


APPLIED DICTICS IN COMMUNICATION AND ORGANIZATIONAL BEHAVIOR

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ABSTRACT

This article aims to highlight the importance of communication in the internal and external organizational environment, along with the technological applications that can help companies in this process. Therefore, it begins by presenting the importance of the organizational structure for the implementation of excellent communication, then two types of organizational communication are evidenced, institutional communication that deals with an aspect more related to internal processes and staff training for better behavior and communication, and marketing communication that has a greater focus on external communication in order to demonstrate a better image of organizations for the market in order to generate benefits. Then, the importance of the relationship between the company and the individuals that compose it is demonstrated and how this relationship can affect organizations and then the challenges to establish excellent organizational communication are listed, such as the establishment of good relationships and the way to disseminate information. At the end, it is presented how DICTs can impact this communication process in a broad way, and some types of technologies and their specific impacts on communication are highlighted, such as big data, cloud computing, virtual and augmented reality, and artificial intelligence. Where it is possible to conclude that communication of excellence in companies is essential and digital technologies are extremely important for the realization of this, as their applicability meets the needs of organizational communication. This article used bibliographic texts for its elaboration and is an exploratory research.

Keywords: Communication. Behaviour. Companies. TDICs. Technologies.

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INTRODUCTION

Communication is essential for better survival, both for people and business organizations, as the act of communicating enables better interaction between people, whether in companies or in other social environments where these social interactions can generate great impacts.

In a company, when people communicate in a calm and equal way with each other, the work environment can generate less stress, greater cordiality between the parties, and consequently a better performance in the work done, which will ultimately impact the results obtained by the organization.

Therefore, communication must be worked on by companies in order to engage their employees, both leaders and subordinates so that they feel part of something and that they also understand the paths taken by the organization, as it will be essential that employees understand everything that the company communicates correctly, as this can bring greater agility to operational processes, fewer errors at work and avoid misunderstandings, so employees feel aligned with the company and its goals.

In this context, there are several ways to improve communication between companies and employees and their other stakeholders, something that can be essential in this process are the *TDICs (Digital Information and Communication Technologies)*, because *technologies today are transforming all sectors and communication could not be left out, so it will be very important that organizations use technologies that provide the improvement of communication so that Keep up with the news and develop through these technologies.*

When a company does not have improved communication with its employees and its stakeholders, it will tend to errors, failures, interpersonal problems among employees, errors in supplier orders, as well as a not so good view of the market. Therefore, improving communication and using technologies that can help in this process can be the differential that will make the company achieve the desired success.

This article used the literature review as a research methodology that was carried out through an exploratory research and aims to highlight the types of communication in organizations, the organizational structure focused on communication, the individual-company relationship and the challenges to establish communication and behavior of excellence. As well as to highlight the importance of DICTs for organizational communication, list some of the technologies that make up DICTs and highlight their applications in communication, and finally identify the importance of these technologies for organizational development.



COMMUNICATION AND ORGANIZATIONAL BEHAVIOR

The organizational environment can be full of challenges to be overcome, given the dynamism and speed with which processes occur within companies, communication can be the pillar that will support and organize all this so that the company can achieve greater performance and productivity, as well as retain talented professionals within the organization.

When dealing with people, it is necessary to understand that each person is different and, therefore, may have different behaviors in the same situation, so understanding people and their behaviors in the professional environment will be extremely important so that the company's objectives are achieved while employees feel they belong to that environment.

ORGANIZATIONAL STRUCTURE

To understand the aspects of communication, behavior and its importance, it is first necessary to know the organizational structure of companies, because it is from this work structure that people will demonstrate their behavior and communicate, as they will also be communicated, and depending on the structure of the company, communications may or may not be flawed, as well as positively or not impact the behavior of employees.

But what is an organizational structure? According to the PMBOK (2013), organizational structure is an ecosystem agent of the organization that has the ability to impact the available resources and induce the way of conducting the projects that are being carried out by the company.

