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The Impact of Communication on Organizational Performance

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Abstract

An organization's success is significantly affected by efficient communication, according to the conclusions of this study. The problem that motivated the study is the lack of access to information that may help workers perform better. An organization's ability to achieve its goals may be directly attributed to the quality of its communication. Secondary and primary data were used using a survey research technique in this study. There were 60 persons in all that took part in the poll from different organizations. A regression software was used to examine the



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hypotheses. According to the findings of the study, strong communication might be the key to effective human resource management in a business. According to the findings of researchers, every company should try to enhance its data management and communication in order to avoid data loss, eliminate misunderstanding, and increase communication inside the organization.

Keywords: communication; employees; management; performance measurement; strategies

1. Introduction

Employee-employer interactions are examined in the research, which evaluates the impact of retail on worker-employer communication. A company's long-term success depends on its employees' ability to collaborate and communicate successfully. There are several dimensions of the development of the workplace in terms of history, economics, and society to be uncovered. In other nations, where reporting boundaries are much wider, it is more difficult for employees to comply with the rules.

When it comes to accountability, certain subordinates must meet the standards established by those in positions of authority. In certain firms, employees struggle to understand the long-term goals of the company, due to inadequate communication. This research aims to show the importance of contact in increasing staff productivity for companies. '

A good work-life balance was only recognized by the richest individuals in contemporary society. Many in management assume that speaking is the simplest thing to do, yet research shows that the more people communicate, the more their firm grows. Because of their focus on administrative responsibilities, managers in many companies choose to transfer this aspect of effective communication to the HR department.

Management's limited focus on achieving goals at the cost of open communication and the influence employees have on information sharing has a negative effect on employee morale. When leaders assume that their everyday interactions with their employees are sufficient, they make a terrible error.

1.1 Research Objectives

Confidence and readiness to learn on one's own contribute to Bank Audi's high level of employee satisfaction. When it comes to how employees and supervisors interact, productivity and a real desire for education might be to blame.

Employees who feel that their immediate superiors communicate efficiently and ask for information directly have a better probability of succeeding at work, according to (Zhao et al., 2016). Working in a team has a positive effect on job satisfaction, but working alone has the opposite effect.

Members of the Outsourcing Group, on the other hand, adhere to long-established procedures and work independently of the leader. As a 'control block,' this study on employee satisfaction included direct search and self-estimation to compare the findings. In contrast, workers who learned knowledge implicitly were unable to predict how satisfied they would be at work.

Job contentment may be boosted by the need of receiving timely and precise information, as stated by the notion of work property. The working environment has an impact on the output of employees. To ensure that employees seek out direct information and constructive engagement, one of the five theory-driven parts of the workplace is the provision of feedback.

Workers have realized that concise and correct answers to open questions are the best strategy. Employees said that positive assessments will also help them create stronger relationships with their managers.

1.2 General Reason for Effective Communication in Employee Manangement

An structured society is where corporations are born. Communication technology "almost fully defines the architecture, breadth, and size of organizations," he said at the conclusion of his report.

Effective communication may serve as a basis in both management and organization. According to Bernard, management is responsible for creating and maintaining an effective communication system.

Based on a worker's position and the company's standards, they are required to adhere to these guidelines. Knowing precisely what must be done, how it must be done, and what they may anticipate as a consequence motivates people. In the year 2019 (Jiang and coworkers),

Having the capacity to express one's joy and displeasure is a crucial aspect of teamwork. Because of efficient communication, people may freely express their sentiments and achieve societal objectives.

Decisions are more likely to be made when people and organizations are able to communicate effectively. Effective communication is critical to the success of any group, organization, or society, according to (Zhao et al., 2019). People must be well-informed in order to make rational judgments. Because of this, they'll need to be well-versed in the material they're teaching. Those in positions of power within an organization are held to different standards of conduct than the rest of the population.

Structure has a significant effect on several of these characteristics. Communication inside a corporation is influenced by the structure of the organization. As a result, a conversation between a boss and an employee is quite different from one between a colleague and an employee. Effective communication may assist in decision-making, implementation, and feedback/correction of company goals/processes (Pan et al., 2018).

There are several benefits to interdepartmental contact. It is impossible for a company or business to function well without effective means of communication. Communication inside a business is essential for both internal and external activity. In terms of the conditions in which they do their duties (Xiao & Cooke, 2019).

