ROLE OF EFFECTIVE COMMUNICATION IN MANAGEMENT OF ORGANIZATION

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ABSTRACT

Nowadays, various project companies in Bangladesh are facing organizational problems due to lack of communication skills among the employees of the company. Effective communication is termed as an essential aspect in development of an organization. It helps in achieving the goals of the company by encouraging the workers to complete the task assigned to them successfully. The research was conducted in large firms only. In order to address this gap, an analysis was conducted among the employees of a project company located in Bangladesh by using the journalist-based questionnaire methodology. In the survey, the findings obtained from experts, CEO & the senior executives were almost found to be the same. They admire the Communication as an essential aspect in their job, a stronger Human and Technology Network within the Organisation, has a direct impact on improving the Company's principles and beliefs, as well as improving the Policy, allowing the Organisation in turn to be more efficient. They usually respond correctly to the progression of the problems mentioned in the survey, though they are in their answers to a continuum scale, of course, with certain queries. The results obtained from the analysis have concluded that effective communication strategies have been proved to be essential in every organization.

1. Introduction

Good collaboration & better communication keeps workers aware & updated at all stages & encourages them to enhance the strategies. This is critical because positive attitudes to reform are key to effective transition initiatives, because opposition to transition is one of the main obstacles to be overcome. Effective coordination involves a degree of cognitive organisational reorientation, i.e. awareness & acceptance of the proposed reform. At the time of behavioural transition researchers performed interviews with managers & staff. Researchers have suggested in their studies that the effectiveness of organizational progress implementation & adaptation relies heavily on administrative communicative & insightful abilities at all levels [1]. Although leaders seem to be conscious of the dramatic transition within an organisation, it is challenging to express the transition. Researchers find that along with management's position in adding the staff to the eventual transition, it is often important to communicate knowledge & real contact on the requirement for improvement & the priorities of alteration of company organisation.

Transforming organization has been a subject point of research on management. Given the increasing relevance & study, several efforts to bring about corporate reform fail. Latest studies show that attempts at reform still endure a bleak fate. Any analysis suggests a rate of failure of 1/3rd to 2/3rd in big reform programmes, with more negative findings indicating a higher failure rate that could go up to 85% to 95% or make the condition worse. Researchers also found that at least half of all the corporate transformation projects are not producing the outcomes they expected to achieve [2]. Poorly controlled information over transition results in speculation and opposition to reform and to broaden the detrimental effects of the shift. Contact is deemed essential for successfully achieving organizational reform. During the expected transition the value of contact has been empirically established and widely accepted by practitioners. The scientific image emerged showing that mechanisms of internal transformation and communication are inextricably linked. Recent communication research indicates that contact has a strong association with several organizational outcomes, such as success of organization, attitudes toward corporate citizenship, & satisfaction of the work.

In comparison, communication loss may trigger less efficient outcomes such as tension, work frustration, low morale, reduction in severance intent, corporate engagement, & absence, & this may adversely impact the performance of the company. Contact through transitions in the organisation decreases the aversion to transition. The transition-effort turns out to be more successful where there is minimal opposition to transition rates inside an organisation [3]. The improvement strategy is based on the organization's capacity to improve through employee's individual output. Because transformation of organization causes variance in the duties provided to individual workers, the transfer of knowledge on potential transition to these employees is an important & interdisciplinary part of changing strategies. Researchers defined organisational communication as the mechanism by which participants obtain specific information regarding their organisation & the changes taking place within it.

Organizational contact usually has 2 purposes [4]. The primary goal is to educate the staff about its responsibilities & the problems associated with organisation's policy. Communication for the development of the organization is characterized as the transmission of news from organisation to employees & via employees regarding the job. Another aim of organisational communication is to create a culture within the organisation.

