

## VIRTUAL COMMUNICATION AND ORGANIZATIONAL EFFECTIVENESS

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### **ABSTRACT**

*This paper discussed the extent to which virtual communication aids organizational effectiveness. The purpose of the paper is establish a relationship between the various platforms of virtual communication such as emails, instant messaging, phone calls, video chats and conferences, etc., and achieving an organization's set objectives. The gains and limitations of virtual communication were outlined. The paper concludes that virtual communication can be useful to employees in carrying out their duties and relating with one another.*

**KEYWORDS:** *Virtual, Communication, Effectiveness, Instant Messaging, Phone Calls, Video Chats*

