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**"IDENTIFY THE IMPACT OF COMMUNICATION IN BUSINESS
MANAGEMENT"**

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ABSTRACT

This research paper deals with the impact of communication in the development and growth of business with the help of management. Communication is a prime function of management. It is a process of passing, sharing, exchange, transfer of information, ideas, fact, feelings, opinions from one person to another for the sole purpose of achieving organizational goals and objectives. The manager needs to have good listening as well as communication skills to communicate with others efficiently. This research paper aims to show that success at any business manifests with practical communication skills. Good communication plays a vital role in the survival and progress of a business. Communication is an expository element for the development of business. It acts as the blood of the management system.

INTRODUCTION

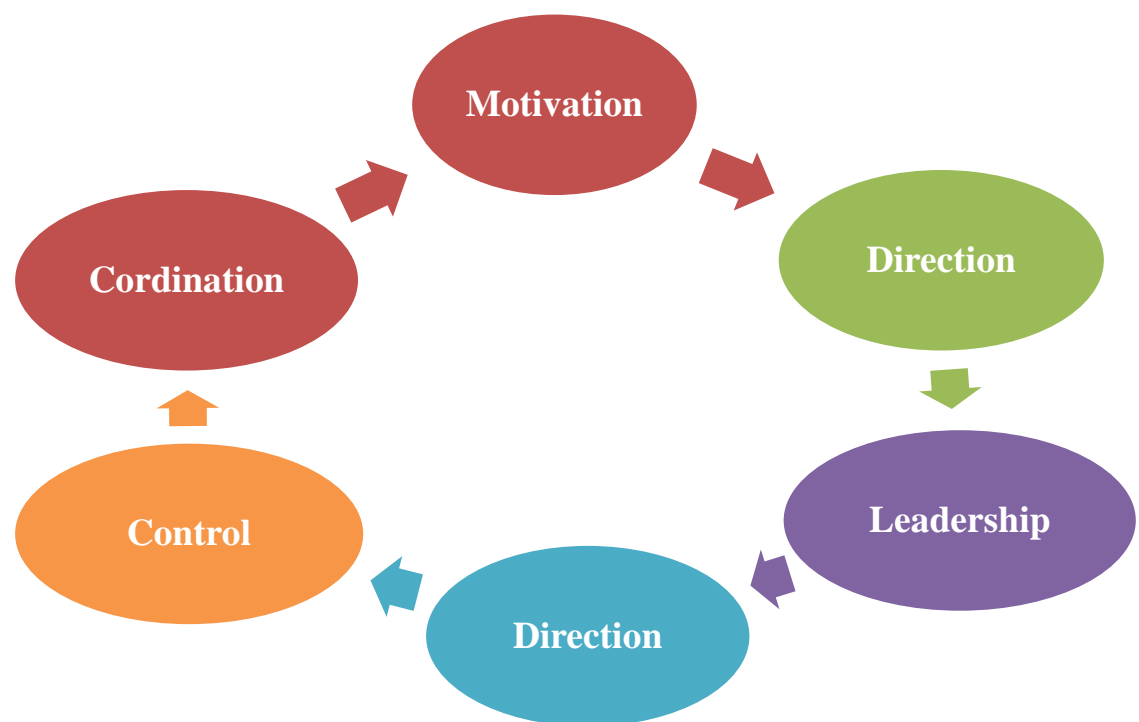
Management is the art of getting things done through others. A business with enough funds, human resources, material, and other natural resources can still not be ranked at the top if it does not have efficient and capable managers to utilize these resources. Business management is related to seven M's, i.e., Money, Men, Material, Machine, Methods, market, and Management. It involves various functions like forecasting, planning, decision making, controlling, coordination, staffing, motivation, communication, etc. Every business deals with employees, suppliers, customers, and the government. All these factors are alive; they have emotions, i.e., their own opinion. The main aim of effective communication is to improve business practices and enhance the growth of a business. It reduces errors created by any sort of communication gap. All the management activities and functions in a business rely on the effective communication strategies used by business managers. Communication assists managers to execute their roles and

responsibilities. Managers spend a long time with subordinates, workers, suppliers, and customers to have them acquainted with information, ideas, and opinion. The manager is capable of using written communication as well as oral communication to bring forth a way to communicate with others efficiently.

