

Advancing Strategic Communication through Networking and Mobile Computing: A Framework for Organisational Connectivity

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Abstract : In the contemporary digital age, networking and mobile computing have become integral to advancing strategic communication within organisations. The ability to communicate effectively across various platforms and devices has enhanced organisational connectivity, fostering seamless collaboration and improving decision-making processes. This study explores how networking and mobile computing contribute to strategic communication by providing a robust framework for enhancing organisational efficiency and adaptability in dynamic environments. Using a mixed-methods approach, the research combines surveys and interviews with communication professionals to assess the adoption of networking and mobile computing technologies. Quantitative data were analysed to identify patterns in technology utilisation, while qualitative insights from interviews provided a deeper understanding of how these tools shape communication strategies. Case studies of leading organisations further highlight best practices in leveraging mobile computing for strategic objectives. The findings reveal that integrating networking and mobile computing into strategic communication frameworks significantly improves message delivery, real-time collaboration, and accessibility. However, challenges such as cybersecurity threats and technological skill gaps persist, necessitating targeted interventions to maximise these benefits. In conclusion, the study underscores the transformative potential of networking and mobile computing in driving strategic communication. By adopting these technologies, organisations can enhance connectivity, streamline operations, and maintain a competitive edge in an increasingly digital and mobile-centric world.

Keywords : strategic communication, networking, mobile computing, organisational connectivity

Conference Title : ICCNMC 2026 : International Conference on Communications, Networking and Mobile Computing

Conference Location : Moscow, Russia

Conference Dates : August 30-31, 2026