

Organizational Communication and Management Effectiveness: An analytical Study at Various Managerial Levels

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Abstract

Organizational communication is a key factor for any business. It was very much essential for top management, managers and employees at all levels to communicate effectively and efficiently in a running a successful business. The purpose of this assignment was to get a preliminary idea that whether the employees at different levels taking organizational communication seriously and using proper channels to communicate at all levels or taking it as just. The study was conducted on 60 employees, including 30 Sr. Managers and 30 Managers of different departments of 10 different organizations in Delhi/ NCR. The data were collected with the help of questionnaires; Questionnaire was comprised of 15 questions and was sent to respondents. The study shows that for the majority of employees, organizational communication was an important factor and an elementary instrument to route all the organizational tasks positively, effectively and effortlessly.

Keywords

Organizational Communication, Communication Channels, Effectiveness, Communication Process.

I. Introduction

Communication is a process of meaningful interactions by which meanings are perceived, and understandings are reached among human beings. Communication is a very common word used by everyone in the society. The simple reason behind the use is this, most of the time we are in one situation or another that involves communication. Communication serves as a bridge between human behavior and management. Communication is a skill which is very much essential for leading effectively and also acts as a motive force to people at work. "Communication" aids as a basic instrument, without which no organization can run any of its functions smoothly (Catrin Johansson, 2007, 93). Effective communication occurs when an anticipated outcome become the product of deliberate or accidental information sharing, which is understood by several individuals and represented by preferred means. This end product also confirms that information shared is not inaccurate. Active communication should engender the preferred conclusion and uphold the consequence, by the probability of an increase in the outcome of the information shared. Hence, operative communication aids the drive for which it was scheduled or planned. This drive stimulates, variation, accomplishment, understanding, acquainting knowledge, generating opinion and interpretation of ideas. During today's spell where the world is becoming a global community, communication has a significant role in every field. Communication is referred as the distribution of concepts, thoughts and feelings with one another in a group or at an individual level (Hybels & Weaver, 2004, 7). Effective communication is not only mandatory for human relation, but also for a good and successful management (KenanSpaho, 2011, 390). One of the major factors that have taken most of the limelight in literature of organizational behavior is organizational communication (Cristina Petronela, 2012, 102). Communication

helps an organization accomplish its goals faster by managing its human resource. An organization is just like a human body with several parts and communication serves as blood, to give it a healthy and long life. During transitions, communication plays a very vital role. (Bennebroek-Gravenhorst, Elving, & Werkman, 2006; DiFonzo & Bordia, 1998; Hansma, 2008; Lewis, 1999; Schweiger & Denisi, 1991). It is mandatory for every management to communicate its goals and objectives to its employees to carry out its activity. Communication not only helps in the enhancement of the positive attitude and performance of the employees, but also increases the inclusive growth of the organization. The time has come where we have to regard communication as a prerequisite and necessity and not as an art of amazing other at the work place. The performance of an organization depends upon the successful communication inside the organization at various levels i.e. internal communication and outside the organization with business partners, government agencies and customers' etc. i.e. external communication. Planning, which is one of the most important functions of an organization depends upon communication (Catrin Johansson, 2007, 93). So, it is one of the most significant activities with which sound management can be organized and established.

II. Communication

Communication is a term which is spontaneously in use by one and all in the society, comprising associates of general civilization, administrative intellectuals and business practitioners. Communication possibly is the one word which has been defined in several ways by modern media and traditional studies (Kumar, 2010, 1 and Monjib Mochahari, 2013, 3). It becomes even more significant to understand the word and to find its exact meaning. Communication is a progression of significant interaction between human beings (Wood, 2003). Communication comes from a Latin word "Communicare", which means "to share". According to Dr. McFarland communication is a process of meaningful interactions by which meanings are perceived, and understandings are reached among human beings (Mishra and Singha, 2008:5 and Monjib Mochahari, 2013 p3). Or we can describe communication as an act of transmission of ideas, thoughts, beliefs; knowledge, etc. (Kumar, 2010 and Monjib Mochahari, 2013p3). Communication is an important instrument in one's hand to achieve success. When we want to implant our ideas in other individuals' mind we communicate. Human is a social animal and cannot survive alone and cannot overcome worldly activities alone. He requires help and support for the accomplishment of daily activities and basic needs and for this he has to communicate with others (Hybels & Weaver 2004, 28). Infact, everyone in their life, spend a lot of time in communicating with each other by using different means of communication like writing, reading, talking and listening. It is not feasible to communicate alone, once the communication process starts it always need a sender and one or more receivers. Communication is a medium of sending messages from end to another end. Communication may also refer as a source, which

helps to convey any information or a message. Communication not only transfers the authentic message, but also the mode of transmission, the understanding and sensitivity of the contributors to that message, and their responses which provide communication process a meaning (Fisher 1978, cited by Sperka, 1996 and Kaye, 1994,p8). It is a focused action of switching information and understanding of its meaning through space and time via numerous technical or usual ways, whichever is accessible or chosen (Hybels& Weaver, 2004, 4). Communication is the understanding of not only the visible, but of the invisible and hidden expression as well. These hidden and symbolic elements give a proper meaning to visible communication. At all levels, i.e. from higher to lower, lower to higher or even at same level communication occurs. So, it is one of the most important activities which humans do.

