

## CONTINGENTAREA COMUNICĂRII ORGANIZAȚIONALE

## CONTINGENCY OF THE ORGANIZATIONAL COMMUNICATION

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**Abstract:** This paper is based on an extensive theoretical study on the level of knowledge but also on a practical perspective by means of a representative research on 196 managers of commercial enterprises, in Mureș County. The paper underlines the fact that in Romania, the contingency by using models of the organizational communication is a method rarely used intuitively, applied with no logic, by inertia and with no acknowledgement from the decision makers. The paper presents an algorithm of projecting the communication plan, an instrument of contingency that must be used in modern management.

**Keywords:** organizational communication, rapid decisions, reduced costs, communication plan