Therefore, the organizational structure can be understood as the structured environment of a company that, depending on its structuring conjunctures, may or may not facilitate the development of business in various areas.

In communication and behavior within companies, the organizational structure also plays a very important role, as it is nothing more than the environment where people work and produce, so environmental factors can influence organizational processes. In accordance with the above, the PMBOK (2013) states that the orientation and management of projects are influenced by the environmental factors of the organization.

These factors present in the environment may impact behavior and communication within the company, as it is something that is part of the daily life of all employees of the company. The PMBOK (2013) brings as an environmental factor of the organizational structure the management of people within companies, where the management performs performance analysis of professionals and records all training of people, among other functions.



In this way, the organizational structure of companies must be prepared to have excellent communication with employees to have as few problems as possible, as well as to influence people's good behavior, so that the company becomes more productive and is a place that people want to be not only to work, but to live together and perform a function in an excellent way.

INSTITUTIONAL COMMUNICATION

This type of communication consists of communication that aims at the dissemination and understanding of information with its stakeholders, which seeks to strengthen the characteristics of the institution so that it can generate greater reputation and consequently attract and retain a larger audience to acquire higher income.

According to Diniz (2019), communication for corporations is essential, as it is a differentiating aspect of strategic competitiveness. Therefore, it is essential that institutions behave correctly when communicating, especially with their target audience, as markets can be competitive and erroneous communication can induce customers to look for competition.

In this way, it is evident that institutional communication must be understood and applied correctly by organizations, so that it communicates correctly internally and externally. In the internal environment, it must communicate in such a way that employees at all operational levels are aware of notifications, memos, information and important changes, while also helping to avoid errors and rework arising from noise in communication, which in turn communication when not well executed can lead to internal conflicts and greater wear and tear for people that in the end can end up in unsuccessful jobs and health problems for employees.

In this context, Diniz (2019) states that in the environment of organizations, good communication is needed to improve relationships, so that all the information that is communicated becomes understood while meeting the needs of the company, thus avoiding the possible noises and bottlenecks arising from incoherent communication.

While Diniz, Botega & Marques (2022) express that communication when in the internal environment of organizations becomes a link that has the ability to ensure that professionals remain motivated in order to engage more with the company, making the production process of companies more efficient and with greater assertiveness in order to enable, therefore, that organizations achieve the established objectives.

On the other hand, the company in its external environment must communicate excellently with its stakeholders, as erroneous or misunderstood communication in an order



to a supplier may lead to lost time and higher operating expenses, while disclosing incomprehensible or doubtful information may cause investors and shareholders to end up not continuing to invest in the company. Therefore, the act of communicating must be at the heart of organizations, because without excellent communication, numerous adversities may arise in the pursuit of established objectives.

Diniz, Botega & Marques (2022) complement by stating that since external communication is focused on external customers, organizations may adopt communication strategies that are different from those used in the internal environment, depending only on the communication strategies used by the company. Therefore, external communication is about the dialogue between the company and the government, the community itself, and primarily its own customers, that is, its stakeholders. In this way, companies must understand that institutional communication needs to happen in a simplified, clear and direct way.

MARKETING COMMUNICATION

Communicating with audiences outside the organization is an important step to establish yourself as a successful company, as the way companies show themselves to the market can generate positive impacts or the opposite, depending only on their way of behaving in front of people. In this way, good communication will also be extremely important for the development of organizations.

Accordingly, Panzarini (2015) exemplifies that companies in order to be persuasive, given the number of competitors, need to go beyond the usual, that is, the products and services offered and other tangible aspects, it is necessary to look at the brands themselves to visualize and understand how they can attribute differentiating factors to please the target audience.

In this way, companies should look for intangible aspects that can impact people so that they become customers, and good communication can generate this competitive advantage in order to attract and retain customers, as good communication can have the power of persuasion and be the decision-making factor for people.

According to Panzarini (2015), this type of market-oriented communication can be strategically articulated for the positioning of companies and to sell their products and services to potential customers.

