

Review Article

**Review on The effect of business communication in
business development and growth**

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Abstract

Communications is critical to your success in relationships, business, as a citizen of your country, and in life. As per the research, communication's role in corporate organizations throughout transition has been recognized as crucial for successful changes. In firms, individuals are the most crucial source of change. Workers issues and problems should be addressed in order to inspire them to makes the changes needed. Job instability should be addressed, and a sense of community should be promoted, in order for the employee to feel their responsibilities. Employees will be motivated to participate in and carried out the planned change due to the requirement of change as well as its rewards.

The goals and communications requirements for every stage of the process of change are also defined in this work. The multiple motives and benefits of business development communication are also examined in this work. The influence of business communication, communication in business organizations, and the various forms of business communication are also discussed. The main motive of this paper is the author of this review hopes to demonstrate the value of communication in corporate relationships. Communication is essential for the development of trust inside a firm. The study's future possibilities are that people will become more interested in and sensitive to the significance of communication and how it leads to the development of any type of business through efficient communication as a result of it.

Keywords: business communication, business development and growth

Introduction

Communication is neither transmission of message nor message itself. It is the mutual exchange of understanding, originating with the receiver. Communication needs to be effective in business. Communication is essence of management. The basic functions of management (Planning, Organizing,

Staffing, Directing and Controlling) cannot be performed well without effective communication. Business communication involves constant flow of information. Feedback is integral part of business communication. Organizations these days are very large. It involves number of people.

There are various levels of hierarchy in an organization. Greater the number of levels, the more difficult is the job of managing the organization. Communication here plays a very important role in process of directing and controlling the people in the organization. Immediate feedback can be obtained and misunderstandings if any can be avoided. There should be effective communication between superiors and subordinated in an organization, between organization and society at large (for example between management and trade unions). It is essential for success and growth of an organization. Communication gaps should not occur in any organization.

Business Communication is goal oriented. The rules, regulations and policies of a company have to be communicated to people within and outside the organization. Business Communication is regulated by certain rules and norms. In early times, business communication was limited to paper-work, telephone calls etc. But now with advent of technology, we have cell phones, video conferencing, emails, satellite communication to support business communication. Effective business communication helps in building goodwill of an organization.

Business communication skills are critical to the success of any organization despite its size, geographical location, and its mission. Business communication is interlinked with internal culture and external image of any organization. So it is the determining factor to communication inside the organization. Good Business communication practices assist the organization in achieving its goal of informing, persuading, favourable relationship, and organizational goodwill. Organizations can only survive if they accept the rapidly changing global challenges and the communication processes are structured and delivered. The present workforce is dynamic in nature so communication is a challenge when executed against the backdrop of culture, technology and competition. The success of any business to a large extent depends on

efficient and effective communication. It takes place among business entities, in market and market places, within organizations and between various groups of employees, owners and employees, buyers and sellers, service providers and customers, sales persons and prospects and also between people within the organization and the press persons.

All such communication impacts business. Done with care, such communication can promote business interests. Otherwise, it will portray the organization in poor light and may adversely affect the business interest. Communication is the life blood of any organization and its main purpose is to effect change to influence action. In any organization the main problem is of maintaining effective communication process. The management problem generally results in poor communication. Serious mistakes are made because orders are misunderstood. The basic problem in communication is that the meaning which is actually understood may not be what the other intended to send. It must be realised that the speaker and the listener are two separate individuals having their own limitations and number of things may happen to distort the message that pass between them. When people within the organization communicate with each other, it is internal communication. They do so to work as a team and realise the common goals. It could be official or unofficial. Modes of internal communication include face-to-face and written communication. Memos, reports, office order, circular, fax, video conferencing, meeting etc. are the examples of internal communication. When people in the organization communicate with anyone outside the organization it is called external communication. These people may be clients or customers, dealers or distributors, media, government, general public etc. are the examples of external communication. Communication adds meaning to human life. It helps to build relationship and fosters love and understanding. It enriches our knowledge of the universe and makes living worthwhile.

S. W. Hussaini. proposed that good communication is the major stream for an organization's growth and development in the modern day. In business, there is a constant flow of internal and external communication, and good communication is critical to an organization's success. The research examines the impact of good communication on corporate prosperity. Effective business communication is critical to an organization's success since it aids in the formation of productive teams, work cooperation, and the development of a vibrant work culture. Every area of a business is influenced by communication, and a company's success is based on efficient and effective communication (S. W. Hussaini 2021).

Transmitting information from one person to another is the process of communication. Communication serves as a medium channel, a means of performing a constitutive end that are essential, as the end (Banihashemi, 2011).