1.3 Main Elements in the Communication Process

Nonverbal and audible clues are part of every communicator's message. The action of doing so is known as "sending a message via a channel." Including all forms of communication, from voice to writing to signs, gestures, and even silence, is covered (Burmeister et al., 2019).

The receiver is the person who receives and decrypts the communication. Our ideas, feelings, and perceptions are expressed in words or symbols via the encoding process. Receiver thoughts, ideas and feelings are generated as a result of the communication process. Speed of communication decoding is influenced by several variables (Demirkasimoglu, 2015).

The meaning of the message is comprehended or grasped throughout the encoding/decoding process. A communication reaches its intended destination only once the recipient responds to it. Helps the listener better understand what the speaker is saying. In order to make sure the message has been received, understood, digested, and is available for the sender to reply to, feedback is a system in place. The sending and receiving of messages has an impact on the outcome of the communication. Alternatively, human communication may be described as an interaction that happens both in terms of time and in terms of spatial dimensions" (Hernaus et al., 2019).

As a result, people are paying greater attention to the substance of what they say. All components engaged in communication have a way to communicate with one another via the channels. Rather than focusing on the absence of communication itself, the focus changes to the many communication routes. In most studies of corporate communication, the focus is on how people engage with one other rather than how the company as a whole functions (Fong et al., 2018a).

1.4 Effective Communication and the Organizational Structure

There is a lot of internal communication in highly organized workplaces. Internal communication is tightly controlled and regulated by the organization's hierarchical structure. These factors may impact a member's participation and enjoyment, as well as his or her general ability to function well in the context of the group.

According to a recent study, free communication actually causes more difficulties than it solves. In order for the company to function successfully, information must be simplified and management must not be overwhelmed by an avalanche of superfluous paperwork. It means that there's a higher risk of his making an error, as it's easier for him to forget about his own control obligations (Butt & Ahmad, 2019). At the absolute least, the ideal communication system is one that regulates information flow and directs it to just those areas where it is most vital and required.

1.5 Effective Communication within Organizations

The goal and vision of a firm, as previously said, serve as its foundation. To achieve this purpose, one must be aware of and communicate with others in some

way, whether audibly, nonverbally, or even quietly. Tasks were also specified in employee manuals and contracts. Communication in the workplace may encourage workers to improve their work environment. When it comes to a company, keeping everyone on the same page is critical to achieving the overall goals of the firm (Khalid et al., 2018).

An effective method of internal communication in an organization is to use clear and appropriate methods of communication. The provider of business messages must be aware of the diverse qualities of the audience. Corporate communication relies heavily on choosing the right medium to get the word out.

Changeable sources of information are less reliable. Signed letters are seen as more trustworthy by the receiver because of their author's identity. A message can only be spread throughout an organization with the help of one of the most respected members of the staff. Getting your message out there requires a certain approach. According to the manner of communication, there are several ways to communicate (Arain et al., 2020).

It is imperative that all parties involved be made aware of their duties in the event of a complaint. The general public has a right to know the truth. Managers and employees should be aware of the impact their actions have on the company's operations in order to avoid internal issues. There's no need to do an evaluation after reading the description (avoid defensiveness). People are free to share their opinions on whether or not this function should be used by them (Yaakobi & Weisberg, 2020).

In order for comments to be valuable, they should provide alternatives and be open to new ideas. Avoiding generics in favor of more specialized solutions is always a good idea. A person's behaviors should be taken into account rather than only their traits. A good criticism strategy must take into account all individuals involved, including those receiving and offering the criticism.

Most of the time, we say things to make ourselves feel better or to get an edge in the psychological arena. Addressing the recipient's freedom of choice is essential. If you point out his weaknesses, particularly those that he has little control over, he will get irritated. Increasing one's chances of success is as simple as accepting and acting on feedback as soon as possible. Even well-intentioned statements may really do more damage than good if used in the wrong environment. According to,

both the ability to lead and receive criticism in the job are equally vital (Yang & Ribiere, 2020). Rather than risk alienating their employees by listening to critical input, many managers prefer to concentrate on fixing the underlying problems. People may get defensive and upset in the face of criticism for a number of reasons, including apprehension about how others may respond.

If the other party queries the source of the input, management may not be able to provide extensive details.

