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IMPORTANCE OF EFFECTIVE COMMUNICATION IN ORGANIZATIONS

Sreeja K

Assistant Professor

Department of Management

New Horizon College

Bangalore, India

Abstract: Communication is an essential element of any organization. The success of any organization depends on how effectively they are able to communicate with various stakeholders. This paper is a review of existing literatures in the area of communication which will help organizations to understand the importance of effective communication and how it can be used as an effective tool for managing organizations.

Index Terms – Communication, Organizational communication, Benefits, communication as a management tool

I. INTRODUCTION

Communication

Some scientists believe that in order for successful communication to occur, two things must be kept in mind; the first is that everyone has his/her own ideas and perceptions and these must be respected. The second is the idea of closure; that every conversation needs closure.

Organizational communication

Organizational communication can be divided in two directions: Inside communication and outside communication. Inside communication proposes that information transmission triggers the fulfillment, by the staff of those activities, while ensuring a stimulation of the employees towards their adhesion to the objectives of the organization. Effective internal communication will certainly result in the welding of the team working in a harmonious relationship between the employee and the employer, whereas it offers everyone the chance to get to know each other, get to know the organization's objectives in working effectively, to work, to actively participate in all activities within the Organization, to be more motivated, etc. Outside communication implies contacts which have the object of business through connections with suppliers, distributors, consumers, public opinion, together with the promotion of these ties (BUCĂȚA & RIZESCU, 2017). External communication takes into account: the identity of the organization, the organization's image, brand identity/brand, integrated campaigns. Through them, the organization/institution is known and informs all those interested in information about the activities and actions undertaken (Vidales Gonzáles, 2011).

II. THE BENEFITS OF EFFECTIVE COMMUNICATION

The extent to which a manager accomplishes corporate goals depends on his ability to communicate effectively. (Herich, 2008). Organizations which develop effective communication processes are more likely to have positive work environments and they also will be more effective in achieving their objectives. In this way, communication contributes to increased job satisfaction for employees and better bottom line benefits for the organization (Morley et al. 2002, p. 69). According to Zwijze-Koning and de Jong (2005, p. 429) the importance of communication for the effectiveness of organizations and the wellbeing and motivation of employees is undisputed.

The benefits of effective communication include:- increased productivity, higher quality of services and products, greater levels of trust, engagement and commitment, more staff suggestions and higher levels of creativity, greater employee job satisfaction and morale, better workplace relationships, more acceptance of change, decreased absenteeism, reduced staff turnover, less industrial unrest and fewer strikes, reduced costs, effective use of resources (Bedwell et al., 2014; Clampitt, 2013; Ellwardt et al., 2012; Jenaibi, 2010; Meade, 2010; Meehan, 2013; Rockman and Northcraft, 2008; Thomas et al., 2009; Welch, 2012; White et al., 2010; BUCĂȚA & RIZESCU, 2017).

Effective communication improves organizational relationship and minimizes conflicts in the form of strikes and lockouts. Organizational purposes and goals are sometimes defeated when communication is not effective. More wastages and mistakes which results in a cost to the organization are the results of gaps in communication. Ineffective communication in an organization may result in uncertainty, apprehension and dissatisfaction, which on the other hand lead to, poor productivity. It is therefore necessary that managers communicate with employees effectively (Lovlyn Ekeowa Kelvin-Iloafu, 2016).

I. III. THE ROLE OF COMMUNICATION AS A MANAGEMENT TOOL

Communication and organizational success are inseparable. To be able to attain organizational objectives, the manager must be able to transmit information, ideals, attitudes, and feelings through the process of communication (Etuk, 1991). Communication makes possible the interaction between members of the working team. A manager should be the first to establish bridges between the members of the organization, through a careful and effective communication. As a management tool, communication intends to establish good interpersonal relationships. Managerial communication has a triple role: Interpersonal role, informational role and decision making role. (BUCĂȚA & RIZESCU, 2017).

The creation of a clear and open communication system applicable in the entire organization is one of the fundamental tasks if the management wants to create the environment encouraging creativity and innovation (Stacho et.al, 2019). Malek and Yazdanifard (2014) in his study talks about the role of communication in change management. According to him Communication can serve multiple functions during change management process, which include:- share information with stakeholders about the nature, timing, and significance of the change or providing feedback to both managers and employees, help employees to get involve in the change process and make them aware of the vision and objectives related to the change. In short, effective communication help organizations to convince employees that the status quo is no longer acceptable and motivates them to support the changed condition.

The role of communication as a management tool is to facilitate relationships between people, to establish an environment beneficial to the internal development of the organization (BUCĂȚA & RIZESCU, 2017). Communication considerably influences the innovation process in every organization. It is important from the part of the organization to ensure the development of open and quality communication (Poláková, 2007; Potkany et al., 2018; Caganova et al., 2017). Communication is an unavoidable organizational developmental tool. It has its importance at every facets of organization. It is a crucial instrument of social interactions and a medium through which all relationships are established and maintained (Lovlyn Ekeowa Kelvin-Iloafu, 2016).

Nwachukwu (1999) identified four major functions of communication in management:- Information function: Communication provides information needed for decision-making, Motivational function: communication permits the expression of feelings and the satisfaction of social needs, Communication serves as the life blood of an organization as it is through the communication employees understand their role in a system and, It is the tool through which effective control of organizational activities may be instituted.

Good and effective communication skills are essential in the business world for three main reasons: First, ineffective communication can be very expensive. If a business does not effectively and efficiently communicate to its employees its objectives, rules and regulations, along with its business culture, then the employees will not know how to be effective at the work place. If employees cannot communicate with each other, regardless of whether the communication is horizontal or vertical with in the business, things will not run smoothly. Without good communication, things may not get done correctly or even at all, or, work could be done twice, overlapping each other, which can be wasteful and costly. Good communication is essential for the operation of business in all aspects. Second, the changing environment and increasing complexity of the 21st century workplace makes communication even more important nowadays than ever before. The flattening of business structure and the increase in teamwork at the work place demands good communication skills. Third, the world's economy is becoming increasingly global, meaning people need to be able to communicate with the outside world and even at times at the international level (Markovik and Salamzadeh, 2018).

Conclusion

Effective communication is an indispensable tool for the strategic management of organizations. Low productivity, loss of customers, low turnover, conflict, and absenteeism are caused by poor and ineffective communication (Lovlyn Ekeowa Kelvin-Iloafu, 2016). Thus, it is important for the organizations to understand the importance of effective communication and use it as effective management tool for the organization's benefit.

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