Chapter 6
Implications

6.1 Implications

6.1.1. Corporate

6.1.2. Corporate Communication Professionals/Consultants

6.1.3. Communication/Business Students
This chapter highlights the implications that can be drawn from the present research study.

6.1 Implications

6.1.1. Corporate

The study provides the conceptual framework for corporate to better understand the critical factors that influence corporate communication. Globalization, New Technology and Corporate Social Responsiveness is perceived vital by executives involved in executing corporate communication in an organization irrespective of the type. Corporate communication gives organizations an opportunity to make their corporate image more valuable which is a significant component to the success of any organization. Corporate can customize their communication programs according to the customer’s requirements while framing their corporate communication. Corporate need to convince their customers, their developers, their decision makers or in other words all the stakeholders about the value of their products/services. Corporate communication thus has a strategic impact on the organization’s image. The ultimate purpose of corporate communication is to improve the face of the organization within its stakeholders. Therefore, it should be used efficiently and effectively to have a competitive advantage. Creating a strategic communication function and program is a vital task for corporate with its diverse and widespread constituency. The study will guide the top management who are involved in framing of business strategies to create a distinct corporate image of an organization. It will augment their understanding as how to frame effective corporate communication strategies, managing and maintaining successful interaction with the internal and external audiences of an organization.

6.1.2. Corporate Communication Professionals/Consultants

The results derived from the present research study have important implications for practitioners. The scale developed for the study has substantial potential in providing the perception of people involved in the process of corporate communication. By periodic assessment of the factors that impact corporate communication to create a distinct corporate image of an organization, executives involved in the process of corporate communication can start to monitor and
track corporate communication trends over time. A longitudinal study can be conducted to find out the impact of globalization, new technology and corporate social responsiveness on corporate communication over a period of time.

Thus, the results of the study can provide a framework for services and manufacturing organizations for framing multi-level interventions. The constituent factors for globalization, new technology and corporate social responsiveness give a deeper insight to the professionals as how to enhance the corporate communication which will finally lead to enhancement of corporate image. The study will help them to formulate and execute effective procedures to make decisions on communication matters, mobilize internal and external support for corporate communication objectives, coordinate with international business firms, minimize discrepancies between the company’s desired identity and brand features and delegate different task in communication. Thus, the findings will enhance the acumen of corporate communication professionals in services and manufacturing organizations in making corporate communication effective.

6.1.3. Communication/Business Students

This study is also significant to management and communication students. It will help them in serving as a reference when it comes to corporate communication theories, the role of communication in business and the key factors influencing corporate communication to create a distinct corporate image. This study will help management and communication students by gaining knowledge and understanding of the communication aspects involved in dealing with an organization’s internal and external stakeholders. It will help them to be familiar with the main areas of research in corporate communication.