

Research Article

The effect of good business communication in business development and growth

¹Gaikwad Umesh Santosh and ²Amit Kumar

¹Sharadchandra Pawar Arts, commerce and Science College, Bhokardan, India

²Dept. Commerce, OPJS University, Churu, India

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Abstract

For this research, the sample and the methodological issue were additional limitations. Another constraint that has to be taken into account is the respondents' reluctance to complete and submit the questionnaire completely and on time. It may be conceivable to examine the viewpoints of a sample that encompasses the whole region or the entire country in a follow-up research that is similar to this one. To improve the generalizability of the research's results, a Stratified and simple random techniques approaches were used to select a suitable sample for the investigation.

Keywords: generalizability, follow-up research, business communication, development and growth

Introduction

A breakdown in the communication channel leads to an inefficient flow of information. Employees are unaware of what the company expects of them. They are uninformed of what is going on in the company. This will cause them to become suspicious of motives and any changes in the company. Also without effective communication, employees become department minded rather than company minded, and this affects their decision making and productivity in the workplace. Eventually, this harms the overall organizational objectives as well. Hence, in order for an organization to be run effectively, a good manager should be able to communicate to his/her employees what is expected of them, make sure they are fully aware of company policies and any upcoming changes.

Therefore, an effective communication channel should be implemented by managers to optimize worker productivity to ensure the

smooth running of the organization.

Functions of communication

The most basic functions of communication in an organization are to inform, control, motivate and emotional expression.

Information

An organization needs a vast amount of information to function and operate a business. The top management would require timely and accurate information for the various departments to make effective decisions. Information is dispersed throughout an organization through written or verbal communication. A human resources representative or business owner may send out a memo explaining a change in the company's health plan. A business meeting may be used as a way to communicate a new office procedure. A webinar allows a company to conduct a meeting over the Internet with employees or customers who cannot attend in person. The

idea of informing within an organization is to provide data and information so that employees can effectively complete their job. Information ensures that an employee is aware of the rules and procedures of an organization. It also eliminates job uncertainty for workers when they are fully informed.

Control

The management of any organization will always have plans with long, medium or long term objectives for the months and years ahead. To achieve these objectives, the daily & monthly activities must proceed as planned in order to achieve the objectives for the period. Communication acts to control member behavior in several ways. Organizations have authority hierarchies and formal guidelines that employees are required to follow. When employees, for instance for instances are required to first communicate any job related grievance to their immediate boss, to follow their job description, or to comply with company policies, communication is performing a control function. But informal communication also controls behavior. When work groups tease or harass a member who produces too much (and makes the rest of the group look bad) they are informally communicating with, and controlling the member's behavior. A company uses communication as a way to maintain control over employees and their work environment. Written human resources policies and procedures dictate how employees are permitted to act in the workplace. Job descriptions outline the parameters of an employee's job functions. Performance reviews control whether an employee receives a raise or attains a promotion.

Motivation

Managers use communication to motivate workers to achieve peak performance. By clarifying the expectations of employees and providing incentives for meeting or exceeding expectations, communication can help companies reach specific objectives. For example, by communicating to salespeople that they'll receive a 10 percent bonus if they reach

their annual sales goal, it helps the company reach its overall sales goals. Communication fosters motivation by clarifying to employees what is to be done, how well they are doing and what can be done to improve performance if it's subpar. We saw his operating in our review of goal-setting and reinforcement theories. The formation of specific goals, feedback on progress toward the goals, and reinforcement of desired behavior all stimulate motivation and require communication.

Emotional Expression and Interdependence

Emotional appeal is when emotions or arguments are used to persuade others instead of facts or logic. Organizations can use emotional appeals when delivering bad news. Last year, the CEO spoke to the entire company at an emergency meeting. He explained how devastated he was over the need to have a corporate downsizing. He used emotion to explain that it was better for the overall security of the company to eliminate some positions. For many employees, their work group is a primary source for social interaction. The communication that takes place within the group is a fundamental mechanism by which members show their extent that the audience start feeling sleepy and lose interest in the speech. Moreover, too slow a rate suggests lack of preparedness on the part of the speaker.