III. Organizational Communication

There exist a strong relationship between communication and organization. All organizations are composed of human recourses and while dealing with one another they communicate. We can also say that in an organization large percentage of activities depend upon transmission of information between people which is termed as organizational communication. It was believed that organizations are independent of communication and act as containers that contain information and affect communication activities (Axley, 1984, 428–437). Communication crafts the system and outline of organizations (Smith R. C., & Turner, P. K., 1995, 152–180.). When data is frequently exchanged by human resource of an organization, an integrated linking system is created where one of the central resource control the exchange and movement of information. When the content and the idea of the information change due to any reason, i.e. sharing information with a huge assembly of people, new organizational structures come to an existence, i.e. decentralized systems where everyone knows everything with their own perception and understanding and share it further with another group with some different meaning and context. The two above mentioned approaches reflects that connection between communication and organization relay on the opinion of the individual. Organizational communication is the spread of information via a network to a receiver or it is the language used to generate diverse types of social activities, like associations, groups, and systems. The earlier description highlights the limitations that are sited and assumed in already existing managerial structures and the concluding explanation aims the imaginative prospective of communication to create new potentials for managing. (Eisenberg, et all 2007). The manager holds a precise device called Information in his hands. He does not control resources, but motivate, guide, organize them to perform their task with the help of spoken or written words. Managers' effectiveness is determined by his ability to listen and to speak. He must be skilled in share his expectations and to find out what other people expect (Drucker). The manager should be capable enough mean of bringing about maximum production at the lowest cost by maintaining good human relations in the organization, by encouraging suggestions and implementing them, whenever feasible. In fact, "It is impossible to have human relations without communications and vice versa".

The message may be conveyed through spoken words or written or through gestures. Management at all levels must try to achieve effective organizational communication. Communication of aims, objective, information, ideas and decisions to its employees is the basic necessity of an organization. It is a specific tool of supervision, which should be regularly used and must always

be updated and in good condition. An organization can become inspiring and outstanding with the ability to convey ideas and information clearly and vividly to its employees and can create a vital spark of passion and unshakable faith in employees towards the organization. (Ieva Kukule, 2012) Organizational communication can be of several types like orders, instructions, report, suggestion, grievance observation, newsletters, bulletins, special booklets, management journals, management lunch and coffee rooms, to keep employees informed of organizational policies, services and products. The performance of all the organizational functions depends on the successful communication with the employees at various levels. It is an important aid in directing the employees of the organization. In short, communication is quite indispensable for an organization in getting the things done by other persons in the organization. The majority of the complex problems which the organizations generally face are people centered. Lack of understanding causes a hostile attitude among the subordinates. Such problems can be solved through effective communication. The concept of democratic leadership places a high premium on communication. It is only through communication that an organization can attempt to mold the attitude of a person within an organization, motivate subordinates to carry out certain functions, fulfill a leadership role and coordinate the efforts of people within the organization and also will be able to grow rapidly in terms of finance. Basically, organizational communication incorporates a vast form of information, and could be external or internal. External communication comprises, marketing, branding, advertising, customer relations, selling, media relations, public relations, business dialogues, whereas Internal communication embraces, communication of strategies, plans, corporate vision, guiding principles, corporate culture, shared values, and, exchange of ideas employee motivation (Kovács Reka & Anca Borza 2012, 615). In whatever way communication proceeds, the objectives remain the similar, i.e. to generate a commercial worth. Moreover, in an organization, communication can be of two types– written and oral. . Written communication includes schedule, reports, and guides. An oral communication is of two types formal or informal. Normally, organizational communication is always a formal communication which comprises of interviews, meetings, speeches, group discussions. Gossip is one of the good examples of informal organizational communication.

IV. Organizational Communication: A Process

Communication is a two way process which involves at least two people, one who send the message and second who received the message. The basic model of communication shows different essential modules of the communication process (Verderber & Verderber, 2008). This Basic Model of Communication Process comprises: A Sender, A Receivers, Messages, Noise, Channels, Feedback and Context and is an extended from the Liner Model of communication. (Verderber&Verderber, 2008). These modules are two-way in nature. When two individuals communicate, it defines the association and interdependence of the respective module with further modules which are frequently in the state of transmission with each other. These respective modules also illustrate that communication is a process.

A. Sender

Communication involves at least two people, one sender of the message and another is the receiver who receives the message. The Sender need data, thoughts, emotion, to share, he converts his information either into words and write or speaks this conversion

is called encoding and send the message to the receiver. (Hybels & Weaver (2004, p.9).

B. Messages

Communication messages can be of many forms and may sendverbally and nonverbally. A written message may comprise of symbols, alphabets, special signs, characters, whereas oral messages include spoken words or languages, direct message involves facial expressions, physical actions (Pearson, Nelson, Titsworth & Harter 2006, p.11).

