

THE IMPACT OF INTERNAL COMMUNICATION AT WORK AND ETHNIC PREJUDICES

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ABSTRACT

This study aims to find out whether there is connectivity between the component ratio of ethnic bias behavior and positive internal communications in retail industry. The basic theory of this research is the theory of social categorization of Henri Tajfel (1978), where people create social categorizations between groups even when the risk is absent. While the places where was realized this research have conflicts between ethnic categories, the chosen samples includes employees from some companies and food markets in the city of Skopje, Tetovo and Gostivar in the Republic of Macedonia, who have ethnic diversity of employees. The main technique used for data collections is primarily designed questionnaire to measure these indicators. In connection with the purposes of this study, the results show a high positive correlation between the behavioral component of ethnic prejudices and positive internal communications. This means that the growth of one variable increases the other variable. One of the key recommendations is that the layer of high-ranked officials maintain the right attitude in the internal communication between employees regardless of their ethnicity and avoid such behavior that could result in ethnic prejudice.

Keywords: Ethnic prejudices, internal communication, behavioral component, retail industry.