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COMMUNICATION AND INNOVATION IN BUSINESS

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ABOUT ARTICLE

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**Abstract:** The following article discusses how communication helps businesses to innovate. It outlines that clear and open communication enables employees to share ideas, work collaboratively, and solve problems more effectively. Communication is an essential element in the success of any business. Innovation is doing something different to create value. With effective team communication, teams are able to think of new products, services, or processes that can help the growth and competitiveness of the business. It also discusses some of the more common barriers, such as poor or misunderstood communication, which hinders the pace of innovation. It highlights the need for businesses to create a culture where people can share ideas and give feedback. Through the use of simple strategies like encouraging teamwork, using digital tools, and offering communication training businesses can enhance their capabilities to innovate. Real examples of successful companies demonstrate that it is through strong communication that they are able to generate those innovative ideas. This article gives businesses some practical advice on using communication as a tool to drive creativity toward success.

INTRODUCTION

Communication is a vital part of all businesses. It helps people work together, discuss, make decisions and come up with new ideas. Nowadays, businesses need to keep improving to stay successful. This is where innovation comes in creating new products, services, ways of working, to grow and stay

competitive. When people share their ideas and work with his team, they can solve problems and find better ways to do things. However, poor communication can cause missed opportunities to improve.

This article introduces how communication helps businesses become more creative and innovative. It also gives simple tips to help companies create a workplace where people feel free to share their ideas and try new things.

### **The reason why is innovation important in business:**

Innovation matters because innovation grows companies. Make business profitable, and then, it goes on top among all the priorities. Innovation matters, and innovation can help them create themselves uniquely in their respective competitive markets. To survive in the marketplace, one has to be very much innovative and try to bring uniqueness as much as it is possible for him or her with the time, which ultimately will differ from that of others already playing in the market. Innovation is considered to be the key driver of economic growth, and thus, it must be the primary focus of every single business because this helps in the economic growth of your country. The more you innovate, the more you will generate, and the more it will contribute to the economic growth of your country.

### **Communications encourages feedback:**

Encouraging feedback from employees and customers is extremely important to build and improve your business. Customer feedback can help to fix and improve mistakes and weak sides. Communicating with your customers about their experience and your product can also improve your communication skills during talking about experience.

### **Literature Review**

Effective communication is vital for driving innovation in businesses. Adhikary (2019) and Boyles (2022) emphasize that clear communication fosters idea-sharing, collaboration, and problem-solving, essential for innovation. Petrolino (2019) highlights the role of digital tools and communication training in enhancing team collaboration. The Business Communication (2018) points out that poor communication can hinder innovation, causing misunderstandings and delays. Overall, a culture of open, transparent communication enables businesses to create new products, services, and processes. Companies investing in effective communication practices and a collaborative culture are better positioned to stay competitive and foster continuous innovation.



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