C. Noise

Noise is a kind of disturbance or distractions such as a loud siren, a disturbing odor, and a hot room; a personal factor which restricts the message someone is sending or receiving. Noise could internal and external. Internal noise refers to the emotional temperament, logical aptitude of correspondents. External noise is related to the surrounding atmosphere. (Gamble 2008, p. 8)

D. Channels

A Channel is the path through which messages move between encoder and decoder. These channels permit to understand facial expression and hear voices via radio or television. Smoke signal, telephones, email, movies, voices, reports, etc. are also different channels used to communicate. Communication seldom occurs by one channel, there may be varying channels used alongside (Eunson 2005, p. 11).

E. Receiver

The message encoded by the sender finally reached to receiver through various channels and disturbances. After receiving message receiver decodes the message according to its understanding level and knowledge this process is called decoding. The Receiver sends feedback to the sender. At this point receiver becomes sender and the sender will become receivers of the information. (Hybels & Weaver (2004, p.9).

F. Feedback

Feedback is an important model of communication process it defines that the reply of the message has been directed back to the sender. Feedback allows the dispatcher of information to conclude whether the information sent, has been acknowledged and appreciate as planned. It is the receiver's accountability of attending, interpreting and defining the proposed meaning of the message. The Sender also should be able to recognize the feedback and to regulate the messages (Devito 2006, p.7).

G. Context

The context represents the surrounding where communication takes place. Context comprises of Historical context (is the reference of earlier message shared among the individuals), Social context (association and connection between communicators), Physical context (location, distance, environment), and Psychological context (comprises the attitudes, philosophies, thoughts of the sender and receiver).

V. Communication Channels

Communication channels are the different ways through which information moves from one level to another level within the organization. A manager becomes a link between top management and executives and the flow of decisions and directions, i.e. upwards, sideways or downwards depend upon the place of

the manager in communication channels. The communication channel works on feedback mechanism where subordinates inform managers that they have comprehended the assignment given to them and managers share his remarks, observations with them and give further instructions. Information is always communicated from a manager to employees or from employees to manager, either through face-to-face discussions or an interdepartmental communication. If the communication channel collapse at any pointit interrupts the flow of information. Which further results in lack of awareness among employees about the company's goals and objectives and they will remain uninformed of what is happing in the organization. Lack of information affects the productivity and decision making which troubles the objectives of the organization. Hence a manager should be able to implement an effective communication channel to communicate to its subordinate so that their productivity can be enhanced to guarantee the smooth and well-functioning organization.

VI. Types of Communication Channels

There are three key channels for communicating in an organization: formal, informal and unofficial. All these types are equally important.

A. Formal Channels

Formal communication channel follows chain of command and a flow of information is from a supervisor to his assistants and then it is further passed on to the next level. Formal channels are meant to communicate information like the aims, strategies and actions of an organization. The company's newsletter is one of the best examples. The newsletter gives strong awareness of a company's aims and objectives not only to its employees but to its customers as well. Memos, guidelines, reports and planned conferences, appraisal meetings, assemblies, corporate strategy, yearly reports, client gratification review, company's guide, are all formal communication channels.

B. Informal Channels

An informal network runs along with formal channels. Formal communication channel alone cannot work proficiently and require some outside support i.e. informal network. Although the process may get disturbed by informal channels, hence, it becomes very vital for a manager preserve a state of balance between the two. The best example of informal channel is a cafeteria / canteen where employees get comfortable surroundings to discuss various professional issues with each other. Excellencegroups, managers sitting on the floor with other employees, various training sequences, implementing a hands-on method to handle queries, team work are considered as an example of an informal communication channel.

C. Unofficial Channels

The unofficial channels in an organization are mostly known as the grapevine. Interpersonal discussions are also an important part of organizational communication. Along with the conferring summaries of a meeting with each other, employees also talk about sports, politics and TV shows and personal life, etc. Grapevinediscussion often occurs in between people having same ideologies and thinking. Soon it creates a group which may also convert into friendships outside of the organization. Grapevine is the major root cause of unauthentic information and rumors. Grapevine may also have positive insinuations, but sometimes it causes needless fear in employee due to the leakage of not required

information. To avoid the movement of incorrect information a manager needs to initiate constructive actions this activity will help to control grapevine communication in an organization.

D. Methods of Communicating

During the last 20 years, there has been seen a significant increase in the methods of communication. Organizations are developing their scopes hence; a manager cannot count only on face-to-face interactions to share their message across. A manager is equipped with a number of channels to communicate with other employees, for example, mobile technology, fax machines, electronic mails, news bulletin, board rooms and video conferencing, etc. Managers must be well versed with all the types of communication and should select the best keeping in his mind the knowledge and understanding level of his subordinates communicate effectively.

E. Mobile Technology

Mobile technology or oral communication channels are used when an individual or group is not nearby and some secretive or composite information has to be conveyed to them immediately by interacting with them. For this a manager can use conventional telephones or mobile phones to exchange information and this will provide receiver with an extra advantage of understanding the as he will be able to evaluate speaker's attitude beside with the message. This channel avoids wastage of time and effort it would take to coordinate a face-to-face meeting.