THE OBJECTIVE OF THE STUDY

1. To study the various management functions used for communication.
2. To recognize the impact of business communication among management and workers.

Effective communication is one of the essential components when it comes to improving business abilities for a successful organization. A manager has to communicate while working with others effectively. The manager uses his communication to perform the following functions.



Use of communication for management functions

1. Motivation-A Businessman or an entrepreneur needs a coherent relationship with managers, customers, workers, suppliers, subordinates to run the business successfully effectively. Every manager should build a strong relationship between employees and the management at all levels. It creates clarity and transparency regarding the objectives and improves profit and productivity. Adequate and effective communication can help a business manager to manage all things systematically. It can result in motivating the workers for high productivity, increased customer satisfaction, and raised production capabilities. It motivates the workers in a positive sense. It helps to increase employee as well as customers' loyalty towards the business. Managers use various methods to ensure employees are motivated at all times, such as monetary and non-monetary motivation, which serves as a morale booster to the subordinates. Workers can be

easily motivated by using positive and effective communication strategies. Business managers can encourage employees to use their capabilities at a higher level. The best way to encourage others is to build necessary and consistent strings of communication. A manager makes use of the element of motivation to improve the performance of the workers. It is helpful for the worker to give the best of their abilities, which ultimately helps in the growth and development of the business as well as workers.

2. Direction- Direction is the process by which the manager communicates and influences other people of the business to achieve organizational goals and objectives. The manager gives instructions, guides people, and supervises the performance of workers. It is a process to achieve predetermined objectives by inspiring human factors. It helps the manager in ensuring the quality performance of work done by the workers. In the absence of direction, workers will have no idea as to what the task demands and what is to be accomplished. Direction helps the subordinates to do work as per the instruction and schedule. It motivates the workers to complete the job efficiently and effectively. Managers make sure that the work is performed according to the given instruction and orders. Different people perform different activities in the business, all the activities carried out in other departments and to ensure that they are portrayed as per the predetermined schedule. Direction helps in interacting and integrating various functions of the business to reach the organizational goals and individual goals. It also involves leadership that's essential to create an appropriate work environment and build team spirit. It helps in clarifying the roles of all the subordinates. The resources are utilized efficiently, and wastages are reduced, with no chance of duplication of efforts. The manager makes use of these supervisory, guidance, instructions, and motivation skills to inspire the subordinates. This helps in the maximum utilization of resources- men, machines, materials, and money, which reduces cost and increases profit.

3. Leadership- A leader is a link between the managerial apex and the worker. He communicates the problems and difficulties of the workgroup to the management. The manager provides advancements and guidance to workers when they face problems and challenges at work. A leader must possess the three-dimensional traits of a friend, philosopher, and guide. He can be a friend by empathizing with the feelings, opinions, and desires of the workers. With the help of supervision, a leader uses his experience and education to solve workers' problems. He plays a vital role as a mediator between the management and workers. A leader must be a good communicator at the time of inspiring the team and workers. Controlling is a primary function of leadership. Leaders have control over the employee; he uses varied communication skills. Communication has a significant influence on leadership style. Leaders must take some precautions while communicating with the workers and subordinates; thus, there would be no chance for misunderstanding and miscommunication; otherwise, it creates some difficulties at the workplace. Proper planning before communication makes a positive impact on leadership. A leader uses appropriate techniques for communicating with workers; it increases better understanding between the leader and workers. The primary responsibility of a leader is to select the proper

language for communication. Good communication skills and techniques improve self-confidence, values and encourage managers and workers.

