Chapter 7

Summary and Conclusion

7.1. The Summary

7.2. The Conclusion

7.3. The Suggestions
Corporate Communication has started receiving significant attention by both academics and business in recent years. Current environmental drifts are forcing organizations to give greater importance to corporate communication. To congregate the challenges of global competition, organizations are enforced to rethink the way they execute business and re-evaluate the way they communicate. Effective corporate communication plays an essential role to make organizations become fast, flexible and competitive. It is an act of effectively conveying to a company’s stakeholders the corporate philosophy that the company regards as the ultimate of its corporate culture. While many organizations believe in the importance of corporate communication to create a competitive advantage, this belief can still be considered as a complex issue because of the changing nature of organizations.

This study is an attempt to identify the impact of corporate communication on the corporate image of an organization. It explores the impact of globalization, new technology and corporate social responsiveness on corporate communication to create a distinct corporate image of an organization. The constitute factors for globalization, new technology and corporate social responsiveness are identified to determine whether these constituent factors differ in their importance in the corporate communication of services and manufacturing organizations.

7.1. The Summary

The report of the study contains seven chapters besides references and appendix for precision and clarity. The Chapter One titled Introduction. It introduces the variant structure and conceptual framework on which the rationale and objectives of the study are based. This section begins with laying down the background of the importance of corporate communication, corporate image and how globalization, new technology and corporate social responsiveness have influenced corporate communication over a period of time. The first part further puts forth the theoretical construction of the meaning of Corporate Communication, Corporate Image, Globalization, New Technology and Corporate Social Responsiveness in terms of its theoretical origin, fundamental assumptions and definitions. It gives some insights into the sectors under the study i.e. Services and Manufacturing organizations. The second part of the chapter highlights the problems posed and explains the rationale of the study. Placed against the background
and theoretical framework this part further underlines the purpose of the study. Finally, the six objectives of the study have been listed in the third part of this chapter.

The Chapter Two titled *Review of Literature* presents a critical appraisal of the previous works published in the field of corporate communication by various research scholars leading to acknowledge corporate communication as a distinct domain of the study. Extensive literature review has examined the concept of corporate communication, corporate image and its relevance and importance within an organization in the era of globalization, new technology and corporate social responsiveness. The available studies are carefully reviewed and their contribution is presented with respect to their significance to the present study. The chapter includes various studies recognizing the value of corporate communication in meeting the challenges of global business and also brings out the role of corporate communication as a fundamental factor for the success of an organization. Effort has been made to identify the prevalent gaps in the existing literature to complement the objectives of the study. The chapter contains various sub-sections based on different streams of present research work.

The Chapter Three entitled *Research Methodology* explains the research process and method applied in this study. The chapter is divided into four parts: *The Study, The Design, The Sample* and *The Tools*. The first part highlights the multi-stage design process conducted to achieve objectives of the study. The second part describes the population, details about the sampling procedure and sample size adopted in the study. The last part gives comprehensive picture about the tools used for data collection, validation and data analysis (Item Total Correlation, Factor Analysis, Linear Regression, ANOVA and Multiple Regression).

**Chapter IV: Results** - This chapter focuses on the results derived in the line of present research. The results are organized and presented in three sections namely *Initial Analysis, Details of the Results* and *Grand Summary*  *Initial analysis,* presents the results in terms of factors obtained through exploratory factor analysis while final analysis attempts to establish relationship between the factors obtained. *Details of the Results* focused to identify the impact of corporate communication on corporate image of an organization. It further identifies the impact of globalization, new technology and corporate social responsiveness on corporate communication in services and manufacturing organizations to create a distinct corporate image of an organization.
Linear Regression was applied to study the impact of one variable over other. Multiple regression analysis was applied to understand which independent variable (globalization, new technology or corporate social responsiveness) is perceived to have more impact on corporate communication. ANOVA was applied to identify whether the role of corporate communication in services and manufacturing organizations differ in their impact of corporate communication.