1.6 Barriers to the Effective Communication

This word is used to describe anything that impedes communication between the sender and recipient. Noise is influenced by communication. There is an increase in office noise when employees have been in the same area for a long time and have distinct professional networks. Both the giver's and the recipient's educational and cultural backgrounds are taken into consideration. As a result of a lack of fluency in technical or professional language as well as an inability to organize one's thoughts, a message cannot be adequately communicated (Yang & Ribiere, 2020).

Being a metaphor for reality, language leaves a lot of possibility for misinterpretation. It's possible that a single word might imply a variety of various meanings to different individuals. Messages must be simplified if they are to be delivered to their intended audience.

a person's convictions regarding his or her own prejudices: There are several ways to get things moving. There is no one-size-fits-all method for storing and retrieving data. When individuals use these shortcuts, they alter the way they communicate. Preconceptions, forecasts, and prophecies that come true of their own accord fall under this category. Prior experiences shape our understanding of communication and so impact how we perceive it. This effect also has an effect on the perception of a connection between two individuals in terms of an organization.

An employee and his or her supervisor may disagree from time to time. Understanding cultural norms and values is essential when communicating with individuals from different backgrounds and with different points of view on the world. Due of the vast spectrum of cultural variations in terms of time, distance, and concealment, there is a considerable danger of cultural misinterpretation (Bari et al., 2019).

2. Research Methodology

2.1 Data Collection

In light of the study questions and goals, the amount of time available, and the availability of additional resources, the method was selected (Saunders, 2007). Using a survey makes the most sense because of the logical approach it takes and the survey technique it involves. You can pick the brains of a large number of people from many walks of life for very little money.

To receive the findings promptly, the questionnaire has been verified. The researcher may save money by making this decision. In order to collect quantitative data, a survey may be employed, whereas a descriptive method might be used. This method led to a high response rate in the end.

2.2 Techniques and/or Procedures for Data Analysis

There are two major ways to examine the findings of an experiment. Primary and secondary sources of information are equally vital for acquiring new information. A secondary source of knowledge, an overview of literature, comprises the viewpoints of numerous writers.. In order to test the hypothesis, the most relevant data is gathered. There may be issues with the definitions and aggregations used in this study, however these original data have been used to address and evaluate the assumption made by Saunders (2007), who published a research on this subject earlier in the year. The findings of a survey have been prepared as part of this inquiry.

Because of these concerns, the survey or question was given importance in the tool selection process. Gathering data is the primary objective of conducting a survey. With this kind of highly organized data collection, it is possible to ask the identical set of questions to each responder (McColl, 1993). Surveys have become a popular means of gathering data because of their cheap cost (Saunders et al, 2007). One study found a correlation between a company's overall success and its capacity to communicate effectively.

A kind of survey is the survey "more cost-effective than other techniques of data acquisition As a consequence, findings may be delivered fast and personalized answers can be supplied. Since an impartial and deliberate perspective is supplied, the framework eliminates the researcher's prejudice. Because questionnaires don't

alter, they are considered reliable data collection methods." Because of the simplicity of use, accessibility, and ease with which data may be automatically submitted, a questionnaire is an effective instrument for quantitative analysis. A questionnaire is used by the researcher in this investigation. For example, questions are asked to each participant just once in the survey's data collection methods, according to Saunders (2007).

2.3 Data Analysis

Data analysis is the process of analyzing data and transforming it into a statistical form. Analyzing the data acquired is a vital step in every research project. Surveys, questionnaires, and interviews are often used to gather data from a broad variety of sources.

Sixty people, including workers and managers from a variety of businesses, took part in the study. Questionnaires were given to workers of different ages and from a variety of industries, and the data they supplied was analyzed.

The SPSS statistical program was used to analyze the results of the survey. The following portion of the study report contains a statistical analysis of the survey data.

