THE ROLE OF ABILITY NEGOTIATION EFFICIENCY AND EFFECTIVENESS OF EXECUTIVE ASSISTANT’S IN THE CHANGING WORLD

In rapid changing societies rapidly are and also changes the field of organization and management. Modern management and manager approaches have given rise to insufficiency traditional management and manager understanding. In parallel with changes in management and manager approaches is and also changes his assistant and substituent position executive assistant’s profession. With the speed of change, complexity a knowledge-based organization and management process and structure also causes to an increase in conflict.

In this study, executive assistant, classic secretarial patterns that go beyond, the information age and information age organizations’ the roles required for the efficient and effective management of organizations be using to teach an increasingly important role in the ability to negotiate.

First, the executive assistant's role in the management of the organization of the information age, these roles have been defined and explained the role of these roles effectively and efficiently its using ability to negotiate.

As a result, the executive assistant profession in the success of a relationship with a triple agenda-itself, the manager and the organization by recognizing that what we she/he has, will know what she/he needs.

KeyWords: Executive Assistant, Negotiation, Management, Change, Conflict.