

## **The role of administrative communications in achieving the effectiveness of administrative decisions A field study on the employees of the Republic Bank, Ajdabiya branch**

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### **ABSTRACT**

This study aimed to know the role of administrative communications in taking effective decisions in the District of the Republic, Ajdabiya branch, and the study community is from all workers in the (Republic Bank Ajdabiya branch), and their adults (35) employees, and the plural questionnaire form used data related to the subject of the study, and a method was followed The comprehensive survey of the study vocabulary has been analyzed using the statistical method through repetition and percentage. Through

statistical analysis, study data, then reach many results.

### **\* Introduction**

Administrative communications are considered one of the important matters in the organization, and instructions and directives cannot be transferred and passed to the workers in that organization except through the presence of an organized communications network that serves this aspect. The presence of such an effective network helps the workers understand and absorb all the rights, duties, and roles assigned to them, which It increases the productivity and effectiveness of this institution,

and administrative communication represents an essential means for making sound administrative decisions, and it is a necessity for most organizations to achieve solidarity and cooperation of departments in the organization, as it is a state of continuous interaction with the environment in which there are recurring challenges such as competition. And the change in customers' lifestyles and trends, and technological changes, and thus successful organizations seek to make changes in their administrative processes in order to adapt to the environment, and because change and development occur permanently, there is a need for the emergence of new methods of communication and development, in order to increase efficiency and effectiveness and achieve success and organizational development.

#### **\* Previous studies**

##### **\* First study**

Hibrata Disha Study (2008 - 2009) entitled Communication Effectiveness in an Economic Foundation Field Study in the National Company Electricity and Gas SENELGAZ A letter presented to a doctorate degree in social sciences branch Development and Facilitation of Human Resources.

##### **\* The second study**

The study of Musab Ismail Tish (2008) entitled the role of administrative communication systems and techniques in the service of decision -making is an applied case on the Ministry of Education in the letter of a letter provided for a master's degree in business administration.

##### **\* The third study**

Ponchleh Farid Study (2006) - 2007) entitled The Leader's Effect on the Decisions of Decisions on Industrial Organization - A Field Study at the Gideen Factory Branch - Virulal in Anaba, a letter presented to a master's degree in sociology, human resource development.

The study problem revolves around the extent of leaders' impact on the process of making decisions in the Algerian industrial organization.

##### **\* Study problem**

In light of all circumstances, the Foundation seeks to survive and continue, and this is dependent on the validity and accuracy of the decisions taken and thus the extent of drawing the correct goals and achieving them effectively, and this requires the benefit from all its human, material and informational resources, because the decision -making process, although the basic function of leaders is unable to do is isolated from

workers and specialists In the organization in order to ensure its success, and the informative and feedback information remains the decision -making, and from this standpoint we ask the following main question:

What is the role of administrative communications in making effective decisions in the organization under study?

**\* Study objectives**

1- Identify the nature of administrative communications used in (Al -Gomhoria Bank in Ajdabiya) from the point of view of the administration workers by knowing the patterns, means and skills of administrative communications.

2- Identify the available information characteristics of administrative contacts in the Republic Bank in Ajdabiya) in terms of the timing of obtaining information, accuracy, comprehensiveness, clarity, flexibility and ease of obtaining it.

3- Learn about the problems and obstacles facing administrative contacts in (Al -Gomhoria Bank in Ajdabiya).

**\* The importance of the study**

1- The study addresses the subject of administrative communications and its impact on the effectiveness of administrative decisions and the risk for providing the information and

data necessary to run the work to contribute to taking objective and successful decisions.

2- Administrative communication represents the system through which the information necessary to improve the work environment and provide an effective atmosphere for workers practicing work easily and interacting.

3- Effective contacts in the organization contribute to encouraging interaction between workers and leadership and spreading a culture of dialogue among all parties related to the organization.

**\* Study community**

The study community consists of all employees working in the Republic Bank, Ajdabiya branch, which number (35) employees (according to the information obtained by the manager of the bank's administrative affairs).

**\* Study limits**

1- The spatial borders: the Republic Bank in Ajdabiya.

2- Human borders: all employees in the Al -Wahda Bank Ajdabiya branch.

3- Time limits: The data used in the research was obtained in autumn. 2021

4- The objective limits: The study focused on the role of administrative

communications in making decisions in the organization.

#### **\* Study methodology**

This exploratory study was carried out according to the descriptive analytical approach through the following aspects: -

1- Theoretical aspect of the study: This study (the case study) aims to collect the scientific material from books and periodicals, scientific interviews, records, official statistics and available and related reports related to the subject of the study, to form an appropriate theoretical framework.

2- The field side: This aspect aims to collect the initial data related to the subject of the study, as the questionnaire form was used as a major data collection tool, and the personal interview was used as a helping way to answer the clarification inquiries, any ambiguity, then this aspect will also address the analysis of the basic data collected by the questionnaire form using methods. The appropriate statistics to achieve the goals of the study.

#### **\* Study terms**

1- Effectiveness: The ability to influence, achieve goals, and achieve the results observed in the best possible way.

2- Administrative Communication: It is an administrative process that

works to communicate data, information and decisions to the organization's members to reach the common goal.

3- Communication: It is the transfer and exchange of ideas, information, desires, opinions and trends between two or more people.