The constituent factors for globalization, new technology and corporate social responsiveness which impact corporate communication in services and manufacturing organizations are further compared by applying regression analysis. It also studies the level of impact the twelve identified constituent factors for globalization, new technology and corporate social responsiveness have on corporate communication within services and manufacturing organizations with the help of multiple regression. The Grand Summary is given at the end of the chapter.

The Chapter Five is titled Discussion. The results given in the grand summary are examined and integrated to draw significant conclusions in this chapter. An attempt is made to establish linkages between the findings of the present study with reported findings of earlier studies in the relevant area. Identifying the constituent factors for globalization, new technology and corporate social responsiveness which impact corporate communication in services and manufacturing organizations is an attempt to add to the existing mass of literature in this area of study. The study has further compared the constituent factors for globalization, new technology and corporate social responsiveness which impact corporate communication within services and manufacturing organizations.

The Chapter Six is titled Implications. This chapter will highlight the significance of the present research work, focuses on its implications for different purpose and also suggests possible directions for future studies. The implications of the current research work are both for academicians and corporate communication practitioners in both services and manufacturing organizations. Through this study, new insight is likely to lead to new hypothesis for future studies.

The Chapter Seven is titled Summary and Conclusion. This chapter is divided into three sections: The Summary, The Conclusion and The Suggestions. The first section The
Summary presents a chapter wise outline to provide a quick overall picture of the contents of the report. The Conclusions are drawn in the light of the objectives of the study. The study has brought important insights and suggestions. On the basis of the understanding developed during the work, the Suggestions for future research and critical issues and limitations of the study are enumerated.

The references and works cited have been included at the end, which relate to the relevant studies cited at various places in the report. They have been presented in a standard format.

7.2. The Conclusion

The Conclusions have been drawn in the light of the objectives, which were framed for carrying out the present study. The study has successfully achieved its objectives as concluded below:

Objective 1: To study the impact of corporate communication on corporate image.

A significant impact of corporate communication was observed on corporate image of the organization.

Objective 2: To study the impact of globalization on corporate communication in services and manufacturing organizations to create a distinct corporate image of an organization.

A significant impact of globalization was observed on corporate communication in services and manufacturing organizations to create a distinct corporate image of an organization.

Objective 3: To study the impact of new technology on corporate communication in services and manufacturing organizations to create a distinct corporate image of an organization.

A significant impact of new technology was observed on corporate communication in services and manufacturing organizations to create a distinct corporate image of an organization.
Objective 4: To study the impact of corporate social responsiveness on corporate communication in services and manufacturing organizations to create a distinct corporate image of an organization.

A significant impact of corporate social responsiveness was observed on corporate communication in services and manufacturing organizations to create a distinct corporate image of an organization.

Objective 5: To identify the constituent factors of globalization, new technology and corporate social responsiveness which impact corporate communication in services and manufacturing organizations to create a distinct corporate image of an organization.

Five constituent factors are identified for globalization namely Collaboration, Open Trade, Cross Cultural Communication, Innovative Technology and Quality Services which impact corporate communication in services and manufacturing organizations to create a distinct corporate image of an organization.

Three constituent factors are identified for new technology namely Prompt Services, Virtual Ability and Transformed Networks which impact corporate communication in services and manufacturing organizations to create a distinct corporate image of an organization.

Four constituent factors are identified for corporate social responsiveness namely Social Responsibility, Corporate Ethics, Corporate Virtue and Social Image which impacts corporate communication in services and manufacturing organizations to create a distinct corporate image of an organization.

Objective 6: To compare the constituent factors of globalization, new technology and corporate social responsiveness which impact corporate communication in services and manufacturing organizations.

The ANOVA result indicated that no significant difference was observed in the role of corporate communication in services and manufacturing organizations to create a distinct corporate image of an organization. This denotes that corporate communication is important for corporate image of an organization irrespective of the industry.
The impact of Globalization was perceived higher in both services and manufacturing organizations when compared to New Technology and Corporate Social Responsiveness. While, no significant difference was observed between services and manufacturing organizations on the dimension of Globalization. This denotes that Globalization is equally important for both services and manufacturing organizations.

