

Influence of social communication on employees performance in selected organizations

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Abstract

In today's reality, communication is a critical part of organization movement. Since the global world has turned out to be boundless, most organizations need to address their issues with a lower asset moral through communication. This paper inspects the noteworthy relationship between communication and employees' performance in some selected organizations in Indian state. This paper uncovers that a relationship exists amongst effective communication and employees' performance, profitability and duty. The study suggested that directors will require communicating with employees frequently to enhance employee's commitment and performance.

Keywords: organizational productivity, employees, effective, communication, performance, employees' commitment, communication system

Introduction

The ascent of globalization developments in political, social, economic, technological ranges urgently influences mutual and organizational lives of people in the society. In parallel with these developments organization management are obliged to develop new management techniques to battle significantly harder rivalry conditions. These advanced management techniques to an expansive degree intend to raise employee's performance by utilizing the power of communication. The start of the universe was the starting of communications. There was no starting which was destitute of communication. In this manner, communication facilitates change of the human society. Communication is a disperse wonder that implies diverse things to different people. It is a procedure of a methods for access to the brain or thought of another. As per Ada, N (2008) ^[1], communication can likewise be viewed as a diminishment of instability, in this manner, communication is a trade of implications. Accordingly, for organization and human as a social being, communication has an essential significance, regardless of whether aces or cons are an indivisible bit of life and furthermore it has an important role on all exercises gone for picking up organizational objectives. Consideration has been given to the investigation of organizational communication in organizational behavior look into because of the essentialness of this variable to organizational effectiveness. For example, it has been discovered that effective communication enhances job satisfaction and which thus improves productivity. Research has additionally demonstrated that communication improves employee job performance, while poor communication results to low employee commitment to the organization.

Then again, an employee Performance is viewed as how well an employee is ready to dispatch his/her obligations to the specified organization. Setting and obviously communicating performance principles and desires, watching and giving criticism, and directing evaluations empower you to accomplish the best outcomes through overseeing employee performance. As indicated by Altinöz (2008) ^[2], employees

perform assignments out of identification with the directors or with the organization roles and targets. This relationship brings about the representatives' essential concurrence with the standards to which they are required to perform. Accordingly, the stream of communication can make ID with employees disguising alluring esteems, as in regards to an organizations goals and target. In any case, better performance can be accomplished just when there is a sensible level of desire fit and when the social exchange between supervisor's and employees is reasonable and rise to Arnold (2011) ^[3]. Inside the point of view of human resource management, it has frequently been conjectured that employee's knowledge, capacities and abilities will empower them to be good performers when they are procured. Consequently, the management must apparatus its approaches and destinations in such a way, to the point that employees perform their work and do their allocated errand. We are living in a period when communication systems are advancing quickly which is fundamental for success and growth of an organization and is by and large lastingly called upon to assume a more noteworthy part in the mission for economic and political stability. Compelling workplace performance is the key component in the success of an organization and the adequacy of the employees employed will decide simply how successful the organization will be. Effective communication between employees and directors is pivotal in that employees should recognize what is anticipated from them, chiefs should give an unmistakable job description to every employee which would make employees have quick access to the vital instruments to finish every task given to them. Communication covers all exercises that the administration does to upgrade employee's performance. Chen *et al.* (2008) ^[4] called attention to that exploration is deficient in looking at representative fulfillment with communication process. There is in this manner the need to investigate the connection amongst organizational communication and employee's performance since communication integrates diverse units and capacities in the organization. Communication is the human activity that

connections individuals together and make relationship. This implies people relate with each other by implies of communication. The paste ties individuals together in an organization. Administrators have generally spent the lion's share of their time communicating in some frame (eye to eye discourse, reminders, see loads up, mass meeting, representatives hand book, open addresses, and so forth.). Today, however, more employees find out that an important aspect of their work is communication which is the common trade of comprehension, beginning with the recipient that prompts powerful and effective work performance in an organization because it's the substance of administration. The essential capacities of management (Planning, Organizing, Staffing, Directing and Controlling) can't be performed well without effective communication. Distinctive units exist in an organization and it is through correspondence that communication happens for the accomplishment of organizational goals.