Pauses

Pauses are an essential part of all human interactions. We pause between different thought units in our day-to-day interactions with others. Therefore, if we do not pause while we speak in professional situations, it only makes our speech appear unnatural and hasty. Pauses lend credibility to the text of the speech. The speakers who pause suggest that they are quite accomplished, poised, and composed, and are not really worried about not being able to locate an idea once they have paused. Thus, if we pause, we display a sense of security and feeling of assurance that we know how to go further in our speech after a pause. On the contrary, those who do not pause

seem to be in a hurry. Moreover, those who rush through their speeches and presentations are nervous about using pauses, as once they stop, they feel they would not know how to resume or reconnect. But then, such speakers are far from being impressive and accomplished. By all means, we must use pause while speaking in professional situations. They make our speech sound natural. Moreover, pauses are also required for the audiences to comprehend what you say, relate it to your earlier statement, and critically participate in the act of communication.

The most crucial thing about pause is their timing. A rightly timed pause is as important as a rightly placed word. Since a pause has to indicate either the emphasis or the conclusion of a thought unit, it is important not to put them at wrong places. Therefore, whenever you pause, pause at the conclusion of a certain thought unit and not in between. Remember, a timed pause adds to the value of what you say and makes it adequately natural and emphatic. A wrongly placed pause, however, distracts the audience. Also remember that though a pause is always a natural breather, both to the speaker and the listeners, silence—a longer pause—makes the audience feel impatient.

Volume

A speaker's volume often decides how he/she is likely to be received by the audience. The speaker who speaks at a low volume is likely to be seen as someone who lacks his/her lack of conviction of ideas. Such a speaker can never appear or emerge to be the master of the situation. Low volume is essentially associated with diffidence, and once you reveal that you lack confidence, you cannot gain control of your audience or command their respect as a speaker. At the other extreme is the speaker who speaks so loudly that the people in the front rows start dreading him/her. A speaker of this type is also likely to be rejected by the audience, simply because it suggests his/her arrogance.

Pitch/Intonation/Voice Modulation

Pitch refers to the rise and fall in human voice. Just like the other aspects of voice, pitch too plays a crucial role in communicating your ideas to others. In fact, it is the pitch—the rise and fall—in your voice which can express all the emotions that are to be conveyed. So that do not confuse volume and pitch, let us understand the difference between the two. Since pitch can express and convey all our moods, emotions, and sentiments, it becomes really important for us to carefully employ the desired pitch patterns. Quite often, we find the speech of a person quite boring because he/she does not use the variety of pitch patterns as per the requirement of the situation. In order to understand this, listen carefully to those songs in which the singer keeps singing in a solemn way until he/she reaches the climax. The change in the initial note and the later part is the change in the pitch patterns. The changes and varieties of pitch patterns can be observed even while we continue to listen to the song at the same volume. It is, therefore, suggested that you employ the variegated pitch patterns quite judiciously in order to keep your listeners engaged and interested in your expression. find the book or chapter, skimming to get the gist and careful reading of important passages are necessary as well as learning about how texts are structured in your subject.

IMPACT OF COMMUNICATION IN BUSINESS MANAGEMENT

1. Strong business communication will achieve higher involvement of the employees at work. High involvement increases the production of business and those with low involvement decrease production.
2. Effective communication includes the proper delegation of authority from one person to another; it impacts the workers do their job well and is considered better for understanding roles and responsibilities. Otherwise, unclear communication creates so many problems in the workplace.
3. Improper communication causes failure in the achievement of set targets.

4. Communication involves sharing, discussing the various issues faced by the employee and employer with each other, but if there is a communication gap, there arises misunderstandings, disputes with the management and employees. If Proper communication takes place at the business, it reduces disputes and misunderstandings, thereby improving organizational culture.

5. With the help of proper feedback and reports to the manager, it is key to a positive relationship to improve leadership.

6. Better communication technologies involve critical thinking that helps solve problems and make appropriate decisions.

7. The manager understands the customer's and employee's wants with the help of communication.

8. Good communication creates clarity about the objectives and improves the profit and revenues of the business. Poor communication carries a risk to the business.

9. Better communication skill results in a positive impact on the control and miscommunication or misunderstanding lead to a negative impact on business management.

10. Positive feedback gives proper control of work, and inadequate or improper feedback creates various difficulties in controlling.

Communication is considered the most effective method for integrating and organizing the activities of specialized units at various levels in business. Understanding the communication mechanism isn't enough to handle communication in an enterprise. Managers must be good communicators themselves, and they must inspire their staff to do the same. They will effectively organize and manage the operations of their organizations. According to Kalogiannidis & Papaevangelou (2020), managers have the ability to effectively communicate their strategies, actions, goals, and job guidance to those who work with them at all levels. As a result, these abilities are critical for business executives to fulfill their managerial duties. Interpersonal communication, community communication, and internal communication are all aspects of

such communication organizations (i.e. the exchange of messages among organizational members). Every company has a structured communication mechanism in which the flow of information is regulated by the company's official structure.