For this, what will be disseminated through this communication must impact people and for this companies must use tools to develop the message and make it reach the intended target audience in the way the message was thought and imagined, without noise



or misinterpretation. There are several strategies and tools that companies can use to achieve the desired result of communication.

Panzarini (2015) emphasizes that to build an impact communication with the market, companies use tools present in marketing communication, including advertising, public relations, advertisements and merchandising to establish a relationship with consumers so that they consume their products or services continuously.

Therefore, it is noticeable that marketing communication has a great impact on the results of organizations and comes in line with marketing, that is, companies can use marketing to assist in the development and propagation of their intentions through communication in order to boost the growth of consumption, where from the understanding of the message that the company disseminates to the market, This message can be the link that will connect people to a particular company and will make that company increase its sales, improve its image and increase its profitability and its positioning in the market compared to its competitors, something that should be highly valued, given the number of competitors present in the market and the possible difficulty of maintaining itself in a competitive market.

INDIVIDUAL-COMPANY RELATIONSHIP

Employees need to understand the company so that they can perform quality work and collaborate for the growth of the organization, but the company must also understand its employees and understand that each human being has individual characteristics that denote different needs, where certain actions may not be beneficial to employees and may cause discouragement, stress and consequently unproductivity, And to avoid these and other inconveniences, this individual-company relationship should be cultivated in a beneficial way, as happy people will tend to work happily and do jobs well done, thus positively impacting business.

Miranda, Borges & Moreira (2012) emphasize that because the business environment is complex with each passing day, it becomes more important to understand the functioning and construction of organizational relationships, as well as the connections developed in individual-company relationships.

Understanding this aspect of the organizational environment can bring some benefits to organizations, because when it knows its employees and provides a greater understanding of the workspace while demonstrating its satisfaction with the work done, it can generate greater motivation for individuals to continue dedicating themselves to the organization, this can bring greater freedom of expression and questioning to individuals,



where it can generate new work ideas or even important changes in the way the operational process is carried out.

According to Miranda, Borges & Moreira (2012) this factor is really important, because when a person who works in the organization becomes a subject and finds loopholes to ask questions and discuss something, this encourages their creativity, which can lead to benefits for this individual and for the company he works for.

In this way, it is possible to understand that when a company creates good relationships with individuals within its environment, this can generate a greater sense of importance for individuals in relation to the company by making them really care to the point of positioning themselves through questions aimed at improving the organization's processes, And he does it because he knows that the company will understand him and even if he does not apply his questions, he will know that this will not become a reprisal, and that his questions at some point may be understood by the organization as necessary and this, when true, can generate greater efficiency, speed, higher quality of production, a more harmonious work environment, greater creativity, quality of life at work, higher sales, and finally, greater profitability for companies. In this way, individuals become part of the company's own identity, as their actions and questions are relevant and can generate benefits for the organization.

In accordance with the above, Miranda, Borges & Moreira (2012) agree that in the organizational sense, the act of an individual questioning the practices carried out in the organization and ending their questioning through their own actions, to some degree, contributes to the company's identity.

By highlighting these factors, it is possible to understand that organizations must learn to cultivate the individual-company relationship, because this relationship, when well cultivated, can bring benefits to both sides and make individuals active thinking beings in the organization and capable of being problem solvers and being the pillars that will lead the organization towards the desired success.

CHALLENGES TO ESTABLISH EXCELLENT COMMUNICATION AND BEHAVIOR

To create a successful relationship both with employees and with the market itself, organizations will need to be able to communicate in a precise and easy-to-understand way, as this can be the determining factor for their actions, positioning in the face of problems, image in the market, market positioning, among others. Any inconsistencies, whether internal or external, can generate challenges to be overcome, which can lead to



higher operating and production costs, loss of market, and several other problems that can generate losses if not solved.

Junior (2006) complements by stating that the very act of communicating within organizations encounters challenges, given the conflicts that exist between work relationships and human relationships in this contemporary moment.

That said, the managers of organizations must turn their gaze to the creation of good internal and external relationships aimed at reducing or even excluding any risks that may cause challenges to be faced.

