

Универзитет Привредна академија у Новом Саду
University Business Academy in Novi Sad

Факултет за примењени менаџмент, економију и финансије Београд
Faculty of Applied Management, Economics and Finance Belgrade

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INNOVATION AS AN INITIATOR OF THE DEVELOPMENT

ИНОВАЦИЈЕ КАО ПОКРЕТАЧ РАЗВОЈА

BOOK OF ABSTRACTS

ЗБОРНИК АПСТРАКАТА

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Correlation and regression analysis of factors that significantly affect the process of business communication in small and medium-sized enterprises

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Abstract: *The most complex, dynamic and most comprehensive human activity is communication. For any form of social organization, communication is necessary. Since its existence, man has been constantly developing his communication and the means that serve him. It cannot be numerically expressed how important communication is in a person's life. Business communication between employees in the company is every day, and its quality can be significantly influenced by: education, knowledge, skills, talent and motivation of all employees. In this paper, the aforementioned impacts are analyzed on the projected sample. Statistical software SAS JMP Pro 16 was applied for the analysis of correlation and regression dependencies between the above factors as independent variables and business communication as a dependent variable to the study.*

Keywords: *correlation, regression, business communication, small and medium-sized enterprises*