

Communication Skills in Achieving Sustainable Economic Development Goals¹

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الحلقة (٢ : ١)

يهدف هذا البحث إلى تسليط الضوء والتركيز على طرق مهارات الاتصال سواء عن طريق المنظمة أم من خارجها كواحدة من أهم المهارات في تحقيق أهداف التنمية الاقتصادية المستدامة وقد لاحظنا الأهمية الحقيقية في دور الاتصال سواء كانت المنظمة طرف فيه أم غيره في الوصول إلى تحقيق التنمية الاقتصادية بكافة أشكالها فهو ليس مجرد نقل الرسالة وإنما يتبع ذلك عمليات عدة من التأثير والإقناع والتغذية الراجعة وهذا متوقف أصلاً على المهارة في استخدام ذلك وأن أي بحث نوعي كان لابد من الجمع بين المنهج الاستنباطي الذي حاولنا من خلاله الإجابة على إشكالية الدراسة و المنهج الوصفي في عملية التحليل والاستنتاج والوصول إلى النتائج والتوصيات وبذلك طبقت الطريقة العلمية التي تستخدم الطريقة الاستقرائية والاستنتاجية.

وقد تم الحصول على ما يلي :

- ١ . تحقيق أهداف التنمية الاقتصادية المستدامة أصبح حقيقة حتمية لا مفر منها من أجل مواكبة باقي الدول التي تتسابق في ذلك .
- ٢ . يجب ان تنطلق العمليات في الأعمال الإدارية من منطلق التخلص من الآثار التي يتركها الاتصال على كافة المستويات (الاقتصادية – الاجتماعية – البيئية – القانونية... وغيرها) .
- ٣ . الاتصال الفعال يساهم بشكل فعال في تغيير الثقافة التنظيمية ونمط الحياة السائد في المجتمع .

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٤ . إن التطور التكنولوجي والذكاء الاصطناعي قد ساهم في فتح مجالات جديدة في التجارة العالمية الأمر الذي يوجب تصميم واستخدام وسائل تكنولوجية حديثة في الاتصال والتدريب على ذلك في كافة الاتجاهات التنظيمية.

وبناءً على النتائج السابقة توصلنا إلى مجموعة من التوصيات :

١ . تنظيم برامج اتصالية جديدة هدفها التعريف بفوائد التنمية الاقتصادية ونشر كل ما يتعلق بها وعن دورها في تحسين جودة حياة الأفراد .

٢ . إجراء البحوث والدراسات الاتصالية من قبل أصحاب التخصص في ذلك وتخصيص الميزانية المالية اللازمة لذلك .

٣ . إنشاء فرق مختصة مهمتها الاتصال مع الجمهور وشرح أهداف التنمية الاقتصادية المستدامة .

٤ . يجب أن تحمل البرامج الاتصالية في ذلك طابع التوعية والجاذبية في تحقيق الأهداف من التنمية المستدامة وإجراء التدريب على ذلك والإستفادة من التغذية العكسية والمعلومات المرتدة في عمليات التخطيط والتنفيذ .

٥ . الإستفادة من خبرة المنظمات الإقليمية والدولية على أن يتم الإعتماد أولاً على الإمكانيات والمهارات الشخصية والذاتية المتوفرة أولاً دون الانتظار على المساعدة الخارجية كلياً .

Abstract

This study aims to highlight the pivotal role of communication skills, whether practiced within organizations or across external stakeholders, as one of the fundamental competencies for achieving the goals of sustainable economic development. The study emphasizes that communication represents far more than the simple transmission of information; rather, it is a dynamic process involving influence, persuasion, interaction, and continuous feedback, all of which depend primarily on the communicator's ability to employ appropriate communication skills effectively.

Given the qualitative nature of this research, the study adopts an integrated methodological approach that combines the deductive method to address the research problem and formulate theoretical interpretations with the descriptive analytical method to analyse the relevant concepts, derive findings, and formulate recommendations. Consequently, both inductive and deductive scientific approaches were employed to ensure a comprehensive

understanding of the relationship between communication skills and sustainable economic development.

The findings demonstrate that communication skills constitute a strategic instrument for enhancing sustainable development by facilitating the exchange of information, strengthening stakeholder participation, supporting informed decision-making, and promoting awareness of sustainable development principles. Furthermore, the study concludes that selecting appropriate communication methods according to organizational and environmental contexts significantly contributes to improving institutional performance and achieving sustainable economic development objectives.