Communication takes on a particular significance, emerging in every organisation as a common resource for managers & executives. Every individual in the organisation, based on connectivity, runs constantly. Without coordination, coordinating the job is hardly to believe, & still more to think of one of its successful management. Within this multidimensional perspective of the significance of contact in the organisation, a specific position occupies the element & its inalienable function as a central factor, contributing to high operational productivity in the efficient execution of the organisational strategy. A sufficient ability, a better relationship in terms of interpersonal contact, contributes to a better joint action & is particularly successful against a common objective. All this contributes to higher operational performance. However, it is worth noting the significance & direct influence of corporate culture as a lasting help in meeting the purpose, task and attaining the goals of the organisation. Organizational culture & policy, & its implementation in particular, also tend to be synchronous & compatible. Attheother side, Corporate Culture Itself has a huge influence over the Success of the Organisation. The corresponding importance of communication is often seen at this level, and via Communications the corporate culture is conveyed. Even the coordination occurs as a core aspect in the proper way of implementing this model, in terms of its effect upon the participation of the workers of the company in the phase of implementing this model, and also attaining the aims of the workers that go against the objectives of the company. The present research is carried out for recognizing the faults in the culture of the organization which is due to lack of communication among the employees working in the organization. The main objective of this research paper is to disseminate an awareness of the effective communication among the employees for the development of the organization.

Research question:
1) What is the significance of effective communication strategies in development of Organization?
2) How does the collaborative skills of the employees be enhanced in order to achieve the goals of the organization?

2. Literature Review

Researchers in the previous study tried to look at some of the frequent errors incurred in accordance with collaboration within a task & how those errors can be prevented. Communication within projects is a key element in the progress of a project [5]. Project managers frequently lack certain simple principles about interacting with their partners. The strategy was to offer a general outline of specific issues pertaining to coordination within tasks in the project

management practices. Although there are several reasons affecting communication problems in projects, the project manager generally carries the responsibility of maintaining good contact within a project. There are some important triggers of defects in communication. Fortunately, certain basic stuff that project managers should do to reduce the risk of miscommunication, too. Researchers are investigating the more frequently encountered problems correlated with project misinterpretation. Through identifying some fairly simple to recall communication specific issues & complaints, a project manager may interact more easily with their project stakeholders. Good coordination would usually contribute to improved performance and thus a greater chance of overall project progress.

Communication is termed to be a significant aspect which leads to the performance of programs associated with software development. In efficient communication among people conducting software enhancement, the importance of the workspace atmosphere & resources is immense. Researchers clarified how the organizational ambiance & the efficient usage of resources such as progress boards, whiteboards, and so on to share knowledge strengthened communication without undermining developers' capacity to do individual work inside a small-scale organisation for development programs [6]. Depending upon the practice & comprehensive study analysis of effective communication & its importance in the organizational setting, a questionnaire methodology was suggested to gather information &analyse their impact in a small company for software growth. Researchers' work showed that an effective workplace ambiance has a beneficial impact on effective communication through the usage of extreme programming through small companies producing applications.

There should be a proper collaboration between the employees working in the organization with effective communication in order to complete the given task successfully. This transition is growing special importance in industry, particularly in the service sector, as service providers are focusing on communication-based with citizens. The role of effective communication is very important in every strategic plan or Policy. In order to prepare and establish growth & economic solutions, citizens need to communicate themselves in all possible means through the use of effective communication techniques [7]. Thus, in order to create efficient contact, an organization's leaders must convey their co-worker what they want to communicate in a clear, straightforward, & consistent way, irrespective of its manner (verbal & non-verbal). To do this, the demographic and ethnic differences in terms of expression must also be taken into account.

Effective communication in organization is termed to be a significant aspect in a company's performance or loss, regardless of the particulars of the tasks performed. The researchers sought to demonstrate the impact that communication confers on interpersonal relationship structure. This particular study by a researcher was undertaken in a banking institution, with the key purpose of determining the potential effect of communications on the value assigned to interpersonal relationships by those who served at front desk &

back-office [8]. The findings obtained tends to recommend developing an enhanced action strategy for conditions affected by dysfunctions that are conspicuous.

Given their increasing prevalence, it is not obvious what function information technology has in building a successful organization. In previous studies relevant to efficient communication, researchers analysed the causal relations among layout of the organisation, medium of contact, & sophistication of tasks for improved communication [9]. In a leading multinational manufacturing organization, a field survey was conducted, accompanied by a causal path study of connectivity indicators & consequences there. Obtained results demonstrated the importance of the organizational system for the requirements for cross-functional control, distribution, utilization, & exchange of knowledge. Information Technology is viewed as very significant, however its effective communication influence was contingent on the difficulty of the tasks. Typically, rich forms of communication are utilized & favoured in everything.