Effective communication is vital for encouraging and leading personnel to accomplish corporate goals, according to common perception by (Stephen, 2011; Rita Anekwe et al., 2018). Communication is vital for team and organizational effectiveness, likened to blood flow in the human body Mckinney et al (2004). Communication helps improve cooperate performance. It's a company's growth engine. Changes are expected to occurs via effective communication; management-employee interactions must be well understood at both ends. Through this, all parties participating in the communication processor chain will perform better in their duties as that leads to increase in corporate performance at large. Effective, unambiguous communication is essential between managers-employees to achieve firm success, according to Williams (2007). Consequently, organization's that have deeper insight in communication values and its importance to the firms' employments it internally fit it into the organization strategies' systems. Any business that values communication employs it internally. It

enables synchronization of production components and the organization's most essential material and human elements as a change and advancement network.

"The key to organizational excellence and efficiency" is communication Grunig, (2000), in the mixes of Covid 19 endemic effective communication is essence to both all health stakeholders and the general public as one of the most important activities of an organization Harris, T. E., and Nelson, M. D. (2008), Is it recognized to organizations, particularly in this tough moment, that communication affects performance? Without intending to generalize, we feel not all firms have completely realized the main function of communication, because managers are more focused on immediate profit than on other elements, such as communication's effect on performance Harris, T. E., and Nelson, M. D. (2008). Each company's communication system depends on its culture, size, and profile. According to some experts, management communication is part of managerial and organizational culture and aims to improve organization performance. As earlier writers noted, large organizations are focused with building their own communication platforms, although this is not always a priority. As described by the preceding writers, we feel that corporate communication must become a management priority. According to Harris and Nelson (2008), employee interaction is vital to firms. They also said that excellent communication among staff is key to an organization's sustainability and relationship building. Workplace culture, economic, and social growth vary greatly. Some firms have complicated reporting lines that are problematic for employees to follow, such as; contradictory authority and duties, appointing some subordinates to becoming more liable than a superior. Some organizations disregard intra-communication's tools like intercoms, and memoranda, depriving subordinates of the vision and goals of the organizations. Considering the foregoing difficulties, the

current research aims to aid firms by explaining how good communication may boost employee performance. Studies demonstrate that good effective communication helps

workers to coordinate effectively and reaching corporate objectives goals. The activeness in decision-making, socializing, change of management and problem- solving. Again, this guarantees that members of an organization or institution have a

same aim. Most firms face obstacles and search for efficient communication channels.

Organizational performance plays a very vital role in achieving of its vision and mission, objectives-goals. An organization's relevance and sociability engage with society depends on its communication infrastructure and information flow. Unfortunately, NHIS in Ghana lacks a cohesive and efficient communication policy. The clients of the Ghana NHIS have launched sever dissatisfaction with regards to constant delays in processing their claims. Communication plays a vital role in harmonizing all departments of an organization to enhance organizational performance. Therefore, the organizational communication structure, channels of communication, communication policy, and communication system at NHIS needed

to be evaluated to determine how relevant and effective they are in this era of Information Technology and to determine the effects of communication on organizational performance. This research has several benefits. The findings; Provide

information to NHIS stakeholders on communication needs, problems, possible solutions, and the effects of communication on organizational performance; add to the general body of existing knowledge in communication; enable management to provide a favorable communication atmosphere necessary for NHIS's vibrant growth and to foster understanding between senior and junior staff.

S. Kalogiannidis According to him, communication is a key tool for establishing corporate performance and development. Most businesses rely on strong communications with both customers and employees to generate sales and expand. Organizational management as well as poor commercial outcomes are typically the result of poor or insufficient interaction. The goal of this review was to determine how individual's performance is affected by business communications. Based on data from a hundred individuals who worked for several financial institutions in Greece, communications was conceptualized into upward, downward and horizontal communication types, and their impacts on workers acts was identified. Effective communication in any company organization has a significant impact on employee performance, according to this study (S. Kalogiannidis 2020).

Ludwig von Bertalanffy, a biologist, proposed the general system theory in 1968, the theory; Foundations, Development, Applications to describe the linkage between parts and the whole of living Weckowicz, T. E. (2000). This kind gives an organizational analytical framework. Subsequently, psychology, history, and physiology employ the hypothesis.

Management theorists' findings show a departure from the traditional and human relations paradigm. According to Booth (1986), systems theory is more valid and appropriate in internal communication. Because the systems approach acknowledges the significance of communication in improving effective organization-wide functioning. In corporate communication research, several important components of the systems theory define how effective communication contributes to employee productivity: wholeness, hierarchy, and feedback. The whole dictates the character and function of pieces in systems theory (Weckowicz, T. E. 2000). Wholeness refers to system interconnectedness. Individual system

elements contribute to the organization's existence.