Keywords: Communication Skills; Organizational Communication; Sustainable Development; Sustainable Economic Development; Communication Methods; Organizational Performance; Stakeholder Engagement.

1. Introduction

Communication has become one of the fundamental pillars for achieving sustainable economic development in contemporary organizations and societies. The accelerating pace of globalization, technological advancement, digital transformation, and the increasing complexity of economic environments have significantly expanded the strategic role of communication. It is no longer viewed merely as a mechanism for transmitting information; rather, it has evolved into a comprehensive managerial process that facilitates interaction, knowledge sharing, persuasion, participation, coordination, and informed decision-making.

Sustainable economic development cannot be achieved without effective communication among governments, organizations, communities, and other stakeholders. Communication serves as the primary channel through which development visions are conveyed, strategic objectives are clarified, public awareness is enhanced, and collaborative efforts are coordinated to achieve sustainable outcomes.

Furthermore, communication skills contribute substantially to improving institutional efficiency by strengthening organizational relationships, facilitating teamwork, minimizing conflicts, accelerating information exchange, and supporting innovation. Consequently, communication represents a strategic asset that enables organizations to improve institutional performance while contributing to the realization of sustainable development goals.

Against this background, the present study investigates the relationship between communication skills and sustainable economic development by examining the various communication methods employed within and outside organizations and evaluating their contribution to achieving sustainable development objectives.

2. Research Problem

Despite the increasing global interest in sustainable development, limited academic attention has been devoted to examining the direct relationship between communication skills and the achievement of sustainable economic development goals. Existing studies have generally addressed communication and sustainable development independently, with relatively few investigations exploring their interrelationship.

Accordingly, this study seeks to address the following central research problem:

How do communication skills contribute to achieving sustainable economic development goals?

This principal question is further explored through several subsidiary questions concerning the concept of communication, communication methods, communication functions, sustainable development concepts, and the relationship between communication practices and sustainable economic development.

3. Research Objectives

This study aims to achieve the following objectives:

1. To identify the concept and characteristics of communication and communication skills.
2. To distinguish sustainable development from other related development concepts and clarify the fundamental difference between communication and interpersonal interaction.
3. To examine the functions of communication in achieving sustainable economic development goals.
4. To identify the most appropriate communication methods for supporting the economic, social, and environmental dimensions of sustainable development.
5. To explain the relationship between communication methods and sustainable economic development and reduce ambiguity surrounding this relationship.

6. To propose practical recommendations that may assist organizations and decision-makers in improving communication practices to support sustainable development.

4. Significance of the Study

The significance of this study can be summarized as follows:

- Clarifying the dimensions of the research problem and reducing ambiguity regarding the relationship between communication skills and sustainable development.
- Highlighting the strategic role of communication in achieving sustainable economic development objectives.
- Addressing the scarcity of studies that integrate communication skills with sustainable economic development within a single analytical framework.
- Providing findings and recommendations that may support researchers, policymakers, and organizational leaders in strengthening communication practices for sustainable development.

5. Theoretical Framework

To achieve the objectives of the study, the theoretical framework is organized into three major sections:

- **Section One:** Communication concepts, communication skills, communication processes, and the answers to the first three research questions.
- **Section Two:** Sustainable development concepts, sustainable economic development, and the discussion addressing the fourth research question.
- **Section Three:** The relationship between communication skills and sustainable economic development, together with an analytical discussion of communication methods and their contribution to achieving sustainable development objectives, leading to the study findings and recommendations.

Chapter One: Communication and Sustainable Economic Development

1.1 The Concept of Communication

Communication is a systematic and continuous process through which information, ideas, opinions, emotions, and knowledge are exchanged between two or more parties to achieve mutual understanding and influence

behavior. It is one of the fundamental managerial functions upon which planning, organizing, leadership, and control depend.

Within organizations, communication extends beyond the mere transmission of messages. It encompasses interaction, persuasion, coordination, participation, and feedback, thereby enabling decision-makers to accomplish organizational objectives efficiently and effectively. Consequently, communication represents one of the most valuable strategic resources available to contemporary organizations.

Effective communication contributes to building trust among organizational members, strengthening teamwork, reducing conflict, accelerating decision-making, and enhancing organizational performance. It also serves as a fundamental prerequisite for achieving sustainable economic development by facilitating cooperation among governments, organizations, communities, and other stakeholders.