In the previous report, researchers suggested an effective communication framework that stresses the moderating effect of potential self-possible group supporters - that is, self-conception in context of what the community of which one is a participant will become in the future, that could be owned by members but may also be communicated by several people [10]. The framework is the first to offer an interdisciplinary accounting of how effective communication could inspire people & organized groups to achieve the goal, & it enhances & expands prior research in a couple of crucial forms. Contrary to previous research that focuses mostly on the position of the existing individual expectations, the paradigm holds experiences of the career at the forefront. It demonstrates how vision exchange will encourage mutual transmission of these ideas and thus gives credit to the essence of dreams as pictures for the community of a future. Counter to earlier studies on vision communication based on general metrics of leadership success, the framework defines at the main phase what is probably the most critical consequence for vision communication: vision creation, behaviour of followers directed at rendering the vision true. Researchers claim that the formation of a collective self by adherents is essential to the communication of vision, since the collective future self clarifies how vision connectivity contributes to vision acquisition. The framework also discusses facets of vision exchange that can promote the structures via which dreams become perpetuated as potential via themselves, & describes the procedures via which this potential self is communicated by group participants and contribute to group vision exploration.

Basically, any human action was guided by inspiration. Job encouragement was a state or force that motivated workers to attain the 's corporate objectives. Recently, the advancement of corporate communication regardsas one of the organization's most powerful & essential tasks which inspire workers. Researchers have discovered in earlier researches how the function of contact that exists inside the company may provide employee encouragement [11]. The major issue was the satisfaction of the worker interaction with contact variables, like non-verbal form of communication, competence in interpersonal

communication. Qualitative analytical tool was utilized for conducting this research. Non-verbal communication, strategic relationship development & work environment play a crucial role in shaping inspiration for workers. Non-verbal form of communication has a somewhat powerful function in influencing an employee's optimistic attitude. The task involves contact with the body, the face & the eye. Interpersonal relationship leaders are focused on the degree of satisfaction of trust among management & workers. By listening to the communications among managers & staff effectively, management & accountability in honesty in downward cooperation under the type of commands received from the senior executives.

Researchers aimed at exploring how the cultural environment and other structural influences in nine European countries can affect the amount of direct contact with employees [12]. The Cornfield Channel on Comparable Human Capital Management website picked 10 nations ranging from high to low background. The contingent or criteria factor was direct contact, control factors were size, category and sector of the enterprise, strategic position of human resource management, participation of the union and sense of contact culture. Data were evaluated with the help of the analytical tool Analysis of Variance (ANOVA). The findings indicate that the sense of cultural exchange, the involvement of the union and HRM's strategic position all affect the direct contact. The researchers also note that there is an association between the union activity & cultural background. This previous study focused on information gathered from the organizations' human resources executives; thus, the researchers do not know how the workers themselves interpret the contact. Future study would be able to analyse not just the volume but also the efficiency of the contact by gathering employee details. The researchers need to understand that meaning exists in today's world where individuals from diverse backgrounds and businesses with various legal structures are constantly working together. What succeeded in one setting could not thrive in another. Researchers need to build templates that will instruct administrators on how they can navigate the gaps and interact efficiently with their workers. Researchers are studying direct contact in low- and high-scale nations, as well as nations with the medium range. Asian integration is a step towards unification in certain activities but cultural gaps exist across classes of nations.

An overview into the impact of internal procedures of communication, work efficiency, work satisfaction,& organizational engagement is provided by researchers in the previous report. In general, it is focused on the emergency care field, & specifically in medical services. The target company is a massive metropolitan land emergency service with an annual budget of around $60 million & a workforce of 500. Many responders have been qualified to join the report. A total of 89 (30%) of the 300 paramedics of the company took part. Data were obtained using a survey that contains pre-existing psychometric measurements pertaining to the study. The tests involved the Communication Assessment Report, the Questionnaire on Collaboration Quality, the Survey on Nebraska Quality & the Scale of Successful Organizational Commitments. It only gathered quantitative data. The data shows that internal contact strategies

clarified 50 % of the relationship satisfaction variance, 24 % of the work satisfaction variance, & 18 % of the variation in successful organizational participation [13]. Both results were entirely mediated by relationship quality as both internal contact habits and relationship efficiency were offset by work satisfaction & strong organizational engagement. The results of this foregoing analysis have significant theoretical & functional consequences. If they understand and respect what knowledge workers need, administrators would not be able to promote worker satisfaction and positive corporate engagement to internal relations activities. Managers ought to have a good view of both the amount & consistency of knowledge that workers require while developing internal contact processes to satisfy the workers' information requirements. It is important to recognize the likelihood that contact quality for workers constitutes a basic yardstick by which all the operations of the company and the efforts of reform are evaluated. Study from the field of change management confirms the idea. Considering the existing lack of trained and competent emergency services, it is in the best interests of organisations to improve employee security & dedication of those essential workers.