#### **\* Theoretical aspect**

Communication is something that you do at all times and a place where you meet people or we want to communicate information or idea or an order to them, it is one of the most activities that a person does in his life, and of course more than eating food and drink, and communication occurs between young and old, friends, enemies, men and women. With each other and with other people.

So, what is communication? We can - in short - say that it is the process of creating meanings and sharing them with others through the use of symbols, and communication occurs when a person sends or receives information, ideas, and feelings with others, and this matter does not only include spoken or written language, but it also includes body language, and the person's style. In the way he expresses it to others, (Mustafa 2015) (25).

Objectives of administrative communication: -

- 1- Achieving coordination between actions and actions
- 2- Sharing information
- 3- Making decisions
- 4- Expressing emotional feelings

Elements and components of communication: -

- 1- The sender, the communicator, or the first party in the communication.
- 2- The message.
- 3- Distortion of the message.
- 4- The recipient or the first party in the communication.
- 5- Channel or means.
- 6- Echo return or feedback.
- 7- The communication environment or context in which communication takes place.

#### \* The practical aspect

In order to know what was proposed from the theoretical aspect, the initial study was conducted on the employees of the Jumhouria Bank, Ajdabiya branch, represented by all employees of the bank. The questionnaire form was used as a main tool in the research, in addition to the personal interview as a tool for collecting the required data from the individuals investigated, then This data was subjected to statistical processing for the results. This chapter also deals with statistical analysis, using the method of frequency and percentages for the data collected through the answers of

the individuals investigated to the study's questions.

#### Analysis of data related to the practice of the communication process

##### Administrative

No.	Paragraphs	Answer	number	Ratio	Total ratio
1	Are there contacts between managers to workers continuously available?	Yes	19	76%	100%
		No	11	24%	
2	Are there contacts between the managers to the workers are available to learn them with everything that matters to them?	Yes	20	67%	100%
		No	10	33%	
3	Is the communication process between senior management and workers in an ongoing process within management?	Yes	28	93%	100%
		No	2	7%	
4	Is there correspondence between workers to communicate the information required to make the decisions?	Yes	19	76%	100%
		No	11	24%	
5	Is the communication one between workers to communicate the information required to make the decisions?	Yes	28	93%	100%
		No	2	7%	
6	Are the meetings an effective means of communication to deliver instructions to you?	Yes	19	67%	100%
		No	11	33%	
7	Is the information provided by the administration to the workers easily understood?	Yes	21	70%	100%
		No	9	30%	
8	There are no difficulties in the administrative communication process?	Yes	17	42%	100%
		No	17	58%	
9	Are there contacts between workers at the same administrative level in the organization?	Yes	18	40%	100%
		No	12	60%	
10	Are communication skills more important than communication technologies?	Yes	26	87%	100%
		No	4	13%	
11	Is email used between workers to deliver information?	Yes	16	57%	100%
		No	14	43%	
12	Is the information resulting from internal communications between workers?	Yes	20	67%	100%
		No	10	33%	
13	Do you participate in the organization's decision-making process?	Yes	17	57%	100%
		No	13	43%	
14	Do you delay the completion of the work assigned to you because the information is not available to you?	Yes	16	57%	100%
		No	14	43%	
15	Are there effective communication channels available within the organization?	Yes	15	50%	100%
		No	15	50%	
16	Are administrative decisions made at the right time?	Yes	15	50%	100%
		No	15	50%	
17	Do administrative contacts contribute to providing information that facilitates the application of administrative decisions?	Yes	16	57%	100%
		No	14	43%	
18	Do you have enough power to make the organization's decisions?	Yes	5	17%	100%
		No	25	83%	

#### \* Results

Through the statistical analysis of study data, many results that can be brief were reached as follows: -

- 1- I do not understand the realization of the higher management of the organization of the importance of connection and the effectiveness of them during the solidarity of the workers within the organization because of its impact on the implementation and application of the general policies of the organization.
- 2- 67% of the workers confirmed that most of the information issued by the senior management is in the form of

obligatory implementation decisions within the organization under study.

3- The 87th of the organization's employees under study affirmed that they are concerned with individual communication skills without giving importance to the organization's administrative communication technologies under study.

4- There are difficulties in the communication process within the organization under study, through the deficiency in the process of descending and emerging communications at the organization level.

5- There is an omission of the time factor within the organization not to make decisions in a timely manner due to the lack of information required in time through the organization's administrative means.

6- He emphasized (83%) of workers that there is no sufficient authority and providing employees to make decisions, with no actual participation of workers in the decision -making process at the organization level.

#### **\* Recommendations**

1- The senior management of the organization should be concerned with studying the communication system within the organization and giving it importance and priority because of its effectiveness to deliver

and understand decisions and information and ease of obtaining them.

2- The senior management of the organization must involve workers in the process of making decisions because of its great benefit from the specializations and expertise of workers in the various activities of the organization.

3- The necessity of the organization's interest in studying the multiple means of administrative communication and not focusing on one means represented in the organization's oral communications.

4- The senior management of the organization should be interested in studying, using advanced communication technologies because of its effect in providing information that helps in making decisions in a timely manner.

5- The senior management of the organization should pay attention to the importance of time and its impact on the process of making decisions by providing information by appropriate and effective administrative communication.

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