In this context, Oliveira, *et al* (2018) explain that when managers fail in internal and external communication, there may be several related risks that may be detrimental to the functioning of the organization, in any means of communication used.

Therefore, this factor brings the first challenge that organizations may face when trying to establish excellent communication and behavior, because the very act of establishing communication and good behavior must be carefully planned to prevent managers and organizational leaders themselves from implying unnecessary risks.

In addition to the above, Oliveira, *et al* (2018) point out some of the factors that must be carefully analyzed to avoid possible problems in communication, such as the language used to carry out the communication, the way of interacting with other employees and disseminating information that has not yet been confirmed. These precautions must be taken so that it does not cause inconsistencies for companies, as the information and the way of communicating must always be clarifying, enabling greater development for the organization.

Communication, as mentioned earlier, can be a trigger for organizational development, and learning how to use it correctly and efficiently can be a game-changer and a driving factor for business continuity, but the opposite is also true, because by using the tools to communicate incorrectly, you can incur unnecessary risks that can end in the company's setback, and this must be analyzed with extreme caution so as not to incur in these risks, especially at the beginning when companies may have other challenges to deal with, essentially in small companies that may be struggling day by day to survive and stand out in the market full of competition and constant changes.

Oliveira, *et al* (2018) confirms the above when they state that small businesses go bankrupt because they do not manage communications with due importance and because they do not care about the work environment, often having very small spaces for their employees to perform their functions, due to the accumulation of errors and absence of feedback, which ultimately convert into losses, causing the company to row towards



decline, going backwards and leaving its development potential towards becoming a successful company to return to the starting point and having to start practically from scratch again.

In this way, it is understandable that organizations must essentially be good at communication so that all their internal and external processes can flow towards their established objectives, and the correct use of this and other factors can contribute to this actually occurring, especially in this era of technologies, information and artificial intelligence, where these and other tools can be of great help for the development and differentiation of the market.

TDICS AND THEIR APPLICATIONS IN ORGANIZATIONAL COMMUNICATION

There are several technologies that can be understood as DICTs, where many, if not most, of them bring important characteristics to the development of organizations. Therefore, they have several applicabilities, including their usability in internal and external communication strategies and processes. In this way, it is highlighting some technologies that make up TDICs and how they can integrate and benefit communication and organizational behavior.

Virtual and Augmented Reality

According to Sebrae (2023), virtual reality (VR) enables the individual's immersion in the digital universe. Augmented reality (AR), on the other hand, combines the virtual world with reality, providing people, through electronic devices, with the visualization of virtual instruments in a real condition.

In this context, virtual and augmented reality can impact the communication processes of companies, because according to Castro Alves (2022) in her research, the author identified that this technology can be used as a tool to generate empathy in people, so that they understand the other side and see what it feels like to feel what another person in a given situation feels. Therefore, these technologies provide perspectives of another person or animals, with the vision turned to them in the context of the narrative, providing them with the opportunity to experience the realities of other beings.

It is possible to apply this concept in organizations, both in the internal and external environments. In the internal environment, it can be used for employee training, so that they can be more attentive in the way they treat people, so that they acquire better behavior and attentive communication with greater empathy among themselves, and especially in serving the public.



In the external environment, this technology can be used for marketing communication and advertising of promotions and launches of new products or campaigns. Because this technology can turn a simple image present in a package into something totally intuitive and creative that can be experienced by customers, as well as attract new consumers to the brand, because when applied in marketing campaigns to communicate a product to people, virtual and augmented reality can be a great differential for the product and attract people's attention.

Castro Alves (2022) brings some examples of how virtual and augmented reality can be applied in marketing communication by stating that these technologies have already been used by major brands in their marketing campaigns, such as the use of augmented reality by Burger King to burn McDonald's advertising, where when scanning the advertising poster with the smartphone, it burned and showed advertising for a new Burger King product, all through augmented reality elements.