3. Results

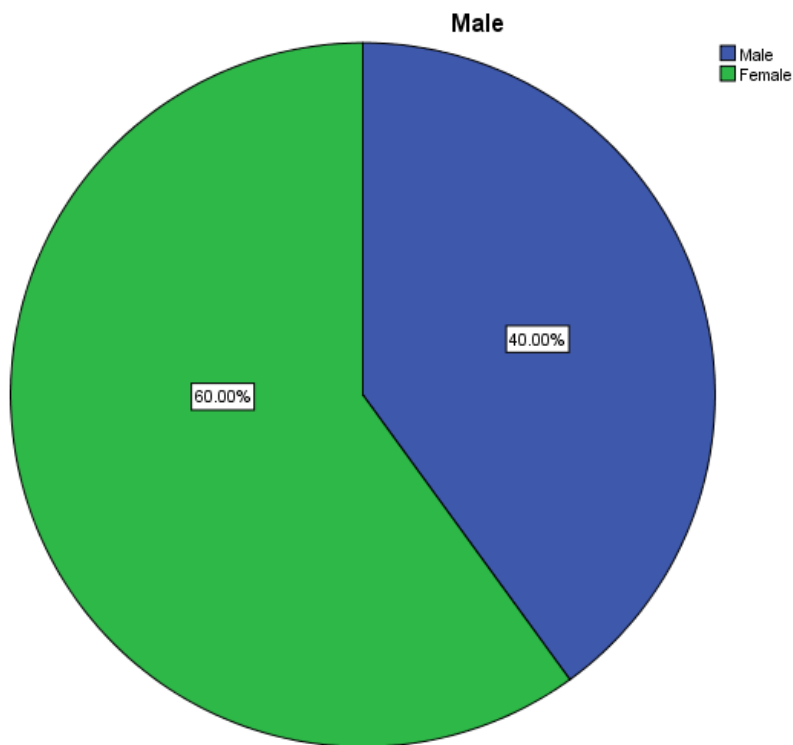


Figure 1. Gender

In terms of their preference for the aforementioned outcomes, 40% of men and 60% of women who responded to the questionnaires.

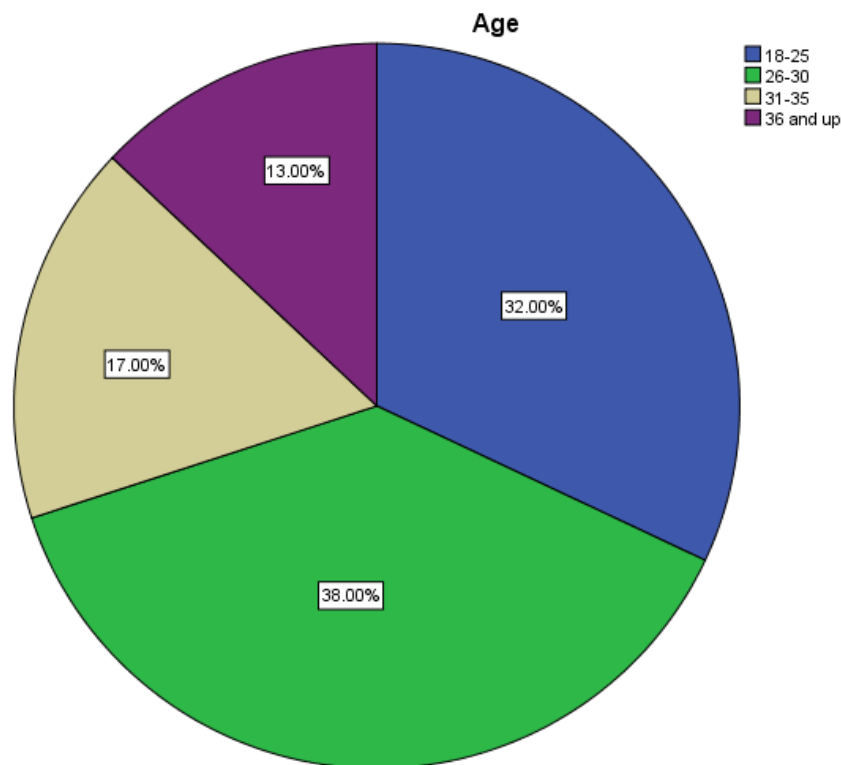


Figure 2. Age

32 percent of those who completed the surveys claimed they were between the ages of 18 and 25, and 38 percent stated they were between the ages of 26 and 30. Of those polled, 17 percent claimed to be in their 30s, while 13 percent claimed to be in their 35s or older.