4. Coordination-coordination is union, merger, and integration of group efforts to provide unification of all activities for achieving the common goals. If integrated properly, all management functions will serve well to the organization. It is a process of unified integration, balancing activities to achieve organizational goals as well as personal goals. Every employee has his own knowledge and values—management Endeavors to keep and support a good relationship between the organization and individual objectives. The manager communicates with the workers to give orders, instructions, and guidance; it is possible only when there is coordination between the superiors and subordinates. It provides motivation and encouragement to the workers for any initiative taken that result in actions. It helps to reduce disputes, conflicts, and other problems faced by any organization. It ensures that an organization can reach its objectives. It enhances human relations by effective coordination between the individual and the organization. It connects all the management functions to achieve common goals. Thus communication plays a significant role in the coordination of group effort and all activities of different departments in the business organization. Only through proper communication, coordination between the various employees and activities can be brought about.

5. Planning- Planning is a basic function of business management; it maintains its position at the apex in the management process. Planning is the starting point of the whole management process. It means predetermination of the objective and decision making in advance, what is to be done and preparing a plan. It plays a significant role in business management. It provides stability in business functions. It also improves the productivity and profit of business units. In fact, improper and inadequate planning leads to the wastage of material and human efforts. It provides guidelines for survival in the competition. It helps to solve managerial problems and overcoming the difficulties faced by any business. It is a blueprint of action. It provides proper planning to effectively adapt to change at every level of the business, like changes in competition, technology, customer satisfaction, market, etc. Proper planning is needed as it ensures accuracy in business management. The manager creates so many plans. It must be conveyed to everyone who works in the organization to transfer ideas to workers and inform people what is expected of them to support the plan. The manager motivates people through a systematic approach to planning. It promotes business culture through effective communication and provides solutions for any improvements concerning work.

6. Decision-it is a process of business management that compares actual performance and predetermines standards. It guides the manager to perform well and achieve the objectives of the business. It establishes a relationship between the actual performance and standard. It ensures the efficiency and effectiveness of various management functions. It acts as a corrective measure. It measures the difference between the standard and actual performance and decides the future action. It helps to delegate authority with proper control. For this purpose, various controlling techniques are used by the manager in order to control the various functions of management. Every manager wants to coordinate various activities

for the achievement of organizational goals. The control plays an important role in checking the performance and correct the action if it is necessary. Management control involves the physical, social, and biological system; it is performed through information feedback. It establishes some standards for work. And managers measure actual performance and compare it with the standard; if there is any difference, then it is crucial to take control of it. The main objective is to find out the weaknesses and errors for the purpose of correction and prevention of its recurrence. Communication plays a vital role in keeping the whole system running smoothly. The manager communicates all the information about the plan and action to the others for setting standards of control. The manager wants to communicate standards to workers and to oversee the actual performance. The manager gathers all the data and analyses this data and evaluates it. If the actual performance is better than the standard, this information is forwarded to the higher management, and it indicates the performance is good and satisfactory. If the actual performance fails to meet the standard, then information is transferred to the workers to ensure that the mistake is not repeated again and to be corrected at the earliest.

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.

CONCLUSION

This study reveals that communication impacts business management resulting in either positive or negative ways. Effective communication is a factor that has an impact on the performance of various functions done by a manager. The outcome of the study shows effective communication techniques and styles that positively impacts business management. Effective communication is remarkable for managers in the business in order to perform basic functions of management, i.e., forecasting, planning, decision making, organizing, staffing, controlling. It helps the manager to execute duties and responsibilities. It provides the foundation for planning and decision making. Coordination and control are not possible without proper and effective communication. Communication is basic for management. Its impact on every function of management. Managers use communication at every level of management to plan, control, direct, organize, and coordinate all workers' activities. Any organization should establish its communication system to achieve goals and provide job satisfaction to its employee.

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