

LISTENING SKILLS IN BUSINESS COMMUNICATION

Radomir Stojanović¹, PhD; Slobodan Panić², PhD

¹College of Applied Sciences Užice, Užice, SERBIA, radomir.stojanovic@vpts.edu.rs

²National Bank of Serbia, Belgrade, SERBIA, slobodan.panic.sp@gmail.com

Abstract: Numerous studies that have recently attempted to answer the question ‘What are the jobs of the future?’ agree on one thing – listening skills are vital for any business. The winner of the 2018 Nobel Prize in economics, Paul M. Romer, claims that long-term economic growth can only be based on human capital, i.e. employees’ knowledge and innovative ideas. However, the most valuable human characteristics such as creativity, energy and passion can be aroused only by a socially intelligent leader. Such behaviour is completely opposite to narcissism and egoism, which represent the foundations of the consumer society. Socially intelligent people place the greatest focus on communication - oral, written and non-verbal. It is what the speaker is saying or writing about, or even more, how he/she feels while doing it that matters to them. That makes social and emotional intelligence quite similar. This paper is about the most important oral communication competence, and it is listening.

Keywords: active listening, business communication, informational listening, critical listening, emphatic listening