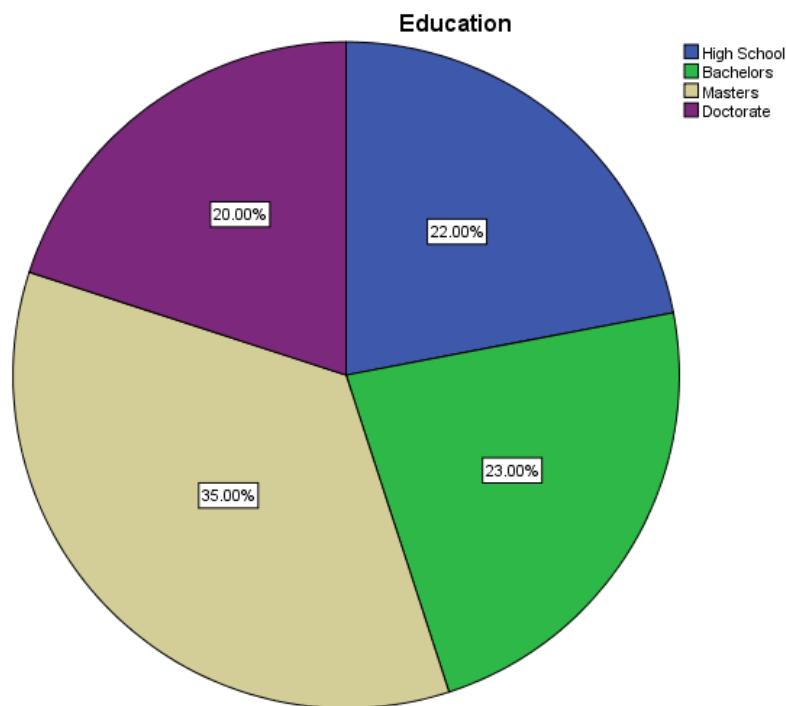


Figure 3. Education

When asked whether they preferred the aforementioned results, 22% said they were in the high school section and 23% said they had a bachelor's degree.

A master's degree was reported by 35% of respondents; a doctorate was reported by another 20%.

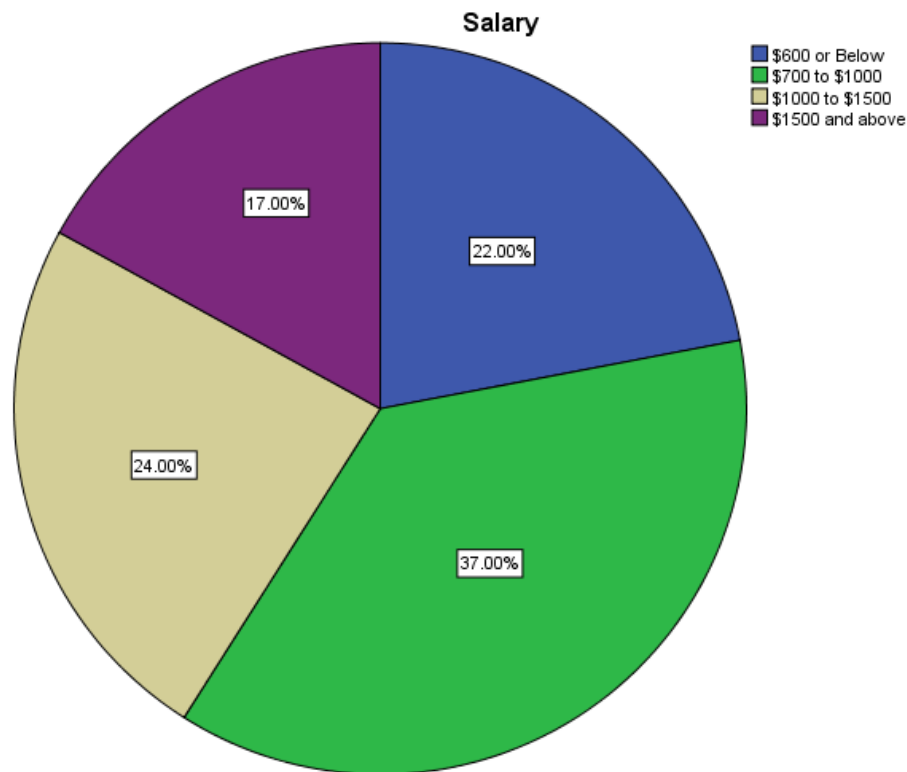


Figure 4. Income

22% of respondents said their pay is about \$600, while 37% said their salary is between \$700 and \$1000, based on these results.

In contrast, 24% answered that their pay is between \$1000 and \$1500 and 17% claimed that their salary is more than \$1500.

