

Micro-Entrepreneurs' Interpersonal Communication Competence

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Abstract

Microenterprises represent the great part of European companies. However, there is a lack of academic research of microenterprises as the academics and policymakers are not interested in microenterprises because they are not willing to grow. Microenterprises have a great economic value. Therefore, there should be more directed and theoretically grounded research of the microenterprises.

Interpersonal communication competence (ICC) is defined as “knowledge about effective and appropriate interpersonal communication, motivation to engage in social interaction, meta-cognitive communication skills, as well as the interpersonal communication skills needs to act in a way that the interactants perceive to be both effective and appropriate”. The behavioural, cognitive, and affective communication dimensions form the ICC framework. This kind of competence is needed to behave in appropriate, effective, and ethical manner in interpersonal communication situations.

The aim of this study is to obtain overview of ICC on how the ICC appears in microenterprises and their personnel by conducting a systematic literature review (SLR). As a result of this study, we identified how the ICC appears in microenterprises. This study shows that there is a research gap by conducting the ICC and the microenterprises.

Keywords: microenterprises, interpersonal communication competence, communication, systematic literature review