No significant difference was observed between services and manufacturing organizations on the constituent factors for globalization namely Collaboration, Open Trade, Cross Cultural Communication, Innovative Technology and Quality Services.

No significant difference was observed between services and manufacturing organizations on the constituent factor for new technology namely Prompt Services, Virtual Ability and Transformed Networks.

No significant difference was observed between services and manufacturing organizations on the constituent factors for corporate social responsiveness namely Social Responsibility, Corporate Ethics, Corporate Virtue and Social Image.

The constituent factors for Globalization differ in their level of impact on Corporate Communication within services organizations. Collaboration received strongest weight in the model, followed by Quality Services and Innovative Technology. The excluded factors namely Open Trade and Cross Cultural Communication seem to indicate that are not important constituent factors of Globalization within services organizations in predicting Corporate Communication. The constituent factors for Globalization also differ in their level of impact on Corporate Communication within manufacturing organizations. Collaboration received strongest weight in the model followed by Quality Services, Cross Cultural Communication and Innovative Technology. The excluded factor namely Open Trade seems to indicate that is not important constituent factor of Globalization within manufacturing organizations in predicting Corporate Communication.

The constituent factors for New Technology differ in their level of impact on Corporate Communication within services organizations. Prompt Services received strongest weight in the model followed by Virtual Ability. The excluded factor namely Transformed Networks seems to indicate that is not important constituent factor of New Technology within services organizations in predicting Corporate Communication. The constituent factors for New Technology also differ in their level of impact on Corporate
Communication within manufacturing organizations. Prompt Services received strongest weight in the model followed by Transformed Networks and Virtual Ability.

The constituent factors for Corporate Social Responsiveness differ in their level of impact on Corporate Communication within services organizations. Social responsibility received strongest weight in the model followed by corporate and social image. The excluded factor corporate virtue seems to indicate that is not important constituent factors of corporate social responsiveness within services organizations in predicting corporate communication. The constituent factors for Corporate Social Responsiveness also differ in their level of impact on Corporate Communication within manufacturing organizations. Social Responsibility received strongest weight in the model followed by Corporate Virtue. The excluded factors namely Corporate Ethics and Social Image seem to indicate that are not important constituent factors of corporate social responsiveness within manufacturing organizations in predicting Corporate Communication.

7.3. The Suggestions

The study has provided ‘new vistas’ for future research in a promising way. Some of the suggestions for future research are stated below to further enhance the knowledge in the field of corporate communication.

1. The present study has identified the impact of globalization, new technology and corporate social responsiveness on corporate communication to create a distinct corporate image of an organization. The study can further identify impact of other factors like new strategic alliances, new sophistication in customers, etc. on corporate communication.

2. Further research inquiry can be expanded by providing insights into various dimensions of the changes brought about by new technology in the field of corporate communication. It could also include new media impact on national and global societies with reference to corporate communication.

3. The present study is based on the impact of corporate communication on corporate image of the organization with reference to the services and manufacturing industry. The research inquiry can be expanded by identifying the impact of corporate communication on corporate image with reference to other industries like extractive industry and primary industry (agriculture, forestry, etc.) Further, a comparative
study can be carried out between the public and private sector organizations involved in the process of corporate communication to understand sector differentiation. This may throw new light to improve the performances of both public and private sector in the present competitive time.

4. The present study does not include any demographic variables. Future research can cover the impact of the background and socio-demographic variables like age, gender, length of managerial experience, academic and professional background, hierarchy and area of specialization of a corporate communication practitioner on process of corporate communication of an organization.

5. This study can be replicated in other countries to have a cross-cultural perspective on corporate communication.

6. Future research can be replicated on larger and different samples to ensure the generalization of the current findings.