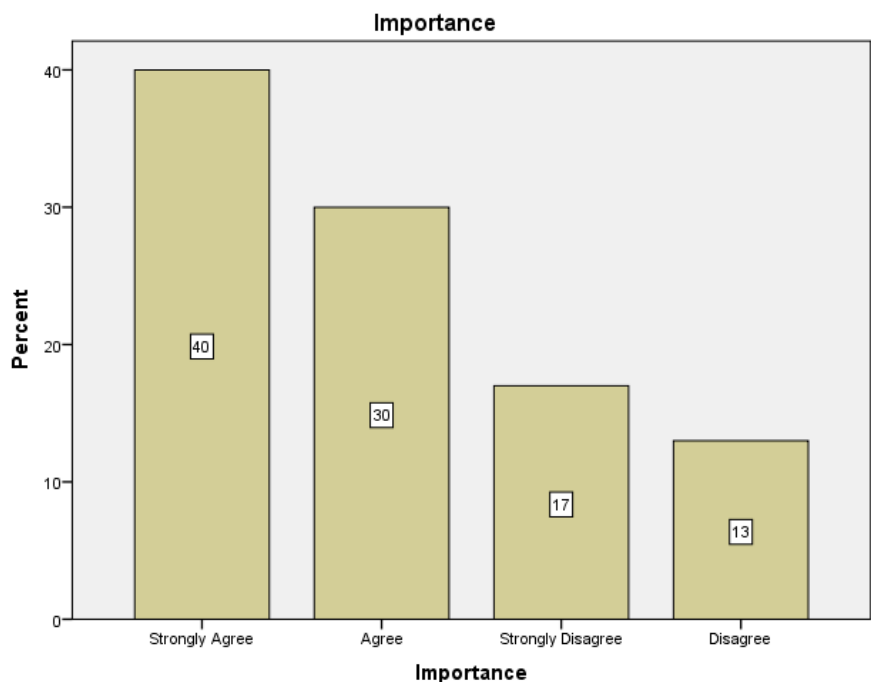


Figure 5. Makes you feel that things you tell him/her are really important

A whopping 40% of those polled, as seen in the bar graph above, strongly believe that their boss gives them a genuine sense of importance and purpose at work.

However, 30% of those polled said that their boss makes them feel that what they have to say is of great importance to him. For their part, 17% of respondents said they strongly disagreed and insisted that their boss did not pay attention to their concerns in the workplace. A further 13% claimed that their manager does not give any weight to their complaints.

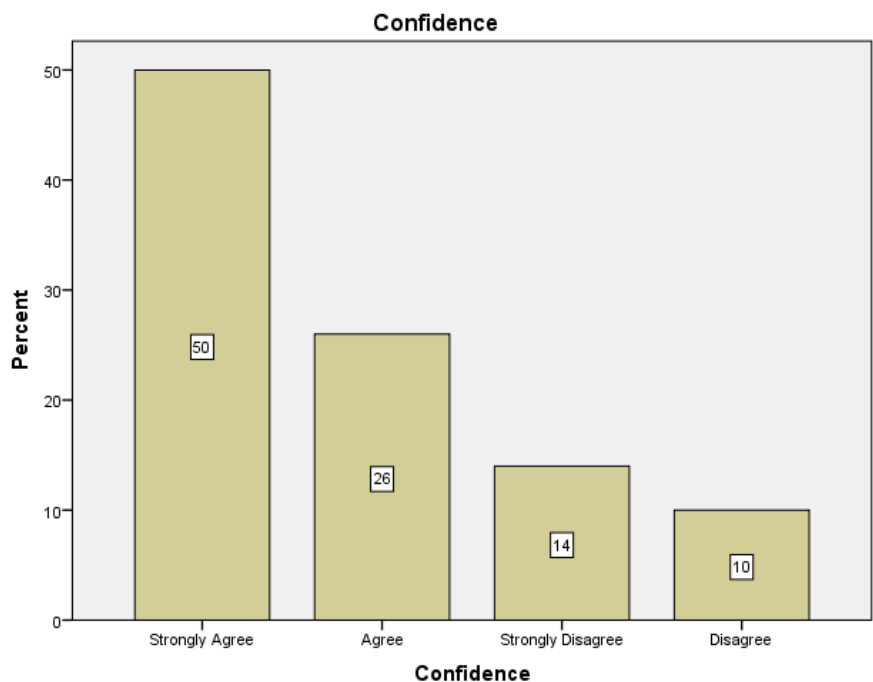


Figure 6. Manager expresses confidence in employees skills

There were 50 percent of workers who indicated that their manager has faith in them while they work, and 26 percent of workers who stated that their manager has faith in them and believes they would perform better in the workplace as a result.