F. Written

When a message does not necessitate direct contact with a worker or group written channels are used. Face-to-face or an electronic channel can be used as follow up with recipients if any queries ascend in their mind about that written message. Messages that are well suited for this channel are company's guidelines, strategies, literatures, notes, handbooks, announcements and notices etc.

G. Electronic

Internet, email, public media and intranet podiums all are the means of electronic communication. This method is very effective and can be well used with individual, assemblies or masses. Sender while drafting an electronic message must write the messages with accuracy to avoid ambiguity on information sent. The message should be clear and straight.

H. Broadcast Media

For addressing a mass spectator's one must use Broadcast Media like radio, TV, loudspeakers etc. To inform consumers about fresh merchandise or to attract customers to a particular product, organizations used to release advertisement or do promotional events by using broadcast channel. A broadcast channel should be used when a communication is planned for mass addressees. It can be presented in a pictorial or aural format for getting additional reaction from the receivers. This type of communication method is used for marketing purpose or to increase the goodwill of the company in public and for PR activities.

I. Face-to-Face

Face-to-face is one of the best methods for effective and efficient communication within an organization. Receivers can easily understand the message by evaluating the attitude of the speaker, his voice, facial expressions, gestures and postures. For a sensitively charged or composite message face-to-face channel is one of the best possible ways. It aids speaker to appraise that whether listeners

has acknowledged his message as planned because this method permits direct contact between speaker and listener.

VII. Objectives of the Study

- To analyze the importance of communication at different managerial Levels i.e. Sr. Managers and Managers.
- To compare the importance of communication at both the levels
- To evaluate the overall importance of communication for employees in an organization.

VIII. Research Methodology

Research design was exploratory cum descriptive in nature. The sample was drawn from various organizations of Delhi NCR region. A sample of approximately 100 employees, including Sr. Managers and Managers was taken the survey out of which 60 complete responses were received. Non probability Convenience sampling technique was applied to choose the sample. The instrument used was a standardized questionnaire related to "Importance of communication at different managerial levels". The data collected from the questionnaire was of primary data. In the questionnaire approach, participants were provided with Likert's five point scale containing options like "Very imp", "Imp", "Can't say", "Less important" and "Not Important" and were asked to choose one out these five options, which they feel most liked by them. The study helps in analyzing that how much important is communication at different levels in an organization. The data were analyzed by using the percentage method in which percentage was calculated for respondent's response for each statement in respect to the scale, i.e. What percentage of respondents were in favor of "Very Imp." option, or "Imp.", or "Not Imp." etc.

IX. Data Analysis & Interpretation

The Importance of communication had been examined by using a structured questionnaire for Sr. Managers and Managers comprising of 15 statements concerning major aspects and major activities of communication and its process. After getting the response from 60 active participant's analysis had been done to interpret the data. The analysis of data collected was done in three ways by using a percentage method.

1. Data was evaluated to analyze the importance of communication at Sr. Managerial level.
2. Data was evaluated to analyze the importance of communication at Managerial level.
3. Data was evaluated for comparing the results and to have an idea for which level communication was more important.
4. Evaluated the consolidate data by combining the responses of items which are common to both Sr. Managers and Managers.

A. Analysis for Sr. Manager

According to data collected and evaluated from 30 Sr. Managers it was concluded that: For 65.3% Managers communication plays very important role in all important functions of an organization, 32% found it important in increasing Employee performance, decision making, controlling various situations, employee motivation, coordination, developing good relations with subordinates etc. and only 2.66% Sr. Manager communication was less important and had no role in any organizational function (Fig. 1). Also Sr. Managers found it very important to communicate through proper channels. As 71% of Sr. Managers felt communication channels very important and for 26.3% it was important and for 2.67%

(1.67+1.0%) use of proper channels was not important. (Fig. 2) We can conclude that for Sr. Mangers communication and its use was very important in creating a good working environment and they were using this tool to achieve organizational and professional success.

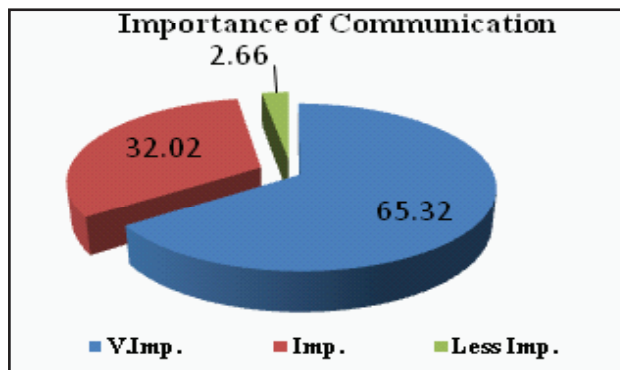


Fig. 1: Graph for Imp. of Communication

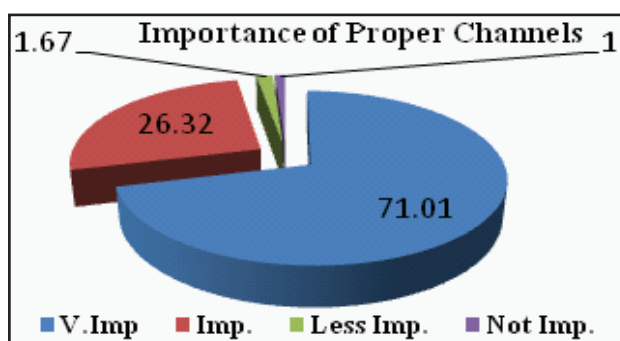


Fig 2: Graph for Imp. of use of Proper Channel

Graphical representation of all factors is for Sr. Managers are as follows:

Fig. 3 to 6 shows the individual percentage, i.e. Very Important, Important, less important and not important for all the factors which were there in questionnaire.

