CHAPTER – 10

CONCLUSION

Relationships are the ‘Bottom Line’ of every business house. Quality impact of work and the profitability of business largely depend upon relationships – relationships with Superiors, subordinates, co-worker, clients, competitors, customers, investors etc. (Aquil Busrai 2009). Presently, several employees of the knowledge based economy depend on electronic communication and pay insufficient attention to the management of face-to-face relationships (Hayes John 2002).

In this circumstance, ‘Communication’ is a vehicle through which people can express their ideas, feelings, opinions and thoughts with other members of the organization. The survey results also confirm that only effective communication can promote good and sustainable relationships in the workplace.

However, the capability to communicate effectively during face-to-face interactions is necessary within the organization so that peripheral encounters are smooth and successful. In addition, Research study also substantiate that lack of adequate Internal Communication is a problem during prosperity, but can be damaging during difficult business situations.
In absence of clarity about what is happening within an organization, employees tend to get caught-up in chaos and get distracted from focusing on work. Over a period of time, the entire organizational culture undergoes a change that is neither planned nor desirable (Aquil Busrai 2009).

Researchers (Cage Stephanie et al 2003) have investigated that Organizations are finding it difficult to raise the number of employees who feel well informed. During the era of Lean Organizations, Line Managers equipped with obsolete skills are enforced to take-up more and more of the burden of employee communication and as a result, meet relational communication challenges in diversified teams.

Eventually, Internal Communication is an emerging field now with a huge number of specialists increasing worldwide. At the level of Internal Communication function, ‘Competency’ relates to its ability to interface and integrate closely with the business priorities, striking a balance between communication activity and the key business drivers.

Ultimately, Interpersonal Communication Competence for the Internal Communication professionals derives from the ability to work with people in the business to help them communicate more effectively.
The researchers (Ningthoujam et al 2005) recommend the ‘Service professionals’ engaged in internal flow of Communication to adopt proactive and prompt approach so as to manage good relationships with their acquaintances. An apt application of their skillfulness in the related service disciplines shall deliver quality services to the society.

There are empirical studies (Salerno A Luis 2002, Wood 2003, Taylor 1997) to convey that in workplace communication, there is a considerable influence of communication styles on the cross gender work groups at middle levels of the enterprises. Further, it has been statistically proved with a significant divergence between men and women respondents in terms of non-verbal styles of communication.

It seems the probability of Women Executives frequently using positive gestures in their formal encounters than men and on the other hand, men seem to use negative body language consciously during disagreeable interactions. Hence, inferences of the research can lend a hand to men and women professionals in understanding the variances relating to communication styles. They can widen suitable techniques to communicate effectively and so create conducive working environment.
As well as organizations can attempt to bridge the gender gap through expansion of technology based communication network and enable its members to use appropriate cues during interactions for improving the quality of interpersonal communication.

This empirical research in the behavioral area of Executives is limited to Coimbatore City. There is a scope to extend the study in other parts of the country and a comparative analysis can be performed between public and private enterprises across the lines of organizations. The findings can help the Organization and their members to enhance their workplace competencies in the highly competitive environment. Further, people working in manufacturing sector can be compared with services sector based on their capabilities both in India and abroad. The research results can serve the organizations in performance appraisal management and assist the employees in their career development.

To conclude, both individuals and organizations can capture tangible ideas to redefine their internal communication strategies and attain utmost organizational development.