1.2 Functions of Communication

Communication performs several essential managerial and developmental functions, including:

1. **Informational Function:** Providing accurate and timely information that supports sound managerial decisions.
2. **Coordination Function:** Coordinating activities among organizational units to ensure the efficient implementation of plans.
3. **Motivational Function:** Encouraging employees to improve performance and achieve organizational objectives.
4. **Control Function:** Monitoring organizational performance and ensuring compliance with established plans and standards.
5. **Social Function:** Strengthening interpersonal relationships and promoting cooperation and teamwork.
6. **Developmental Function:** Supporting innovation, organizational learning, and continuous institutional improvement.

Collectively, these functions enable organizations to improve institutional performance and create an environment conducive to sustainable development.

1.3 Types of Communication

Communication can be classified into several categories according to organizational context and communication channels:

A. Internal and External Communication

- **Internal Communication:** Occurs among employees and organizational units within the organization.
- **External Communication:** Takes place between the organization and external stakeholders such as customers, suppliers, governmental agencies, and the wider community.

B. Formal and Informal Communication

- **Formal Communication:** Conducted through officially authorized organizational channels and follows established administrative procedures.
- **Informal Communication:** Develops naturally through interpersonal relationships among employees and often facilitates rapid information exchange.

The effectiveness of each communication type depends on the administrative situation and the organizational context in which it is applied.

1.4 Communication Methods and Their Relationship to Sustainable Development

Organizations employ multiple communication methods to support sustainable development objectives, including:

- Verbal Communication
- Written Communication
- Non-verbal Communication
- Electronic Communication

The effectiveness of each communication method depends primarily on providing accurate information at the appropriate time and establishing an effective feedback mechanism that enables organizations to evaluate stakeholders' responses and improve future communication practices. This interactive process significantly contributes to achieving sustainable development goals by enhancing transparency, participation, and informed decision-making.

1.5 Communication as a Strategic Tool for Sustainable Development

Communication is no longer viewed solely as an operational function but rather as a strategic management instrument that supports sustainable economic development by:

- Improving institutional transparency.
- Strengthening stakeholder participation.

- Supporting evidence-based decision-making.
- Promoting sustainable organizational culture.
- Enhancing knowledge sharing and organizational learning.
- Increasing public awareness of sustainable development principles.

Accordingly, organizations capable of developing effective communication systems are more likely to achieve long-term institutional sustainability and competitive advantage.

Chapter Two: Sustainable Development and Sustainable Economic Development

2.1 The Concept of Sustainable Development

Sustainable development is a comprehensive development approach that seeks to satisfy the needs of the present generation without compromising the ability of future generations to meet their own needs. It is founded on achieving a balanced integration of economic growth, social well-being, environmental protection, and technological advancement.

Unlike traditional development models that focus primarily on economic growth, sustainable development emphasizes the efficient utilization of natural resources, environmental preservation, social equity, and the long-term sustainability of development outcomes. It therefore represents a comprehensive strategic framework adopted by governments, international organizations, and business institutions to ensure inclusive and sustainable progress.

2.2 Sustainable Development versus Traditional Development

The study distinguishes sustainable development from conventional development in several respects:

- **Traditional Development** primarily emphasizes increasing production, income, and economic growth, often with limited consideration for environmental and social consequences.
- **Sustainable Development**, by contrast, integrates economic, environmental, social, and technological dimensions into a unified framework that guarantees the continuity of development while preserving resources for future generations.

2.3 Dimensions of Sustainable Development

The research identifies four major dimensions of sustainable development:

1. Economic Dimension

This dimension focuses on promoting sustainable economic growth, improving productivity, creating employment opportunities, encouraging investment, and ensuring the efficient allocation of financial and natural resources.

2. Social Dimension

The social dimension seeks to improve quality of life through education, healthcare, social justice, equality, poverty reduction, and community participation in the development process.

3. Environmental Dimension

Environmental sustainability emphasizes protecting natural ecosystems, conserving biodiversity, reducing pollution, promoting renewable energy, and ensuring responsible resource management.

4. Technological Dimension

Technological development supports sustainability through digital transformation, innovation, modern infrastructure, advanced communication technologies, and investment in research and development to enhance productivity and institutional performance.

2.4 Objectives of Sustainable Development

According to the study, sustainable development aims to:

- Improve economic performance while maintaining environmental sustainability.
- Promote social justice and equal opportunities.
- Ensure the efficient utilization of available resources.
- Support innovation and technological advancement.
- Enhance institutional governance and transparency.
- Improve the quality of life for present and future generations.