Similarly, organizations in India have been confronted with a cluster of problems that appear to be a hindrance to the growth of any organization such as, mismanagement of assets and assets, poor leadership aptitudes, low-level of real income, and poor infrastructural offices to specify however a couple. It is in this setting this study examines the Influence of communication on employee performance, their profitability and their general responsibility regarding work, utilizing chose organization in Indian state as an empirical study.

Review of Literature

Employee communication is the scattering of information which is identified with the daily performance of an employer's job and additionally important if the employee is relied upon to be an effective member of staff. It suggests a thought of human beings as an imperative asset (Erogluer, K 2011) ^[5]. Communication is the exchange of information from a sender to a collector, with the message being comprehended by the beneficiary Ince, M., Gül, H s (2011) ^[6] characterized organizational communication as the focal restricting power that licenses coordination among people and in this manner takes into consideration organized behavior," and Goris, J. R. (2007) ^[7] who contend that "the behavior of people in organizations is best comprehended from a communication point of view."

Effective communication succeeds when employees support the pioneer and the organization if there is a conviction that employees 'efforts will be remunerated. Authority succeeds while starting reaction or reacting to change and administration is inseparably connected to the validity of those driving. Constituents will turn out to be energetically required to the degree that they have confidence in those supporting the change. The relationship amongst employee satisfaction and job performance proposes that an important contributor to the employee's engagement inside the organization is the pioneer employee relationship. Those supervisors utilize leadership behavior's to influence employees. Erogluer, K., (2011) ^[5] clarify that an excellent leader not just motivates subordinates, giving them the possibility to enhance efficiency, additionally meets their prerequisites during the time spent accomplishing organizational goals. How a leader communicates is as important as to how he leads. The pioneer is the controlling

power inside a gathering and organization. A leadership style that resounds with supporters will enable the pioneer to achieve greater employee productivity. Then again, poor leadership styles prompt poor communication and can effectly affect employee's performance and thus profitability. The procedure by which employees are made mindful of organizational goals and their inclusion in the accomplishment of them is perceived to play an important role in cultivating job commitment. Arnold, E., Silva, N. (2011) ^[3] discover organizational communication to have a critical positive relationship with affective commitment, while Altinöz, M. (2008) ^[2] discoveries "recommend a strong relationship amongst communication processes and job satisfaction and full of feeling job commitment".

As per Goris, J. R. (2007) ^[7] communication is the trading of thoughts, feelings and assessments through words, letters and images among two or more people He expresses this might be characterized as a technical fact. However it is indeterminate whether images are exchange genuinely or not, to what degree images meet the transmitted message and how powerful transmitted actuality on the collector. Without correspondence, through readings, tuning in (the open aptitudes), talking and composing (the profitable abilities) humankind would think that it's hard to disentangle a portion of the puzzles of life. Those things that we are insensible of or know about, or that we have questions about can be disclosed to us better through communication. Communication as methods through which the undertaking and the assets expected to complete a task, the roles and duties and the normal outcomes are made known to the subordinates. This implies that communication is the exchange of information (a message) starting with one individual then onto the next. Accordingly effective communication is in this manner the transfer of message, trailed by input, from the recipient to the sender, showing a comprehension of the message. Multidimensional part of the thought of communication along with its investigations from various perspectives influences its definition, communication is expected to audit, conceptualize and coordinate cooperation in an organization.

Effective communication is required for management to create and support an upper hand for organizational performance and improvement. Effective communication between pioneers and employees is basically imperative for the potential accomplishment of accompany. Leaders need to institute methodologies to improve communication that could prompt positive work consequences Improvements in chief subordinate communication will help organizations toward the objective of overseeing differing qualities by advancing uniformity and mix in the workplace.

Employee communication is the spread of information which is identified with the everyday performance of an employer's job and furthermore important if the employee is anticipated that would be an effective member of staff. It indicates a thought of human beings as an indispensable asset. Communication is the exchange of data from a sender to a recipient, with the message being comprehended by the collector Myers and Myers defined organizational communication as the focal restricting power that grants coordination among individuals and in this manner takes into consideration organized behavior," and contend that the behavior of people in organizations is best comprehended from a communication point of view."