Also according to Castro Alves (2022), AR technology can be used to disseminate exclusive content created by the brand itself, as well as highlight the brand through animations and movements in the brand, whether in the logo or in the product. Well, an action through a playful visualization in AR can attract people to experience the brand. This type of visual communication provides greater dynamism through readings of AR codes on packaging, prints, labels, even in prints on clothes, thus becoming a competitive differential.

The communication of companies in the external environment goes far beyond just writing and speaking, communication is present in the organization's own image, in its marketing, in the way it uses its image to attract and retain customers, in the packaging and labels of its products. And virtual and augmented reality has the ability to improve these aspects so that companies communicate their products through interactivity and actions that provide personalized experiences.

AI - Artificial Intelligence

According to Cruz (2023), the rapid development of artificial intelligence has brought about a transformation in the way companies communicate with their stakeholders, generating several advantages and challenges for themselves, in a disruptive moment.

In this way, companies will be able to use artificial intelligence tools to improve their communication, but they may have to overcome some challenges for this to occur in its fullness, in this way, when well used, it can provide organizations with some essential benefits for their continuous development.



According to Cruz (2023), artificial intelligence in companies has been used to improve applications in their communication, such as the automated sending of information to employees, scheduling meetings, and building documents. In addition, through this it is possible to perform data analysis to identify behavioral patterns and employee participation, enabling more efficient strategic planning so that the team feels motivated and increases production growth.

Artificial intelligence has the ability to generate more interactive and assertive communication so that all messages or conversations carried out have the expected impact on their recipients, it also brings greater speed to the dissemination of important information, impacting the strategies of organizations and perhaps their decision-making, helps in understanding the behaviors of individuals present in the environment and uses them to incorporate them into strategic plans in order to avoid actions and behaviors that do not agree with organizational development. Below in Chart 2 it is possible to highlight other applicabilities of artificial intelligence in organizational communication.

Table 2. Applicability of AI in organizational communication.

APPLICATIONS	DESCRIPTION
Application 1	Companies can perform analysis of social media users' data, understand their individual tastes, and suggest products, segmented emails, services, and personalized experiences.
Application 2	Improve machine translations, enabling companies to communicate with partner companies in different languages and regions.
Application 3	Condense content, being summarized news and the most important updates of goods and services.
Application 4	Perform insights and data analysis, identify patterns and trends to contextualize strategic communication plans and issues of relevance in the traditional press, written reflections and viewer engagement.
Application 5	Segmentation of viewers, scheduling publications on social networks, tracking the performance of publications made and making immediate corrections to improve the related effects.
Application 6	Monitor media and social networks to prevent imbalances in the organizational image.
Application 7	Provide quick service, through virtual assistants and <i>chatbots</i> , to offer an assistance service with accurate answers to questions, especially the most recurrent ones.

Source: Adapted from Cruz, 2023.

However, the use of artificial intelligence in organizations goes far beyond applicability and benefits, this technology also has its challenges and requires care in its use so that everything occurs correctly, as it has implications that can generate inconsistencies in communication and other areas of companies when not used correctly. Therefore, organizations must look not only at the benefits, but everything that includes the process of implementing and using this technology in the communication process



Cruz (2023) agrees with the above and shows that it is essential that companies turn their eyes beyond the benefits of artificial intelligence in communication and use it more carefully and strategically, in view of its limits and potential. Because, by understanding and knowing how to use the best of technology, such as automating activities that have continuous repetitions and the analysis of huge volumes of data, and at the same time focusing their attention on the limitations and challenges linked to artificial intelligence, such as the absence of an empathetic being and prejudiced tendencies, companies have the job of ensuring that everything related to this and other technologies is transparent, possessing ethics and equity.

Communication undoubtedly benefits from the use of artificial intelligence by organizations, as it helps in better service, in the behavioral management of individuals present in the company's internal environment, in the same way that it allows data analysis and external information in large volumes, enables market understanding, communication without borders and a better understanding of everything the company communicates to its stakeholders. This technology, when well applied in organizations, can play a guiding role in more assertive and improved communication in the face of organizational needs.