According to Miller, K. (2009), an organizational structure systematizes an organism's connections using hierarchy principles. In this respect, components of key systems are designed into subsystems, making up the overall system, which functions in a broader context. Feedback allows decision-makers in a company to strategy and stay on top of challenges, developing network ties (Miller, 2009). According to Salem (1999), systems theory is based on interrelatedness and interdependence, and communication audit uses the same ideas.

Communication skill as a predictor of employee performance is very controversial as prior researcher expressed mixed results. Growing research links communication with job productivity and an organization's capacity to impact its bottom line (Muda, et al, 2014). With excellent communication, a corporation may have strong coordination across its teams or units; without it, business operations would suffer or relationships will be damaged. People participating in communication processes require fundamental skills and talents, otherwise, information may not be understood properly. It also relies on the facilities provided in companies and the actions of managers to see the acceptability of accurate information deliverance Chen, N. (2008).

Furthermore, managers have also been encouraged to study employee feedback, which influences their job motivation (Muda, et al, 2014). This pertains to the workers' present conditions, including the proper timing to convey information, so

they may execute depending on the signals they get. Managers must create and provide chances for workers to acquire new skills via communication to achieve such higher results. According to Beyerlein, M. M. (2003) it is management's obligation

to align support systems in the strategic design so workers may convey their needs and frustrations. This keeps a company working efficiently and makes the most of its greatest

resource, its people [48]. Dwyer, J. (2005). found a link between open communication and employee performance (2005). A source of employee performance is also helpful communication from peers (Ducharme, L. J. and Martin, J. K. 2000)

S. Babajani Mohammadi. Studies, nowadays, society has evolved into a vital link in international trade. Understanding the cultural disparities in intercultural communication has necessitated the study of this subject. Social barriers are hard to overlook, but unlike legally, political, or economic aspects of the business environment, culture is basically invisible. Although it has gradually traversed boundaries as well as corporate barriers have been broken, culture barriers are hard to overlook. As a consequence, one crucial aspect of international trade is routinely overlooked. For economic development and growth both inside and outside the borders, attention should be paid to the cultural characteristics of our cultural and other civilizations. The goal of this study was to see how communication affected the rise of economic statistics (S. Babajani Mohammadi, H. Takroosta, and M. A. Takroosta 2016).

M. Popescu proposed that expertise, experiences, as well as staff productivity equip organizations with competitiveness in the face of the global economic crisis. In the knowledge-based economy, although, communicative conduct is blamed for many of the challenges that economic actors encounter. As a result, in the current global economic situation, treating communication as a crucial component to boost corporate competitiveness has become a must. Communication provides scientific, theoretical, and practical assistance for legal entities to ensure high efficiency operations by fostering a communication culture in which all organizational members are aware of the market, products, or business (M. Popescu 2013).

R. Olkkonen. states that the dominant notions of communications in present marketing discourse might be described as "mass communicative" due to the prominent position

of conventional marketing communications (particularly advertising) research as well as consumer marketing includes theories in the general area of marketing. Furthermore, as various "relational methods" in marketing gain traction, marketing research appears to be shifting away from goods and businesses as the fundamental unit of study and toward people, organizations, and the societal factors that bind players together in continuous connections. The nature of communication in these interactive relationship/network environments is scarcely mass communication (R. Olkkonen, H. Tikkanen, and K. Alajoutsijärvi 2000).

The communication theory was created developed by great scholars namely; Karl Deutch, David Werner, and Robert Asby. In relation to business, communication theory focuses on knowledge flow and structures a sthe major units of analysis in any business.

The developers of this theory were much concerned about the clarity of the channel that carries the message from the sender to the receiver; they argue that there are various distortions along the message channel, which they refer to as noise, that obstruct the flow of information (Littlejohn & Foss, 2009).

Information as a basis for decision-making in organizations was a concern for Karl and other social scientists. As a result, he argued that effective external and internal communication structures are required to ensure a free flow of information. Decision-making is possible when there is a continuous flow of information within the established structures (Griffin, 2012). Information must be adequate, accurate, relevant, and appropriate in order for this to occur. The basis of an efficient organization is rational decision-making, which translates into productivity and is reliant on a constant flow of information. When there is little or no information flow within an organization, irrational decisions are made(Stacks & Salwen, 2014).

Karl argued that load capacity, which determines an organization's efficiency in decision-making, is linked to the presence of

qualified workers. Communication theory, among other theories, makes serious assumptions by relying too heavily on the use of knowledge as a unit of measurement in rational decision-making. The reality is that other factors and considerations are used to make decisions in a company, and these factors and considerations ultimately contribute to business development and profitability (Griffin, 2012).

The communication theory also asserts that the efficacy of the communication systems and networks is often believed, despite the fact that what is written on paper is not always true on the field. Communication theory, on the other hand, has assisted communication scholars in gaining a comprehensive understanding of the complexities of organizational communication (Stacks & Salwen, 2014).