The importance of communication may show up instinctively self-evident, however researches bolster this assumed importance; the short answer is yes. Research has demonstrated that "when employee needs are met through fulfilling communication, employees will probably manufacture successful work relationships." This "research satisfaction" – the sum total of a person's satisfaction with data stream and relationship variables" has been corresponded with key variables, for example, job performance and turnover rates. Further, "certain aspects of employees" communication satisfaction that display both information and relationship highlights supervisory communication, personal feedback, and communication climate were observed to be the significant measurements of communication-job performance relationships. In other words, the course in which information flows in an organization is basic to the way that personnel understand their relationship to and inside the organization. To put it plainly, as Chen (2008) ^[4] expressed, each passing study seems to uncover "that the relationship between inward/employee communication and corporate effectiveness is huger than what has beforehand been assumed"

Communication in the organization

According to Erogluer, K, (2011) ^[5] all viewpoints and focuses to effective communication in the organization, it pick up in conclusion that channels of communication is one of the most effective route in a relationship, and qualified managers need to disregard all stages of communication. Communication is an essential component in organizational structure and functioning. It is the key instrument for accomplishing incorporation and coordination of the exercises

of specific units at various levels in the organization. Organizational communication can be level, upward, and downward:

Level (parallel) communication aims at connecting related undertakings, work units and divisions in the organization. The importance of flat communication increases with errand specialization and assorted qualities in organizational structure. The need for sidelong or horizontal communication was first worried, when he proposed a "gangplank" between comparative hierarchical positions.

Downward communication provides information from higher levels to lower levels. Being superior-subordinate communication, it follows the chain of command through the line of authority. Downward communication can be of four types:

1. Communication designed to provide job rationale to produce understanding of the task and its relation to other organizational tasks;
2. Communication about organizational procedures and practices;
3. Feedback to the subordinate about his or her performance; and
4. Communication to foster inculcation of organizational goals.

The Communication Process

The communication process consists of seven steps (Shannon & Weaver, 1949): message, encoding, transmitting, receiving, decoding, understanding and feedback. Communication is not an easy task, but attempt have been made to simplify it through illustration below:

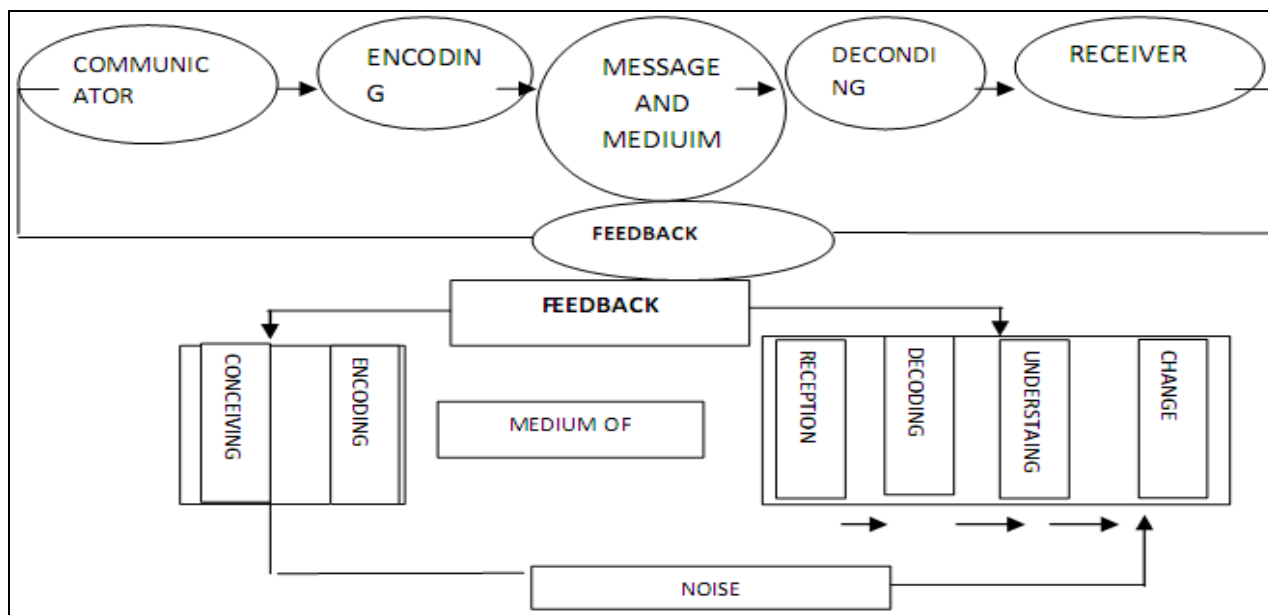


Fig 1: A Communication Process Model

Methodology

The research design adopted for this study was descriptive survey method. This is because the method was deemed appropriate, as the study collected information on Influence of communication on employee's performance in an organization. The descriptive survey deals with systematic

description of an event in a very factual and accurate manner. This section reports and analyses major data collected from subject relating to communication and employee performance in selected organization. Socio-economic characteristic of the respondent were first presented.