These objectives collectively contribute to establishing resilient economies capable of adapting to environmental, technological, and societal changes.

2.5 Communication as a Driver of Sustainable Development

The study emphasizes that sustainable development cannot be achieved without effective communication systems. Communication facilitates the dissemination of knowledge, increases awareness, strengthens stakeholder participation, supports collaborative decision-making, and promotes transparency throughout development initiatives.

Consequently, communication skills should be regarded as a strategic capability rather than merely an administrative function. Organizations possessing effective communication systems are better positioned to achieve sustainable development objectives and maintain long-term organizational competitiveness.

Answer to the Third Research Question: What is Meant by Development and Sustainable Development? What Are the Dimensions and Fields of Sustainable Development?

Curiosity drives us to develop a clear understanding of the concept of **development**, particularly in light of the emergence of several development-related concepts, including political development, economic development, social development, and environmental development. This necessitates a deeper exploration of the essence of development. Accordingly, Table (3) presents a simplified overview of the concept of development, considering the diversity of definitions and perspectives offered by specialists.

Table (3): The Concept of Development

N o.	Perspective	Relationship to Development
1	Change	Development refers to change associated with improving the existing situation and moving it toward a better state. It consists of structural and functional transformations within society that enable it to move from stagnation and backwardness to progress and growth.
2	Growth	Development is derived from the concept of growth. Linguistically, it originates from the verb "to grow," meaning that something increases and becomes more advanced.
3	Available Choices	Development is the process of expanding the range of opportunities and choices available to individuals.
4	Collective Efforts	Development consists of the methods and approaches used to unify the efforts of citizens and public authorities to improve the economic, social, and cultural standards of national and local communities. It represents the outcome of organized governmental and community efforts at various levels.
5	Human Needs	Development satisfies the needs of present generations without compromising the ability of future generations to achieve their own aspirations.
6	Behaviour	Development encourages behavioral patterns that promote productivity.

N o.	Perspective	Relationship to Development
7	Improvement Processes	Development is based on integrating the efforts of society and public authorities to improve the economic, social, and cultural conditions of communities.

Types of Development

To better understand sustainable development, it is necessary to identify the major types of development. Table (4) summarizes these categories.

Table (4): Types of Development

Type	Definition	Examples
Environmental Development	Developing awareness and understanding of environmental problems and the complex interrelationships among ecosystem components while promoting attitudes that preserve the environment and ensure the rational use of natural resources.	Protecting agricultural land and combating desertification.
Human Development	Building human capabilities to improve health, knowledge, and professional skills.	Enhancing productivity and participation in cultural, social, and political activities.
Administrative Development	A process aimed at increasing the efficiency and effectiveness of administrative systems.	Improving employee behavior, organizational structures, administrative methods, and management objectives.
Economic Development	Providing solutions to economic underdevelopment through the optimal utilization of available resources over time.	Improving the quality of human life.
Social Development	Planned efforts intended to achieve structural and functional changes required for societal growth.	Increasing individuals' ability to maximize the utilization of available capacities and resources.

The Concept of Sustainable Development

The concept, objectives, and fields of sustainable development can be better understood by comparing it with the general concept of development.

Accordingly, Table (5) illustrates the principal characteristics of sustainable development.

Table (5): Components of Sustainable Development

Development Component	Sustainable Development Perspective
Change	Sustainable development satisfies present needs while safeguarding the ability of future generations to satisfy their own needs. As a dynamic and continuous process, it contributes to the effective improvement of development programs.
Balance	Sustainable development seeks balance between the rich and the poor, between present and future generations, and between humanity and nature.
Growth	It emphasizes integrated and sustainable economic growth, environmental stewardship, social responsibility, and equal development opportunities for current and future generations by maintaining or continuously increasing comprehensive capital over time.
Available Choices	Sustainable development is an integrated process that coordinates resource utilization policies, investment trends, and development priorities while safeguarding the rights of future generations to natural resources.
Community Efforts	Sustainable development is comprehensive, giving equal attention to land and natural resources as well as to human resources.
Human Needs	It satisfies present human needs without compromising the capacity of future generations to satisfy theirs.
Behaviour	Sustainable development encourages productive patterns of behavior within the carrying capacity and limits of the environment.
Improvement Processes	Sustainable development places human needs at the center of development priorities by ensuring access to food, clothing, healthcare, and all requirements necessary to improve the material and social quality of life.