Formal networks are organized in accordance with the organization's different levels, branches, departments, and job responsibilities (Griffin, 2012). The formal channels managers and workers use to convey official information are the lines of authority that connect the chain of command in an organization map. Phone calls, memos, reports, staff meetings, department meetings, conferences, the business newsletter, and official notices are all examples of formal communications (Kalogiannidis, 2020). Vertical communication that is effective offers information about plans, schedules, politics, and practices to people on the lower level, as well as input to upper level management to decide the responses to messages sent downward (Kalogiannidis, 2020). The effectiveness of horizontal communication in business is also key to growth and increased profitability since it encourages flow of important information among persons holding the same position in an organization or business (Kalogiannidis & Papaevangelou, 2020)

Effective communication enhances organizational relationship and minimizes strikes and lockouts. Organizational purposes and goals are sometimes defeated when communication is not effective. Wastes and costly mistakes have been made due to gaps in communication. Lack of effective communication is one of the major reasons that can lead to confusion and poor planning in many organizations. This is because communication is the source of information used by managers in making decisions that affect the performance of the organization. A manager's Communication Skills are vital in not only decision making but transmitting the results and intention of the decisions to other people. In most organizations, managers often concentrate on meeting targets and expect the

role of effective communication to come from human resource department. This puts a strain on the free flow of information that assists staff to understand this information. The contribution of employees to jobs is the most important factor for development and excellence in the organization because the fulfillment of necessities in terms of satisfactory and correct information regarding the organization and their roles to be accomplished can enhance performance (Greenberg & Baron, 2008). According to Booth (1986), the systems theory is more relatable to communication. It recognizes the role that communication plays in helping efficient functioning between the various components of the organizations. In systems theory, the whole determines the character and functions of parts (Waweru, 2002). This means that the main systems are designed into subsystems, making up the whole system, which operates within a larger environment. The systems theory operates from primary principles of inter-relatedness and interdependence, it can be said that the same basic principles form the basis from which communication audit occurs. Every organization has a hierarchical structure with the various sections functioning as a whole structure and all the staff working towards a common goal. The systems theory is therefore appropriate for this study. Given this, the researchers would determine the effects of effective communication on organizational productivity.

Perfect Communication would exist when a thought or idea is transmitted so that the mental picture perceived by the receiver was the same as that envisioned by the sender. Any idea no matter how great is useless until it is transmitted and understood by others. Puth (2002) in his studies argued that the most valuable resources within an entity are the employees and performance in these entities can be improved by way of sharing information regarding policymaking. Therefore, it is the responsibility of managers to encourage the flow of information to enhance the

organization's performance as well as employee productivity. This makes communication very essential for all participants as it integrates most managerial purposes.

Managers have at their disposal various communication tools which when well-balanced and understandable can boost communication. Based on different projects within an organization, employees form teams and groups. Teams and groups use communication to resolve essential problems within those groups.

Leaders must empower and support employees to solve problems and to control quality (Fletcher, 1999). They are significant for delegating work and avoiding unnecessary conflicts (Agrawal, 2012).

Concentrating on sound effective communication can be influential in improving the accuracy and speed with which employees perform their tasks, coupled with other developments such as structures that will facilitate the ease of access and flow of communication (Robert et al., 1957). Existing organizational work requires organizations to focus more on effective communication processes since tasks are becoming extra complex due to multicultural work environments. Communication is a central function in organizational performance.

Getting the message across effectively and having it understood is a prerequisite to progress. There is no point in moving forward if the basic message is lost, or there are barriers in the process.

It is with this backdrop that a study on the effects of effective communication on organizational performance based on the systems theory is being undertaken.

Conclusion

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 organization's 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 make 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 carry out the planned change due to the requirement of change as well as its rewards.

For this research, the sample and the methodological issue were additional limitations. Another constraint that has to be taken into account is the respondents' reluctance to complete and submit the questionnaire completely and on time. It may be conceivable to examine the viewpoints of a sample that encompasses the whole region or the entire country in a follow-up research that is similar to this one. To improve the generalizability of the research's results, a stratified and simple random techniques approaches were used to select a suitable sample for the investigation.

The current study focused on how the different forms of business communication relate with sustainability of businesses in times of uncertainty. Future research should therefore focus on the strategies that can be employed to improve communication and sustainability in business during a crisis.

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