

Investigating the Role of Communicational Skills on Academic Performance of Faculty members in Sari Agricultural Sciences and Natural Resources University

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Agricultural Higher education system should enable their faculty members for their survival, the need for communication and a better understanding of human communication skills, promote the organization. Production of Research, Education and Social service, because of the rapid changes take place in various sectors of society and continuing these systems. In this Research, despite the importance of communicational factors especially the CSs in the performance of individuals in the organizations, empirical evidence are demonstrated the weakness or studies regarding the role of communicational factors on the Academic performance of faculty members. The statistical population of this research was consisted of all faculty members in the SANRU (N=120). Using Convenient Sampling method(N=98).The main instrument in this study was questionnaire which its validity was confirmed by the panel of Faculty members of Agricultural Extension in UT and its reliability was confirmed by Cronbach's Alpha coefficient and composite reliability. Data were analyzed by SPSS_{Win18} Software in two parts of descriptive and inferential statistics. The results showed a positive correlation between the one percent level of significance communication skills, the skills of effective listening, writing skills, oral communication skills and collaboration skills by working with the faculty members of the university there. Thus, it can be stated that communication skills with faculty, academic performance, it will also increase. The results of research showed that the present status of the CSs and Academic Performance of faculty members in SANRU. Finally, based on the results of the study, in order to improve the research and Academic performance of faculty members of agricultural higher education system, a number of recommendations and guidelines for higher education systems, Planners and Policy makers were presented.

Key Words: Communicational Skills, Academic Performance, Faculty members