Researchers intended to examine the role of help to management in lean implementation. It also explores the effect of the lean framework on connectivity within the organisation. To research the relationships among managerial support, internal coordination, & a lean manufacturing application, qualitative approaches were employed. A case study was performed at an American electronics manufacturing firm [14]. Data was compiled utilizing an emerging coding system, and the resulting data collection was analysed. Information was given to promote the argument that help for management can play a role in promoting a lean application in production. Management assistance has adversely &favourably affected the lean production introduction. It was also considered modest help due to lean adoption for better coordination in the organisation. The company under review was in the early stages of adopting lean business methods & concepts. Future studies may encompass several organisations with a broader background of lean development. The results from this previous study established support for management & connectivity as essential factors in a lean implementation of manufacturing. In addition, there is proof that these factors are important not just in the adoption of lean production strategies & concepts but also in the current corporate leaders' preparation & deployment activities. This offered concrete proof of the role of management support & collaboration in the lean transition of an enterprise. The results underline the significance of researching organizational phenomena in real-world environments. The approach utilized established both constructive & negative effects. The study methodology has made it possible to reveal a dynamic collection of interactions that occurred among 2 socio-cultural factors & the attempts of a company to enhance efficiency by adopting lean strategies.

Researchers sought to decide if contact may be a base field in project management, with the other main factors as extracted from previous studies & the rest of the fields, & places to allow trade off, as foundations or help. They

also sought to decide whether collaboration may be viewed as the environment where the different procedures & management tasks are integrated and organized. For improving the skills of project executives, engineers, design supervisors, & quantity surveyors a study questionnaire has been distributed.The survey focused on a building project management in forms of its relevance for effective project management[15]. The survey reports were collected and analysed. This previous study results show that the organizational capabilities of the project leaders have an effect on the core fields of project management. Communication is required to communicate efficiently the areas of expense, complexity, time, and efficiency that are the product of the interrelationship among distance, time & cost. Connection is the feature that combines expense, complexity & time to deliver a value of quality & could be seen as having a fundamental role.This concludes & suggests that coordination is required to efficiently communicate the areas of expense, distance, time, and efficiency. Communication is the mechanism that combines expense, reach, & time to accomplish a superior product, which can be interpreted as providing a core role to serve all areas; the medium to help accomplish the goals of the organization.

3. Methodology

Design & sample:
The approach utilized in this research is primarily focused largely upon Sample where the survey including list of questions used is centred specifically on the corporate structure, operational philosophy, & guidelines of communication for evaluation. A face-to - face interview with 3 project organization workers in Bangladesh was also conducted, as well as through an assessment consisting of involvement in a formal conference. The project company has a total of 30 workers, while his 20 employees circulated the questionnaire and finished it.
Data Analysis:
As per the evaluation, by formulating a journalist-based survey: on the scale of 1 to 5, wherein "1" indicates that the participant is completely disagreed, "2" indicates that the participant is disagreed, "3" indicates that the participant is neutral, "4" indicates that the participant is agreed, "5" indicates that the participant is completely agreed; individuals participating in this survey replied to different questions in the above-mentioned directions, allowing their evaluation of what is important from their viewpoint.

4. Results

76 % of participants were found to agree, 15% of them completely agreed and the remaining 9% were found to have a neutral opinion with the assessment of the list of questions included in the survey. It stays fixed at the statement of "Neutral" that there is honesty in the organisation that exists in conversation, although there is a small inclination as the mentality towards the participants who were agreed - Staff is motivated and trusts in every activity performed by the company. The statement to which the participants totally agreed was - the

targeted goals of the company were kept closed. There is a need for effective non-verbal & verbal communication in the company in order to achieve the goals. The activities carried out by the employees depends upon the objectives set by the senior executives of the company. There is a difference in approach towards the participants who agreed on the statement - The consistency was found regarding the opinion of the individuals towards the company and the workers working in it (see table 1).