However, 14 percent of those surveyed strongly disagreed and indicated that their bosses lack trust in them, which demotivates them and reduces their productivity at work.. Finally, 10% of respondents said they were in disagreement and believed their bosses lacked confidence in their workers' abilities.

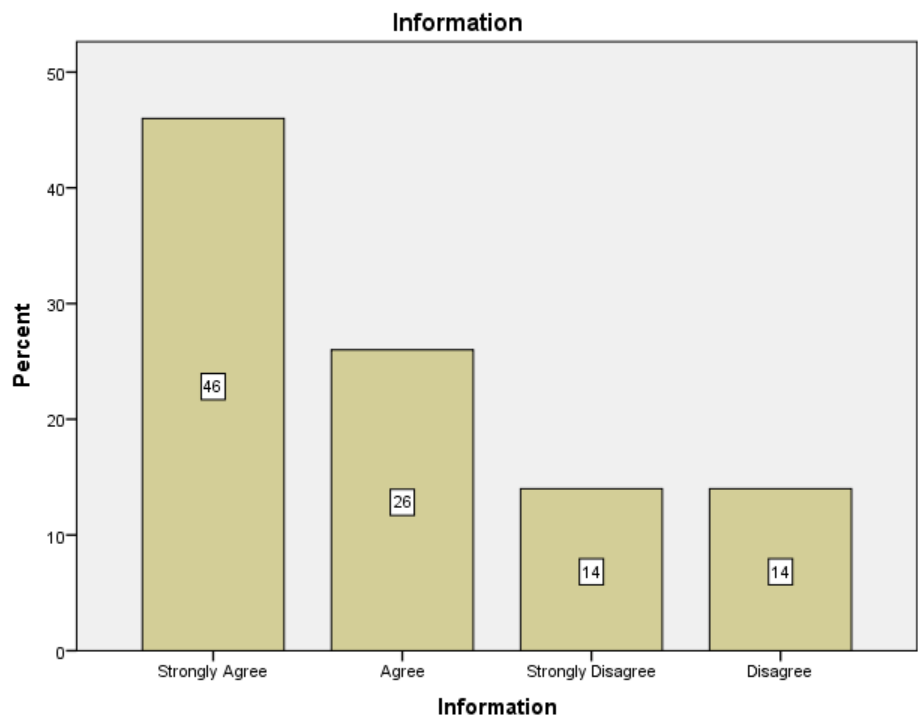


Figure 7. Bringing New Information

This is likely to improve the communication between workers and managers, since 46 percent of the respondents strongly agreed and claimed that their boss encourages them to report everything, including negative news, and 26 percent stated that their managers urge their employees to report everything.

Only 14% of respondents agreed with the survey's findings, claiming that their bosses discourage them from speaking out, resulting in a great deal of misunderstanding.

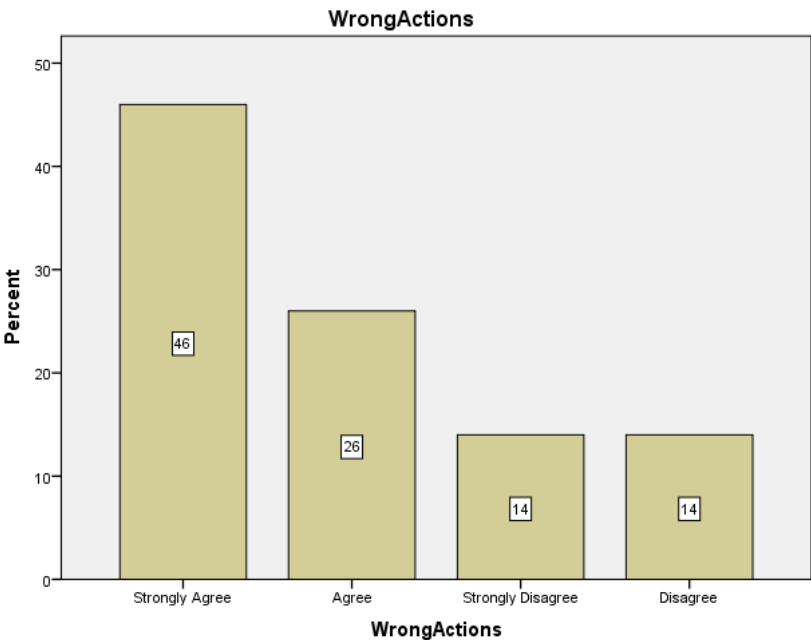


Figure 8. Your manager encourages you to let him/her know when things are going wrong

Based on our survey results, 46% of employees believe their manager encourages them to speak out about issues and wrongdoings at work, while 26% believe their boss does in fact support such communication in the workplace.