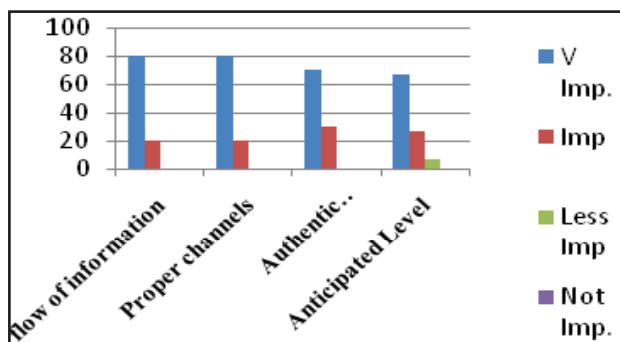


Fig. 3:

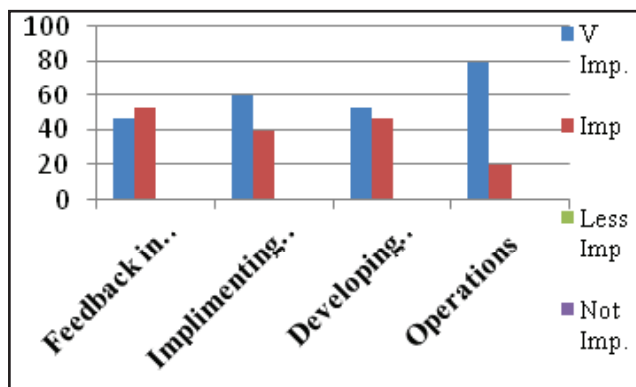


Fig. 4:

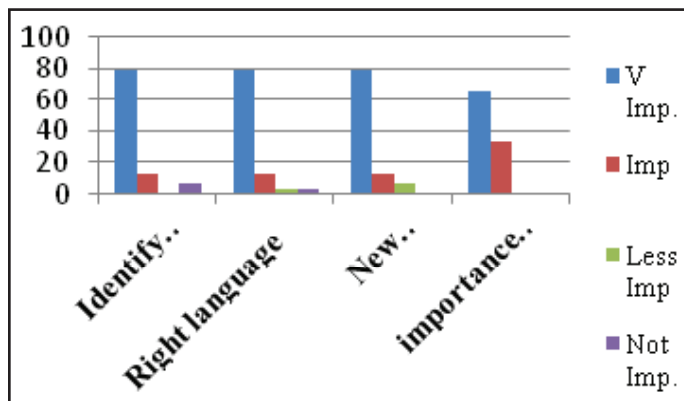


Fig. 5:

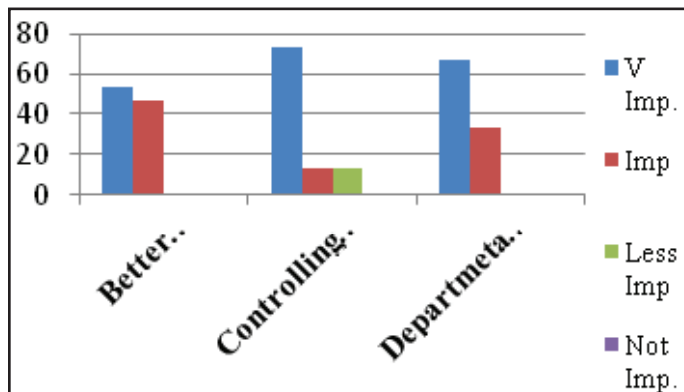


Fig. 6:

B. Analysis for Managers

According to the data collected from 30 Managers and after its evaluation, it was concluded that for 41.32% of Managers communication was very important, for 37.98% it was an important aspect for developing their teams, motivating them to achieve targets and to develop cordial relationships among themselves and for 11.34% it was less important and for 9.36% it was not at all important to communicate with others (Figure 7). After analysis, it was also found that for 55% managers it was of very much importance to go through proper channels of communication while communicating in an organization and for 37.98% it was just important that means we not required they may skip one or more channel of communication and for 18.97% (9.65%+9.32%) not or less important (Figure 8) to use proper channel communication in an organization they like to go directly without any delay. After doing analysis, we can conclude that for managers also communication was as important aspect, but using it through proper channels needs a little more attention as for enough percentage of managers use of channels was not as important as communication was.