2.2 Empirical Review

Various academics and theorists have studied this issue and produced many conclusions that are employed in most contemporary companies for efficient communication. Femi (Ph.D.) studied "The Effect of Communication on Workers' Performance in Selected Organizations." In Lagos, Nigeria," he recognized communication as a important component of organizational project. Because of this, most organizations petition to satisfy their requirements with less resource moral via communication since the global globe is so extensive. His study examines the link between substantial communication and worker performance in some designated organizations in Lagos, Nigeria. A questionnaire with 120 responses collected the research's statistics. Effective communication was linked to worker performance, productivity, and commitment. The research recommended that managers speak often with staff to promote commitment and performance.

Wang, Y. (2005) investigated the roles of socio-emotional communication and job-related communication in China. Questionnaire data was analyzed statistically. Respondents number 69. The research found

that social-emotional communication among workers positively improves performance. In contrast, the study found no relationship between horizontal and social-emotional communication.

Vertical and job-related communication helps Chinese government personnel concentrate on their companies' goals, according to the researcher. Rajhans (2012) discussed staff motivation and performance. The research examined how communication and motivation affect employee performance.

Rajhans (2012) uses a study of organizational communication and motivating practices at Pune-based Vanaz Engineers Ltd. to support the paper's premise. The studied employee communication in the Lilongwe City Assembly. Her research examined Assembly communication. Lilongwe's internal communication was measured. According to the findings, employee morale, motivation, and performance affect an organization's communication with its members.

The methodological approach assessed to measured, the ideal and current amounts of organizational information. Receiving information from others, transmitting informative message to others, acting on such information, communications relationships, communication channels, communication and job satisfactions, and timelines of information from important foundations and sources of information. 186 assembly participants indicated a strong desire to communicate with management more often than they presently do. Subordinates and coworkers communicate seems to be satisfactory. Most of his responses, however, expressed strong need to engage assembly management to address personnel welfare, benefits, and salaries.

The impacts of effective communication on worker productivity in civil engineering projects in Kampala Central division were also researched. The researcher utilized multinomial logit (MNL) to estimate the interactions between the effective communication and employee's productivity. Other explanatory variables include

employment term, educational background, timely updates on workplace changes, teamwork, and the quality of training provided to workers. The study findings indicate that enquiring for more clarity in communication, collaboration to fulfill cooperation tasks, and timely information regarding changes affects work statistically in civil engineering labor productivity. To achieve the specified productivity level, managers should give clear instructions, offer adequate training for their employees, incentivize employee participation, and build a robust communication strategy to ensure timely information delivery, particularly on job changes. Since the beginning of civilization, communication involvement has always been the fundamental reformation factor in building a human race courteous association. Similarly, to guarantee the achievement of practical business results from a profit-making organization, there exists no replacement of effective communication in business. Therefore, employees need to maintain a significant connection with peers, coworkers, and top management. Communication is often a mechanism in which one or even more persons in one organization share thoughts, opinions, ideas, and suggestions. An important aspect of organizational success is coordination. The role of the management process is communication. If the correspondence with the lower or mid-level leadership is missing in the upper executives, the company would not be adequate (Köseoglu et al., 2020). It is necessary to establish coordination among the organization's stakeholders to execute the management planning functions, coordinating, encouraging, controlling, and directing. Communication is a key skill hence the need for effective leadership through which managers build and sustain employee relationships to better perform the required daily tasks.

RECOMMENDATIONS

The association between effective communication and employee performance suggests managers should give more complete

and intelligible information. Notice boards are another way to communicate. Improve email/internet communication. Face-to-face contact is deemed more helpful, because managers may include the grassroots in policy and decision-making. This will make staff feel appreciated also elicit commitment to the implementation and encourage them to adopt choices to attain goals of the company. Communication barriers or bottlenecks in company's communication systems might reduce employee performance. Hence, both bosses and subordinates must handle omitted and exaggerated facts. Reduce or eliminate selective learning by reducing communication distractions.

In addition, managements should avoid communication overloads as it diminishes clarity. Open and honest conversation is welcomed, but it should be done with decency, without hatred or bias. Timely information distribution reduces employee time pressure, which lowers efficiency, effectiveness, productivity, and output. Timely information allows for clarity to guarantee concreteness and accuracy. Encourage feedback. Upward information flow is also necessary. This will lead to understanding, compatibility, favorable behaviors, easy communication, positive results, positive nonverbal communication, and employee adaptation to messages.

Effective communication is the make and break of any organization. Without effective communication, organizational performance tends to suffer. From the results, it was noted that management styles and conflict in the work place are the biggest barriers to communication. It was also established that effective communication has an effect on organizational performance.

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