

Importance of Communication Skills in Today's Life

*Neeta Jayraj Vapikar

Abstract

Effective communication skills are extremely important for the successful career in an Organization/Entrepreneur/Business. Candidly speaking, effective communications skills are equally essential for everyone in today's ultra competitive business world. In the existing globalization scenario, most of the MNC's and Indian Company are searching for a right and suitable candidate with sound knowledge in communication skills in addition to the hard skills. Unfortunately most of the present day so-called employee or Candidate is not up to the mark in communication skills and as a result they are disqualified. This present paper of us tries to focus on why effective communication skills are incredibly important and also a few suggestions that are highly beneficial in overcoming the most common communicative problems.

Keywords: Communication Skills, listening, Interpersonal communication, Empathies, rebuff.

* Assistant Professor, Abhinav College, Mumbai.