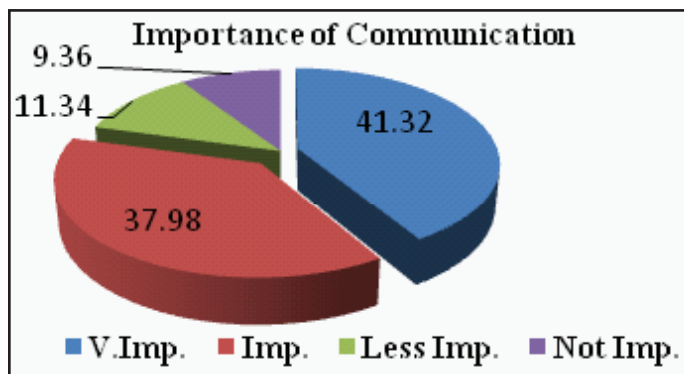


Fig. 7: Graphical rep. for Imp of Communication

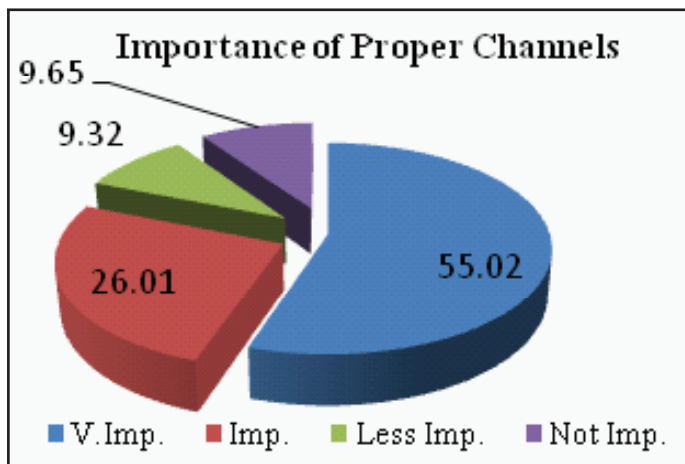


Fig. 8: Graphical rep. Of Imp. Of use of Proper Channels

Graphical representation of all factors for Managers is as follows:

Fig. 9 to 12 shows the individual percentage i.e. Very Important, Important, less important and not important for all the factors which were there in the questionnaire.

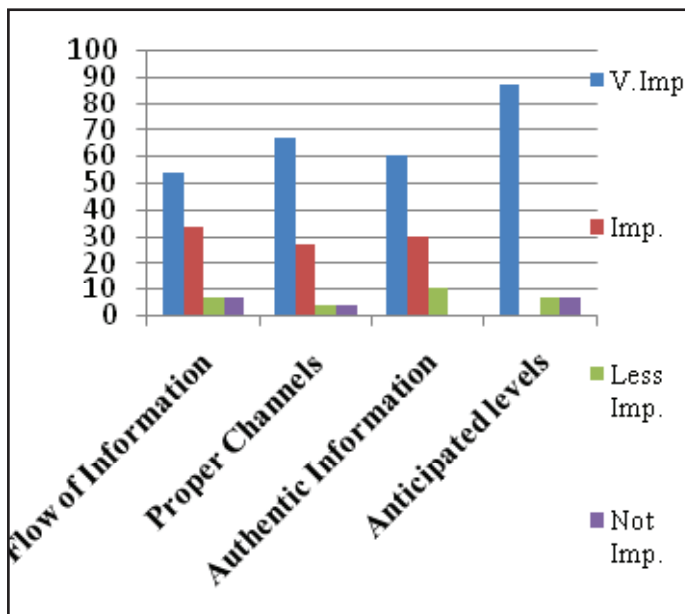


Fig. 9:

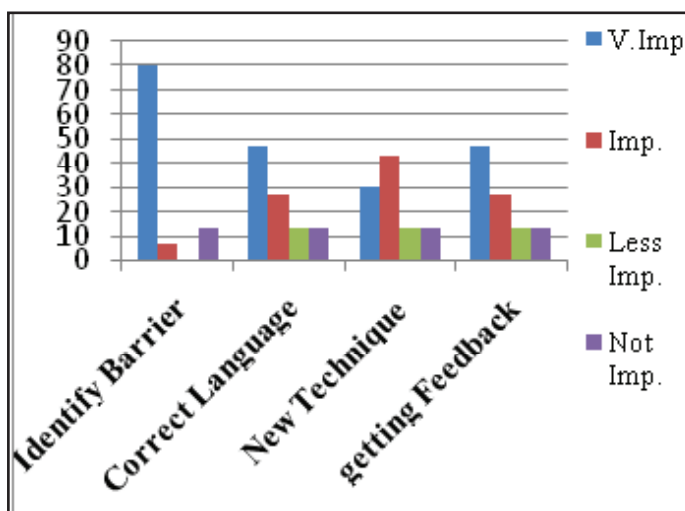


Fig. 10:

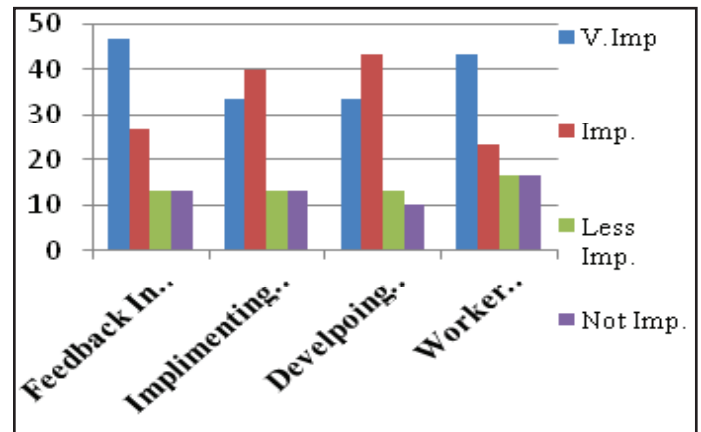


Fig. 11:

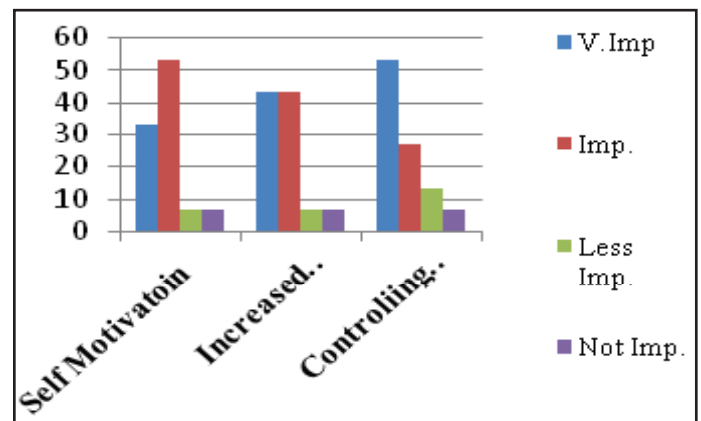


Fig. 12:

C. Comparison between Sr. Managers and Managers

From the analysis done above it was calculated that for Sr. Managers communication is more important almost in all aspects Sr. Managers are ahead and were taking organizational communication seriously. They were well versed with the power of the communication and know how to use it, where to use it and why to use it. They follow proper rules and channels for communicating with each other's so as to reduce quality time and efforts. It can be seen in the result that for many components the results comes 100%, which shows they were taking communication seriously and using it to get maximum results. Although Managers were also taking communication seriously and using it effectively for getting work done but as compare to their Sr. Managers they were lagging little behind. Below are the two graphs (Fig. 13 & Fig. 14) showing the comparison of the importance of communication and importance of use channels between Sr. Managers and Managers.