According to a survey conducted by CareerBuilder, 14 percent strongly disagree and indicated that their superiors discourage employees from reporting unfavorable things, and 14 percent disagreed.

3.1 Testing the Hypothesis

Managers and employees from a range of companies provided information, and the findings of the research were used to test the following hypotheses:

hypothesis H1-0, "Effective communication has a direct impact on organization's overall performance," has been rejected. Using data from the graphs and regression analysis, this research found a correlation between workplace

communication and the success of organizations. hypothesized that "effective communication has a direct influence on the overall performance of the firm".

It is hypothesized in hypothesis H2-0 that an organization's production is negatively affected by communication difficulties. There is a correlation between the following graphs and the regression analysis findings and the organization's communication process. That "Communication impediments have a good impact on the functioning of the organization" is hypothesized (H2-1) is rejected.

Communication technologies don't have an indirect impact on the organization's performance, as hypothesized in Hypothesis H3-0. It was established from the graphs and regression analysis displayed above that the efficacy of an organization's communications is closely tied to the instruments used. Hypothesis H3-1 has been accepted because "communication technologies have a direct impact on the organization's performance."

3.2 Summary of the Findings

An in-depth case study of Company X was used to examine the significance of accurate and timely reporting. The emphasis of the investigation was on the usability of communication technology provided by Company X. Additionally, workers from Company X were appraised.

It has also been shown that workers' ability to communicate effectively increases productivity at work. It has also been shown how critical it is for management and staff to maintain regular lines of communication.

Similarly, communication networks have their own set of issues and weaknesses. networks. There is a lot of primary data. A set of 60 Beirut-based workers were systematically sampled. Tables and correlations were used in the investigation. Research has demonstrated that people meet in a variety of ways.

There were both official and informal ways to get in touch. There was a wide range of responses from those who participated in the survey on their preferred methods of communication. X, for example, has repeatedly shown the importance of contact networks. COMPANY X's many divisions seemed to be doing well.

It's so imperative that they continually meet targets, educate citizens about their rights, and provide the best service possible. Taxpayers are encouraged to

volunteer to enforce the tax rules by X's employees, who will also disclose problems with consumer fees.

Stats show that various staff efficiency measures are linked to different stages of efficient engagement. It doesn't matter how frequently employees communicate through phone, text message or email; they prefer face-to-face interaction above any other method.

COMPANY X's communication networks were found to be disrupted by a number of difficulties, including selective listening, distraction, time constraints, and contact overload.

4. Conclusion

Using this research, it was discovered that an organization's degree of work satisfaction and sales turnover may be significantly impacted by an organization's capacity to communicate effectively with its customers and clients.

4.1 Recommendations

It is imperative that management devote additional resources to ensuring that employees are given correct and clear information as a consequence of this association

Notice boards might be a viable option as a back-up. There is a need to enhance email and other kinds of online communication as well

Management seldom meets with a firm face-to-face when it comes to strategy and decision-making.

Managers and employees alike must avoid omissions and exaggerations that might misrepresent facts. One approach to indoctrinate individuals on a prejudice is to interrupt talks. Sending too many messages reduces the amount of information that can be accessed by the general public, which is also a consideration.

While communication is open and honest, it is important to encourage decency, respect, and the avoidance of harm.

When employees are unable to get timely information, it has a substantial impact on their quality, growth, and productivity. If data is provided on time, it should be checked for accuracy and completeness by asking follow-up questions.

Lastly, it is critical that customers be compelled to provide feedback. Knowledge may go in both ways at the same time. Employees must be able to communicate effectively, work well together, and have a good attitude at all times in order to be successful. Effective and positive verbal and nonverbal communication, as well as pleasant nonverbal interactions, are all essential.

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