

ROLE OF OFFICE ADMINISTRATORS IN ENHANCING ORGANIZATIONAL COMMUNICATION WITHIN ECONOMIC DEVELOPMENT OFFICE: A CASE STUDY

ABSTRACT

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This proposed study examines the role of office administrators in strengthening organizational communication within Economic Development Offices, with a focus on Ortigas, Pasig City. The researchers aim to explore both the functions of office administrators and the communication strategies they utilize to enhance internal communication. The goal is to support the development of communication skills that contribute to greater efficiency and effectiveness within the organization. A quantitative research design was employed in this study, with a total of fifty (50) participants consisting of office administrators and staff from the Economic Development Office in Ortigas, Pasig City. The respondents were selected using purposive sampling, and data were gathered through a structured survey questionnaire designed to assess organizational communication practices. The findings indicate that most respondents were full-time office administrators aged 35 to 44. Team meetings emerged as the primary form of communication used within the Economic Development Office. Office administrators play a vital role in enhancing organizational communication by ensuring the effective assessment and dissemination of information. This includes maintaining clarity, timeliness, accuracy, efficiency, and accessibility of messages. Furthermore, effective communication strategies identified include the use of modern technology, the promotion of an open and collaborative environment, and the regular monitoring and evaluation of both internal and external communication channels. These practices contribute significantly to strengthening the communication skills of office administrators and improving overall organizational communication. To improve communication within the organization, the study recommends that office administrators regularly facilitate team meetings and integrate technological communication tools to effectively reach a broader audience. Using clear and straightforward language is essential to minimize confusion and misinterpretation. Additionally, cultivating an open and supportive environment allows employees to comfortably share ideas and opinions without fear of judgment, thereby fostering collaboration and trust. Lastly, consistently monitoring and evaluating employee responses is crucial in identifying areas that require improvement and in determining the overall effectiveness of current communication practices, enabling continuous enhancement of organizational communication.

RECOMMENDED CITATION

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