

# The Impact of Organizational Communication on the Quality of Air Transport Services - Case Study for Romania

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[https://doi.org/10.35609/gcbssproceeding.2023.1\(200\)](https://doi.org/10.35609/gcbssproceeding.2023.1(200))

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## ABSTRACT

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The first air transport company with entirely Romanian capital appeared in 1932 under the name of Romanian Airlines Operated by the State - LARES. On 18 September 1954, it became TAROM (Romanian Air Transports). TAROM's first international flight was in 1946, on the Bucharest-Prague route. The company's development was rapid, providing diversified services with routes to the Middle East and North Africa. In 1983 the first aircraft made in Romania, BAC 1-15, built by ROMBAC, with Rolls Royce engines insured British Aircraft Corporation (BAC) was put into service. If before the fall of communism in Romania TAROM services were addressed only to privileged persons (party activists, agents of the former Securitate, etc.), starting from 1990, the economic decline of the company began, through political interference in the activities, as well as due to unfair practices of competing private companies. A crucial negative role for TAROM activity was also played by the poor organizational communication, causing an unfavourable image, in the context in which the company's management was "passed" from one party or political group to another, the financial interests of some Restricted Groups being decisive for the annually increase of the debts of this entity. It got to the point where, under the pretext of the managerial incompetence of the representatives of the Romanian state, the sale of the only state-owned company specialized in air transport was sought. This certainly seriously jeopardizes Romania's independence.

**Keywords:** organizational communication, TAROM, empirical research, profitability, professionalism