Big data

The evolution of companies and businesses, as well as society in general, brings significant changes to global development, where it is necessary to capture, analyze and generate a huge amount of data to obtain precious information for better business decision-making. In this process of analyzing and managing large volumes of data, communication may be inaccurate, as people may not understand the totality of the data or even analyze only superficially, in this way, when the analyzes obtained from these are passed on, it may generate inconsistencies in the decision making of companies, that is, the communication of the analyzed data will be passed on with noise or little precision, Therefore, it will be necessary to use digital tools that are capable of doing this entire process with the least amount of errors possible. And Big Data can assist in this process to improve data communication in the organizational environment.

Da Silva (2021) agrees with the above and states that understanding that Big Data is essential for improving the effectiveness of companies' communication, as it is essential for organizations to carry out good marketing using data, since through the analyses made by Big Data and the correct use of this data by the organizations that they currently make their strategic definitions.



In this way, Big Data helps in the elaboration of companies' strategic processes and has the ability to safeguard all organizational communication that is part of these strategic procedures. Therefore, having its characteristics allows for more assertive communication in the processes that involve decision-making for the continuous development of organizations.

This technology also has the ability to develop good relationships in the organizational environment, managing the behaviors of individuals and creating a more productive, organized and harmonious organizational climate, with only its correct and well-planned application being able to acquire these and other benefits.

According to Cabestré & dos Santos (2013), in order for companies to be able to share their goals and achieve them, the public relations professional must have a consistent performance, coming to meet the core of the companies, enabling the occurrence of harmonious interpersonal relationships and the use of new technologies such as Big Data. The quantitative factors obtained through this technology can be used by the public relations professional, both to enrich the collective learning of individuals in the internal organizational environment, and to corroborate the fulfillment of organizational goals and objectives.

Cloud Computing

According to Susnjara & Smalley (2024), *cloud computing* is an *on-demand* form of computing resources, such as storage resources, local or virtual server, tools and applications elevated through AI, among others. It also happens through the internet, where your payment is made as you use it.

In this way, cloud computing can be considered a digital technology that aggregates tools and functions in a virtual space, with greater speed and flexibility, greater security and lower costs compared to physical hardware and servers.

When it comes to organizational communication, this technology will be essential for organizations to maintain their operational agility, because through cloud computing data can be transacted from anywhere in the world securely and practically instantaneously. Therefore, companies that have their tools in the cloud are able to obtain data faster, hold meetings faster with all the necessary members, make assertive decisions faster, and finally launch innovative products and services faster and globally.

Cândido & Araújo Júnior (2022) corroborate the importance of cloud computing for communication and organizational development by stating that the act of sharing data and information and the way one interacts with stakeholders are priority actions in strategic



information management, knowledge management, communication itself, and company routines. Especially with the advent of alternative forms and places of work, which can be evidenced with the *home office* and the use of *coworking*.

That said, cloud computing has brought greater agility and flexibility to communication in companies, so much so that employees have the ability to work from their homes without having any loss of earnings, as all the necessary information is available, and communication between company members can be carried out immediately and without noise.

According to Cândido & Araújo Júnior (2022), the way man and machines interact has been providing new advances that provide greater specialization in production processes, because with the implementation of intelligence in machinery, it enables greater control of *inputs*, operations, where cloud computing is essential to bring new functions and approaches to the management of information itself within companies.

Efficient communication is to transmit information effectively and with the least amount of noise possible, so that the recipient understands the message that the sender sent and returns feedback with their considerations. In other words, when cloud computing provides better information management, it is corroborating better communication between the company and its stakeholders.

Finally, Cândido & Araújo Júnior (2022) conclude that *cloud computing* tends to be a very effective alternative in information management, as long as aspects such as the knowledge needed by individuals are taken into account, as it is a critical factor for the best use and consequently the success of the management of data and information managed and structured in the cloud.

