

## **PRODUCT MANAGEMENT BY PARTICIPATORY COMMUNICATION EMPOWERMENT IN PRODUCT RESEARCH PROGRAM MANAGEMENT**

**NASSER FEGH-HI FARAHMAND**

Department of Management, Tabriz Branch, Islamic Azad University, Tabriz, Iran

### **ABSTRACT**

The form and structure of an organization's participatory communication empowerment system can affect employee motivation levels in several ways. Organizations can adopt various participatory communication empowerment practices to enhance employee satisfaction. Recognizing the importance of participatory communication empowerment in achieving flexibility in an international context expands the types of research questions related to the role of participatory communication empowerment functions in product management, such as selection of participatory communication, training and compensation and performance appraisal. The most important factor in successful management of the product research program is a reliable relationship among the partners in the chain in such a way that they can have mutual trust in each other's capabilities and activities. This paper considers the value of participatory communication as an important intangible asset of an organizational product management. The strategic importance of workers is discussed and their interaction, as an asset, with other important organization assets. The basic methodologies for valuing workers explained and their limitations are considered.

**KEYWORDS:** Product Management, Participatory Communication Empowerment, Human Empowerment, Organizational Performance, Product Research Program