

INTERNAL COMMUNICATION AND PERCEPTION OF ETHNIC PREJUDICE OF EMPLOYEES OF DIFFERENT ETHNICITIES IN THE WORKPLACE

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ABSTRACT

This research aims to see how different indicators of internal communication, such as open communication, positive and understandable communication, affect the perception of ethnic prejudices among employees of different ethnic backgrounds. Participants in this study are a total of 390 employees with different ethnicities: Albanian, Macedonian, Turkish, Serbian, Vlach and Roma, of them 229 (58.7%) men and 161 (41.3%) women, including 149 (49.7%) subjects from the private sector and 196 (50.3%) from the public sector. The method used in this research is the quantitative method, respectively the questionnaire technique was used, carried out for the purposes of this research. The findings of this study, despite the high reliability intervals, highlighted a statistically non-significant prediction effect between positive and open communication, in contrast to understandable communication, which was found to be a predictor of ethnic prejudice in employees. From these findings, we can say that internal communication can partially influence the appearance of ethnic prejudices. A non-significant effect was also found in predicting the gender, ethnicity of the employees as well as the work sector.

Keywords: Ethnic prejudice, positive communication, open communication, understandable communication.