

The role of interpersonal communication as employee motivation

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Abstract. *Interpersonal communication includes any verbal and nonverbal and planned or spontaneous communication. As it is important for every individual it is also important for every company. Through interpersonal communication, individuals can motivate each other in the form of praise, criticism, friendly relations and etc. Therefore, it is important for the company to develop interpersonal communication in order to motivate employees as much as possible because motivated employees will lead the company to achieve the set goals. This paper will show how interpersonal communication affects the motivation of employees in Elektra Čakovec. In order to determine the role of interpersonal communication on employee motivation, a survey was conducted in the company Elektra Čakovec, and the respondents were its employees.*

Keywords: interpersonal communication, motivation, Elektra Čakovec

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