

**MANAGEMENTUL COMUNICĂRII ÎN POLIȚIA DE
FRONTIERĂ ROMÂNĂ – EFICIENȚĂ, ÎNCREDERE ȘI
IMAGINE PUBLICĂ/ COMMUNICATION MANAGEMENT
AT THE ROMANIAN BORDER POLICE-
EFFICIENCY, TRUST AND PUBLIC IMAGE**

Conf univ.dr. Emanoil MUSCALU
Universitatea “Lucian Blaga”, Sibiu
Drd. Brătan Mihai-Cristinel

Abstract

The objective of the acceding of Romania to the European Union has conducted to the foundation of a modern institution – Romanian Border Police – that had to be urgently connected to the European context.

At the Romanian Border Police level, has the necessity to compress some stages of the modernization process appeared.

The adhering to the Schengen Space will conduct to the abolition of the border passing points but also to the adoption of some compensatory measures. These changes have to be well managed to prevent the possible disparities.

Given the heterogeneity of the ranks of the Romanian Border Police, correlated with the actual standards and tendencies of the assessment of an organization, I consider that it is absolutely necessary to deepen the theoretical study but also the scientific research on the relationship between the efficiency of the organization, the institutional trust and the public image, on one side and the organizational communication management as a defining space and dynamic manifestation of the all dispersed events that have the chance and all the conditions to function into an unitary system, on the other side.

Keywords: communication, organizational culture and communication, formal communication, managerial communication, leadership style and communication.