Table 1: Social Characteristics of Respondents

Age	Frequency	Percentage
21-29	47	39.2
30-39	33	27.5
40-49	30	25.0
50-59	10	8.3
Total	120	100.00%
Sex		
Male	84	70
Female	36	30
Total	120	100.0%
Marital Status		
Single	52	43.3
Married	57	47.5
Divorced	9	7.5
Separated	2	1.7
Total	120	100%
Staff Category		
SSCE	20	16.7
OND/NCE	32	26.7
HND/Bachelors Degree	44	36.7
Masters Degree	19	15.8
P.H.D	5	4.2
No. of Work Years		
Less than 6months	10	8.3
6months-1year	16	13.3
1 year-2years	29	24.2
3-5years	32	26.7
More than 5years	33	27.5
Total	120	100%

Table 2: The Relationship between Communication and employees Performance

Level of Effective Communication	Workers Performance				
	Very High	High	Average	Low	Total
High	33	25	4	0	62
Average	18	22	14	0	54
Low	1	1	1	4	
Total	52	48	19	1	120

Table 3: The Relationship between Effective Communication and Organizations Productivity

Effective Communication	Organisations' Productivity			
	High	Average	Low	Total
Very Effective	61	12	3	76
Effective	17	27	0	44
Total	78	39	3	120

Table 4: The Relationship between Effective Communication and employees Commitment

Effective Communication	Workers Commitment			
	High	Moderate	Low	Total
Very Effective	63	12	1	76
Effective	20	24	0	44
Total	83	36	1	120

Discussion

The age category of respondents in Table 1 indicates that 47 (39.2%) of the respondents were between the ages of 21-29 years, 33 (27.5%) were between the ages of 30-39 years, 30 (25.0%) were between the ages of 40-49 years and 10 (8.3%) were between the ages of 50-59 years. Thus, the result indicates that the active age range of employees is the ages between 21-29 years. The distribution of respondents by sex reveals that 84 (70.0%) were males and 36 (30.0%) were females. This indicates that a large proportion of those in the work force are males. The data in Table 1 also shows that 52 (43.3%) were single, 57 (47.5%) were married, 9 (7.5%) were divorced and 2 (1.7%) were separated. Thus, the result shows

that majority of the respondents are married. In another development, distribution of respondents by their educational qualification reveals that 20 (16.7%) have SSCE, 32 (26.7%) have OND/NCE, 34 (36.7%) have HND/Bachelor's Degree 19 (15.8%) have Masters Degree and 5 (4.2%) have P.H.D. Thus, the result shows that majority of the respondents had HND/Bachelor's Degree holders. And also, the data in table 1 reveals that 10 (8.3%) have worked with the organization for Less than 6months, 16 (13.3%) have worked with the organization for 6months-1year, 29 (24.2%) have worked with the organization for 1-2years, 32 (26.7%) have worked with the organization for 3-5years and 33 (27.5%) have worked with the organization for more than 5years. Thus, the result shows that majority of the respondents have worked with the organization for more than 5years.

Conclusion

This paper has been able to reveal that effective communication creates mutual understanding between management and employees which helps in building genuine relationship among both parties in the organizations. Also, this study reveals that poor communication can affect employee's performance. Therefore, organizations should regularly articulate it policies, goals and objectives to it employees in other to improve work performance. That is, communication is a means through which the task and the resources needed to carry out an assignment, the roles and duties and the expected results are made known to the subordinates which makes work easier for better performance. Also, managers need to communicate with employees regularly to get feedback and offer suggestions in other to prevent confusion about future job assignments; this will help improve employees performance and organizational productivity. In addition, top managers should communicate directly with their subordinates on issues of importance. Organizations should eliminate the barriers on communication and create efficient, participative, and transparent communication medium to improve employee's commitment.

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