



## Research Article

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### Communication and creativity of managers in the context of effective management in organizations in the Republic of North Macedonia

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#### Abstract

The increased awareness of the key role of effective management for the success of modern organizations in conditions of globalization has led to numerous questions about the mechanisms that determine the variability of this significant phenomenon. The purpose of this paper is to understand the factors that influence the process of effective management, with a focus on communication skills. This paper investigated the influence of communication skills among managers on effective management in organizations in the Republic of North Macedonia. The paper has a theoretical and empirical character, and the research is oriented towards determining the connection between the communication competencies of managers and management styles. The findings confirm that communication competences are a prerequisite for effective management that includes leadership, and that managers with different levels of communication competence will prefer different management styles. The findings suggest significant links between the three-dimensional integrated management model that is theoretically and operationally defined as a combination of transformational, transactional and liberal management styles with the communication model. These findings speak about the importance of communication skills, which increase with the level of a managerial position where transformational management styles dominate and confirmed the assumption that good and creative communication plays an important role in effective management and becomes crucial in today's world at all organizational levels.

**Keywords:** management, management styles, communication skills.

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