The statements recorded for the participants those who agreed on it - Each and every worker in the company works collaboratively & raises the standard of the company. Each and every decision made by the senior executives were fair. Effective communication strategies have proved to be beneficial for successful completion of the assigned projects in the company. Whereas the statements recorded on which the participants were strongly agreed - Effective communication helps in bringing a positive outcome & creates a fame in the market. The issues can be recognized easily among the workers while working with the help of the effective communication strategies. Collaboration among the workers help in achieving the goals of the company very effectively. Interpersonal effective communication strategy is a significant aspect for the development of the company. The company keeps their promises regarding the appraisals of the workers on the basis of their work (see table 1).

The statements recorded from the participants those who have a neutral opinion on it - The workers interact with each other daily & take the feedback accordingly. Each & every worker works collaboratively in order to achieve the goals of the company. Any worker can give his/her opinion regarding any decision taken by the senior executives. Workers are aware of each and every activity carried out by management. The statement recorded from the participant those who completely disagreed with it - The company fires the worker from his position in case of committing any mistake related to work. And those who disagreed - The workers don't want any extra training programs (see table 1).

The findings obtained from experts, CEO & the senior executives were almost found to be the same. They admire the Communication as an essential aspect in their job, a stronger Human and Technology Network within the Organisation, has a direct impact on improving the Company's principles and beliefs, as well as improving the Policy, allowing the Organisation in turn to be more efficient. They usually respond correctly to the progression of the problems mentioned in the survey, though they are in their answers to a continuum scale, of course, with certain queries. However, after obvious challenges have been established, verbal answers indicate significant difficulties faced with certain aspects of communication in the survey questions & concerns relating to the facts & the workers about being promoted & Interests in Organisation. Observation produced at the time of a regular meeting describes the observations found in the previous theoretical & practical analyses & is usually reliable.

Table 1 *shows the recorded statements of the participants form the project company of Bangladesh. The statements are classified according to the journalist-based survey.*

Scale	Statements
1 (completely disagreed)	The company fires the worker from his position in case of committing any mistake related to work.
2 (disagreed)	The workers don't want any extra training programs.
3 (neutral)	There is honesty in the organisation that exists in conversation. The workers interact with each other daily & take the feedback accordingly. Each & every worker works collaboratively in order to achieve the goals of the company. Any worker can give his/her opinion regarding any decision taken by the senior executives. Workers are aware of each and every activity carried out by management
4 (agreed)	Staff is motivated and trusts in every activity performed by the company. Each and every worker in the company works collaboratively & raises the standard of the company. Each and every decision made by the senior executives were fair. Effective communication strategies have proved to be beneficial for successful completion of the assigned projects in the company.

5 (completely agreed)	The targeted goals of the company were kept closed. There is a need for effective non-verbal & verbal communication in the company in order to achieve the goals. The activities carried out by the employees depends upon the objectives set by the senior executives of the company. Effective communication helps in bringing a positive outcome & creates a fame in the market. The issues can be recognized easily among the workers while working with the help of the effective communication strategies. Collaboration among the workers help in achieving the goals of the company very effectively. Interpersonal effective communication strategy is a significant aspect for the development of the company. The company keeps their promises regarding the appraisals of the workers on the basis of their work

5. Conclusion

From the results, it has been concluded that, there is need for an implementation of effective communication strategies in every organization for the development of the employees in the company & also for achieving the goals of the company by completing the assigned project successfully within a given period of time. The workers working in the organization must have belief in the company and must encourage the whole team to believe in the company. An effective communication strategy will help in building the collaborative culture in the organization among the workers which assists in development of the organization and also to achieve the organizational goals. Workers can set a standard of their organization in the market by working in a collaborative manner. The decisions taken by the senior managers must be transparent to each and every employee working in the company. The arising problems in the task assigned to the team can be solved in an efficient manner by implementing effective communication strategies among the employees of the company. There is a need to conduct training programs regarding the communication strategies for the development of the employees working in the company.

The Future study is needed for suggesting the appropriate work-flow among the employees working in this organization. The Effective work-flow along with effective communication skills will leads the organization to the top position in the market. Several strategies have been addressed in order to resolved the problems faced by the employees during the completion of the task. This can be solved easily by improving the work culture and the communication skills among the employees. Similar kind of firms are located in Bangladesh which seeks implementation of the effective communication

strategies in order to develop the skills of the employees. Many of the organizations are lagging behind in the market due to lack of awareness regarding the concept of effective communication strategies.

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