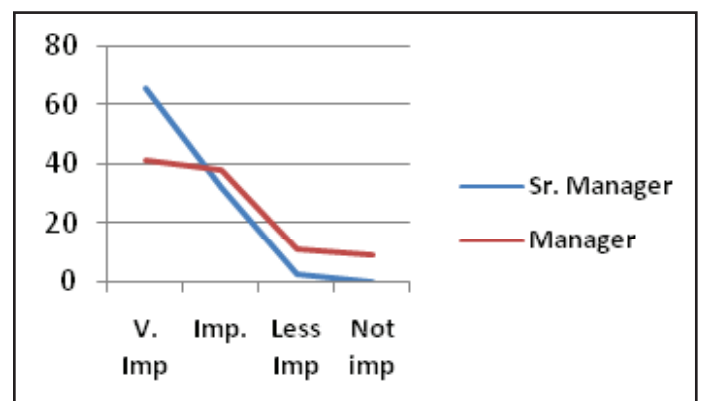


Fig. 13: Comparison of Imp. Of Communication between Sr. Manager and managers-

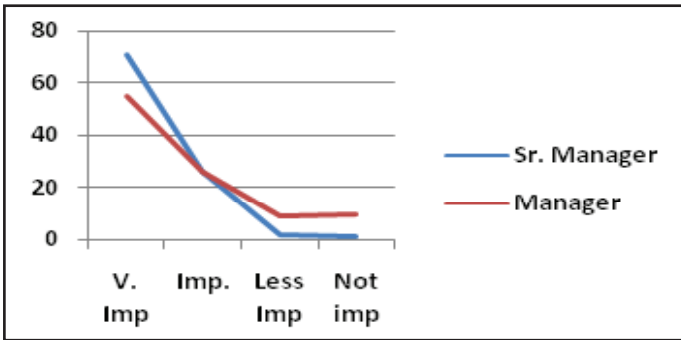


Fig. 14: Comparison of use of proper channels between Sr. Managers and managers-

D. Overall importance of Communication- for Sr. Managers and Managers

To analyze the overall percentage, i.e. in total for how much % of Sr.Managers and Manager,Communication was an important aspect and what percentage of Sr. Managers and managers were using proper channels for communication; the responses of Sr. Managers and Managers were clubbed and calculated together. After calculation we analyzed that maximum of them found importance of communication and its proper use as an effective tool for getting work done in an organization. It was concluded that for 68.2% of employee communication was very important for 29.2% it was just important and for 2.2% it was less important and for 0.4% it was not at all important (Fig. 15). After adding % of the V. Imp and Imp i.e. 68.2+29.2 it was found that for 97.4 % employees communication was very much important and 2.6 % (2.2%+0.4%) employees it was not or less important. Now ifwe talk about the importance of the use of proper channels forboth Sr. Managers and Mangers it was found that for 48.1% it was very much important to communicate through proper channels and for 31.99% it was important. But for 10.5% it was of less importance and for 9.50% use of proper channels to communicate had no importance (Figure-16). After adding the % of V. Imp and Imp i.e. 48.1%+31.99% it was found that for 80.09% employees use of proper channels to communicate was very much important and for 19.91% (10.41%+ 9.50%) employees it is not or less important. Though in overall calculation, it was observed that communication has a very good place and effective role in an organization and it was acting as a key factor in performing all the functions or activities occurring in an organization. But it is a little bit a matter of worry that a good percentage of people, i.e. almost 20% didn't want to communicate through proper channels and rules. They almost follow the haphazard path and disturb the working environment and quality time of coworkers by communicating with them without any purpose or passing irrelevant information to all unnecessary levels.

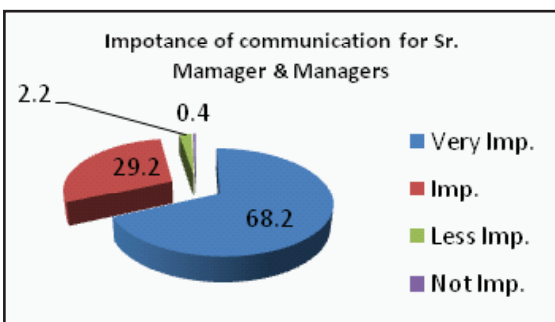


Fig. 15: Importance of communication for both Sr.Managers & Managers

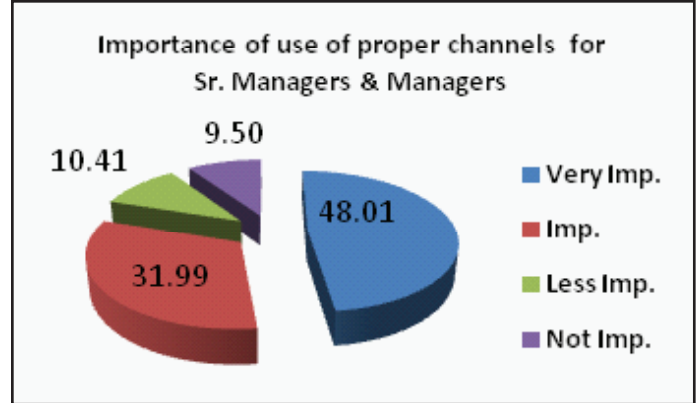


Fig. 16: Importance of use of Proper Channels for both Sr. Manager & Manager

X. Discussions

On the basis of the results available after data analysis, it was observed that although for both the managers and sr. managers communication is an important tool for effective management. But communication with via proper channels was kept on the back foot by the managers. The managers were communicating effectively, but the lack of proper channels was causing a state of confusion and ambiguity, this may further lead to mis-communication among team members and my cause communication breakdown.

XI. Suggestion to Mangers for the use of Proper communication Channels

To make communication process more effective and better people have to use proper channels to communicate within an organization as it will help to reduce information overload as information will only be shared to the desired and required level. It will help to increase quality and reduce time to finish work. There will be no leakage of information and also reduce grapevine in an organization.

XII. Limitations of the Study

Even though every effort has been made to minimize the variations and present a factual picture with the help of statistical method, but no study is free from limitations, which are caused by the constraints of time, money, knowledge base and similar factors. An attempt was made to broad base the study as far as possible;however,it was but natural that this study also suffers from some limitations, which are mentioned below:

- The major limitation was the scarcity of time and resources.
- Respondents were not willing to fill detailed questionnaire.
- The response from respondents may be different from actual view.
- Respondents might not disclose actual views.
- Some faculties were of conservative attitude which became a limiting factor in gaining information.
- Transient factors like fatigue, boredom and anxiety, limitedthe ability of the respondents to respond accurately and fully.

XIII. Scope for Future Work

In the absence of the knowledge and use of statistical tools researchers has confined her study to percentage method only. Further research can be done by collecting more data and by applying Statistical tools to get better and precise results and to identify the relation between different factors.

XIV. Summary

Despite many limitations this study has helped to conclude that communication in itself is an asset to an organization and will help to grow fast if given due attention and importance. If an organization is communicating effectively and efficiently all its functions will ultimately go smoothly and undisturbed. For an organization to communicate effectively and efficiently it is of very much importance that all its employees must communicate to each other in an excellent manner so that the time taken to understand the meaning of information get reduced and quality of work gets improved. For these employees at all the levels, i.e. being at top position Senior level, middle level, junior level or the lower level staff all has to communicate properly and has to take communication seriously and should have to communicate by following the hierarchy and mentioned channels of the organization.

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