

POSITIVE COMMUNICATION IN ORGANIZATIONS WITH DIFFERENT ETHNIC NATIONALITIES AND THE COGNITIVE COMPONENT OF ETHNIC PREJUDICES OF EMPLOYEES

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ABSTRACT

This research aims to see the relationship between the perception of positive communication and the cognitive component of ethnic prejudices among public sector employees in the Ministry of Labor and Social Policy in the cities of Skopje, Tetovo and Gostivar in the Republic of North Macedonia. The participants in this study were a total of 194 employees with different ethnic affiliations: Albanian, Macedonian, Turkish, Serbian, Vlach and Roma, aged 18 to 56 years, with an approximate inclusion of both sexes. The quantitative method and questionnaire technique were used for this research. Despite high confidence intervals, this study's findings highlighted a statistically non-significant prediction effect between positive communication and the cognitive component of ethnic prejudice in employees. A non-significant effect was also found in the prediction of the manager's affiliation in the cognitive component of ethnic prejudice in employees.

Keywords: Cognitive component of ethnic prejudice, Positive communication, Manager's ethnicity.