



## La comunicación organizacional y su incidencia en la gestión empresarial: caso asociación Asoproakuri, ciudad de Archidona [

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text (article)

Analítica

The Asoproakuri Association is dedicated to the purchase and sale of robust coffee for export and is located in the city of Archidona, Napo Province. It has 16 members from different communities of the Kichwa people of Rukullakta. In this association there have been problems in the flow of information because they are not clear about the type of communication that should be, therefore, it has limited the development of business management. This research focuses on organizational communication and its impact on business management, the objective of this research is to determine how organizational communication affects the business management of the association Asoproakuri, the methodology applied in this research was descriptive and field; the methods were deductive, inductive, analytical, bibliographic and research techniques were used for the survey, interview and observation, The result was that they do not have a communication plan causing low productivity, administrative and operational problems, so the working environment is not pleasant because there are difficulties in solving internal problems, therefore, it is concluded that if it generates an impact on organizational communication, so it is recommended to develop the communication plan and discuss with partners business management techniques with which the association should work through a good business leadership

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