TECHNOLOGIES IN BUSINESS DEVELOPMENT

As evidenced so far, it is possible to visualize the importance that technologies have in the context of communication and organizational behavior and in the way their benefits reflect on other areas of companies. That said, technologies have the ability to assist in the development and growth of businesses when applied correctly in the organizational environment, where it can bring several other benefits to the numerous departments.

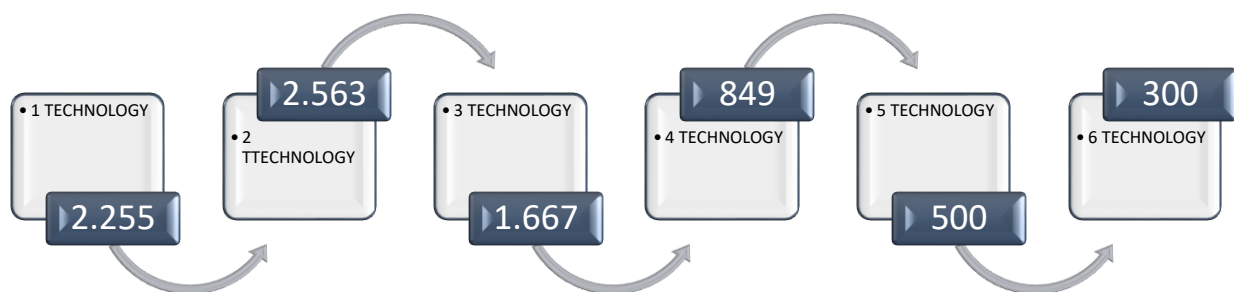
According to Sebrae (2023b), with the new technologies arising from the development of recent times, it brings the possibility for companies to plan, adapt or implement recent technologies and innovations in their business, so that in this way they have updated processes, products and services so that they can meet their demands in a personalized and differentiated way from other companies.

In this way, technologies today are essential for any type of companies, regardless of their nature, because technological advancement requires this update by companies so that they can continue to operate in the market in a competitive and attractive way for consumers, because companies that do not use new technologies may lag behind and lose market share to companies that are investing in the most diverse technologies that are emerging for improve your business as a whole.

A great proof of this evidence is pointed out by Gomes & Cabral (2023) through the IBGE evidenced by the Semiannual PINTEC survey carried out in 2022, where the results found indicate that of the 8,134 companies in the industry sector used at least one of the technologies, which are big data, cloud computing, artificial intelligence, internet of things, additive manufacturing, and robotics. Where most of these companies used at least two technologies, totaling 31.5%, companies that used only one totaled 27.7%. Where only 3.7% of companies used all technologies in their processes.

Through these data it is possible to show that technologies are of great importance for all companies, regardless of their field of activity, below in Figure 1 these results of the use of technologies by companies in a broader way for better understanding are evidenced.

Figure 1. Use of technologies by industrial companies.



Source: Adapted from Gomes and Cabral, 2023.

Through this data, it is possible to say that several companies already use one or more technologies in their processes for the best development of their operations, aiming to obtain benefits for their business. On the other hand, not all companies use technologies in their operations, this is due to several reasons, whether it is the need for major changes, training, lack of knowledge, or even the associated costs necessary for the implementation of new technologies in the organizational environment.

Gomes & Cabral (2023) state that of the results obtained in their surveys, where 9,586 companies with more than 100 people in the operation were surveyed, 15.1% did not implement any type of digital technology in 2022, and the main reason for them not to adopt



technologies was due to the high costs for implementing technology solutions, where this factor was pointed out by 70.3% of the companies that did not use any technology.

Therefore, it is necessary to disseminate even more knowledge about new technologies so that organizations understand their importance, in order to understand that the costs may indeed be high, but the future benefits may be immeasurable in the face of these initial implementation costs.

In this way, if most companies are already investing in new digital technologies for the development of their business, companies that do not invest will tend to fall into oblivion and end up incurring in a bankruptcy process, while companies that are investing in new technologies will be able to continue acquiring greater competitive advantages in order to become increasingly productive. profitable and perennial in an increasingly challenging and competitive world. In addition, Sebrae (2023b) says that for companies not to lag behind in the market and in a way ensure greater competitiveness, they need to innovate continuously.

