عنوان فارسی مقاله:
نقش ارتباطات داخلی افسر اجرایی ارشد: کانال های ارتباطی، سبک و اثر بخشی

عنوان انگلیسی مقاله:
The internal communication role of the chief executive officer: Communication channels, style, and effectiveness
6. Conclusion

The findings of the current study provide important implications for public relations scholars and professionals. First, theoretically, by demonstrating the effects of CEO communication on the quality of employee–organization relationships, this study adds to the growing body of literature on leadership communication and proves the notion of previous scholars (Grunig et al., 2002; Men, 2014b; Men and Stacks, 2014) that strategic leadership and management behavior should be considered as the characteristics of excellent public relations. Second, with a particular emphasis on the role of CEOs in internal communication, the present study implies that different levels of organizational leadership (i.e., CEO/top management, middle-management, and frontline managers) may influence internal communication practices and effectiveness in various degrees. Thus, future theorists should segment leaders based on such levels to examine their specific communication roles. Third, the study examined CEOs’ use of communication channels in the social media era and demonstrated the associations between CEO social media presence and perceived CEO communication quality, responsiveness as well as employee–organization relationship outcomes. Moreover, this study extends the literature on relationship management by suggesting CEO communication style and quality as antecedents of employee–organization relationship management. Centered on CEO communication, the findings provide new empirical evidence for the effectiveness of the interpersonal approach of organization–public relationship management (Toth, 2000).