

The Role of Communication in Enhancing Performance within Basketball Organizations

Brangea Vlad-Alexandru

Lucian Blaga University of Sibiu

Abstract

In the current economic landscape, attaining optimal performance is unequivocally the objective of every basketball organization. Achieving this performance entails a comprehensive process encompassing various aspects such as setting objectives, securing adequate funding, selecting appropriate players, and executing effective marketing strategies. This paper examines a critical component in the pursuit of performance within basketball organizations: communication. This critical component can be considered as a foundation stone for creating an effective team. Through a comprehensive literature review on the role of communication in enhancing performance within basketball organizations, the author sought to address the research question: *“What is the role of communication in enhancing performance in basketball organizations?”* Consequently, this paper aims to elucidate how communication influences performance in basketball organizations. The findings indicate that communication significantly contributes to performance enhancement within these organizations. Moreover, the results will offer valuable insights for both the current study and future research, demonstrating that improving communication among organizational members can lead to increased performance. By highlighting best practices and strategies for effective communication, this study provides practical recommendations for basketball organizations aiming to optimize their performance. Additionally, this paper explores the mechanisms through which communication fosters team cohesion, facilitates strategic planning, and enhances overall organizational efficiency, thereby underscoring its pivotal role in the success of basketball teams.

Keywords: goals, leadership, objectives, team, teamwork