METHODOLOGY

This article aims to highlight the importance of communication in the organizational context, and to demonstrate the potential of DICTs in the communication process, as well as in companies in general, so that organizations can develop continuously towards success.

To this end, it began with the evidence of the types of communication in companies, with the importance of the relationship between individuals and companies, after which the challenges to establish successful communication are demonstrated, and finally, the importance of digital technologies in this context is demonstrated, where their applicability was demonstrated and some of the technologies and their importance for communication were evidenced, demonstrating the impacts that these technologies can have on business.

To achieve these objectives, documentary and bibliographic texts are used to demonstrate the applicability and importance of the topics addressed, so that the evidence is accurate and clarifying, therefore, this article used an exploratory research for its elaboration.

Leão (2016) states that when research is carried out through the exploratory method, it aims to have greater knowledge about the researched theme, in order to make something familiar or acquire a new understanding about it, so that it is possible to elaborate a problem more accurately or develop new research hypotheses.



FINAL CONSIDERATIONS

In the end, after listing aspects that demonstrate the importance of communication for organizations and how technologies have the ability to assist in this process, it is possible to understand that organizations must establish a successful organizational structure so that communication can be carried out correctly aiming at improvements in internal and external processes.

Because, the structure is the basis for excellent communication, it is also understandable that business organizations must know and understand the individuals who work there so that they can communicate with them in an excellent way and with the least number of noises and inconsistencies possible, as this can be a factor that will provide greater performance of the processes, products and services.

In this research, two types of communication relevant to companies were evidenced, institutional communication that when applied and disseminated has the potential to attract and please stakeholders in order to develop and establish productive and transparent relationships, the second type exemplified was marketing communication that focuses on the foreign market and relates to marketing, where this is important so that companies can have a better positioning in the market and a better brand image, where both are important to acquire competitive advantage, attract and retain customers, overcome competitors and establish and consolidate a brand in the market.

Digital technologies, TDICs encompass organizational communication and bring new characteristics that benefit communication in companies, where through this research it is possible to understand that technologies today are essential to establish successful communication in companies, given that technologies are evolving by leaps and bounds and companies need to use them to keep up with the market and perhaps stand out in it, and as a consequence take advantage of its benefits for its own development.

There are several technologies that make up TDICS, big data is one of these technologies and it is of immense importance for companies, both in internal and external communication, because given its great capacity to capture, manage and analyze data, in a world that increasingly generates greater volumes of data, it becomes essential for communication in decision-making.

It was also evidenced virtual and augmented reality, *cloud computing* and artificial intelligence, where these also have a huge importance for organizational communication processes, virtual and augmented reality can be used for employee training in order to generate greater empathy and respect for others, it can be used in marketing campaigns and in personalization of labels and packaging.



Artificial intelligence meets the automation of repetitive tasks and processes, and has automated communication systems, such as *chatbots* for customer service, and in the internal environment it can be used to develop an intelligent and automated internal communication system for the better development of operational processes, as well as communication systems with simultaneous translation.

While cloud computing has remote, secure and low-cost communication, allowing professionals to access companies' resources and information anywhere, improving communication especially when some important members of the organization cannot attend important meetings.

Many companies already use TDICs in their processes due to these and other benefits, as these technologies have the ability to transform business and assist in the continuous evolution of processes in order to prevent companies from lagging behind, it also brings the possibility of gaining prominence in some way in its segment, as technologies can make companies transform into something totally new and improved in a way that is It is possible to establish an effective communication system, efficient processes, personalized service, products and processes that correctly meet demand and, finally, acquire a competitive advantage over other companies, so that it can generate greater profitability and succeed in an increasingly challenging and competitive world.

As limitations, it is possible to establish that this was done only by bibliographic research, and did not carry out an empirical research for the best evidence of data regarding communication and behavior linked to technologies in the organizational environment and, therefore, it is recommended to address these factors for future research.



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