of qualities necessary for interaction in the business space;
- reflexive, implying the ability to evaluate personal activity professionally, to determine an effective strategy of behavior.

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