

# A STUDY ON IMPORTANCE OF EFFECTIVE COMMUNICATION IN SMALL SCALE INDUSTRIES

1, Dr. MURUGAN RAMU, 2. Dr.G. THIYAGARAJAN

1. ASSOCIATE PROFESSOR, DEPARTMENT OF MANAGEMENT STUDIES, SAVEETHA SCHOOL OF LAW, SAVEETHA INSTITUTE OF MEDICAL AND TECHNICAL SCIENCES (SIMATS), CHENNAI, TAMILNADU, INDIA.
2. HEAD & ASSOCIATE PROFESSOR IN BBA DEPARTMENT, S.A. COLLEGE OF ART & SCIENCES, CHENNAI, TAMILNADU, INDIA.

## Abstract

*This research mainly focus on the effective communication can be characterized as the trading of data, thought and feeling between individuals' sales of gatherings; at the end of the day, Effective Communication assumes a major job in adjusting individual and hierarchical destinations. Communication is the action of passing on data. Communication has been gotten from the Latin word "communis", which means to share. Communication requires a sender, a message, and an expected beneficiary, in spite of the fact that the recipient require not be available or mindful of the sender's expectation to impart at the season of communication; in this way communication can happen crosswise over huge separations in existence. Communication necessitates that the conveying parties share a region of informative shared characteristic. The effective communication procedure is finished once the beneficiary has comprehended the message of the sender. Input is basic to viable communication between gatherings. The aim of the paper is to study the importance of effective communication in small scale industries. The research has collected data from 1623 respondents by convenience sampling method. The research is descriptive research. The research tools are correlation, chi square and ANOVA. Independent variables are age, gender, educational qualification and occupation. It has been found that there is significant association between the awareness of importance of communication and the age groups and there is significant association between workers opinion about the effective communication and the age groups of the respondents.*

Keywords: - *Effects, importance, communication, organization, information*

## 1.Introduction: -

Authoritative change has broadly turned into a region of center in the executives writing. In spite of the developing essentialness and research, a significant number of the endeavors to produce hierarchical change come up short. Late investigations uncover that change endeavors regularly endure an inauspicious destiny. Some exploration demonstrates a disappointment rate of 33% to 66% of real change activities increasingly cynical outcomes recommend a higher rate of disappointment that may reach up to 80 to 90 percent or may exacerbate things. Scientists have discovered that at any rate the greater part of all the hierarchical change programs don't achieve the outcomes which they proposed to deliver. Inadequately overseen change Communication results in bits of gossip and protection from change and amplifying the negative parts of the change. Communication is viewed as fundamental for the compelling usage of authoritative change. The significance of effective Communication amid planned change has been experimentally exhibited and usually concurred among specialists. The observational picture showed up demonstrated that hierarchical change and Communication process are inseparably related procedures. Ongoing investigations about Communication demonstrate that Communication has positive connection with numerous authoritative yields like hierarchical duty, execution, hierarchical citizenship practices, and employment fulfillment. ("The Importance of Being Different [business Communication]") Conversely Communication disappointment may cause functionless outcomes like pressure, work disappointment, low trust, decline in authoritative duty, severance expectation, and nonattendance and this can influence association's proficiency adversely. Communication amid authoritative change lessens protection from change. At the point when

protection from change levels is low inside an association, the change-exertion ends up being progressively gainful. The change plan is reliant of limit of the association to change the individual execution of every worker. Since authoritative change acquaints variety of errands given with individual workers, transmission of data to these representatives on future change is a basic and integrative piece of the change techniques. Kreps (1990) characterized hierarchical Communication as the procedure whereby individuals assemble appropriate data about their association and the progressions happening inside it. By and large authoritative Communication has two targets. The essential target is to educate the workforce about their undertakings and the strategy issues of the association. Authoritative Communication is characterized as "transmitting news about the work from association to representatives and through representatives. The second objective of authoritative Communication is to develop a network inside the association. Significant Communication illuminates and teaches representatives at all dimensions and inspires them to help the methodology. This is imperative as uplifting frames of mind to change are indispensable in fruitful change programs, as protection from change is one of the greatest boundaries to survive. Importance of effective Communication requires a level of 'intellectual authoritative reorientation' for example cognizance and energy about the proposed change completed meeting research among the executives and workers amid hierarchical change. The most imperative end drawn was that the accomplishment of the scattering and adjustment of hierarchical change fundamentally rely on open and educational abilities of directors at all dimensions. Despite the fact that pioneers seem, by all accounts, to be mindful of quick change inside association, imparting that change is troublesome. Effective communication found that alongside the job of the board on the commitment of the workforce to the approaching change, dissemination of data and genuine Communication with respect to the requirement for the change and the targets of the alteration in business association are likewise basic. proposed a reasonable system to ponder Communication in associations encountering change. Six suggestions were created that all the while impact availability for change. The dimension of status in this system demonstrates the level of adequacy of progress. The primary suggestion expressed that low dimension of protection from change or abnormal state of status for the change is a marker for powerful hierarchical change. The second suggestion expressed that Communication needs to advise the authoritative individuals about the change and how that change will adjust the person's work. The third recommendation pushed that Communication ought to be utilized to make a network which will build responsibility, trust, and distinguishing proof with the association and the executives. The following proposition took a gander at vulnerability in that elevated amounts of vulnerability will negatively affect status to change. The fifth recommendation concentrated on the impact of scaling down making loss of employments and sentiments of occupation instability influencing preparation to change. The last recommendation was identified with fourth and fifth suggestions which expressed that Communication will demonstrate affect on sentiments of vulnerability and employment uncertainty. The aim of the study is to identify the importance of communication in an organization

## 2.Objectives: -

1. To find out the relationship between two variables taken for the survey.
2. To analyze the effects of poor communication in management.
3. To find out the association between public opinion about effective communication in management and age of the respondents.

## 3.Literature Review: -

The Importance of Communication within Organizations: A Research on Two Hotels in Uttarakhand As an element of socially characterized individuals, everybody is in Communication with the others in the social setting. Whatever the substance is, people should trade and share musings, news, as it were they ought to impart. The role of management support in a lean implementation In associations where formal and casual Communication exists, "Communication inside association" assumes a crucial job in organizing the hierarchical exercises, targets, organization approaches and methodologies.(Lom) The Importance of Communication for Organizational Effectiveness There is presently a large group of concentrates to exhibit the centrality of Communication in the business world. For instance, Morley et al. outlined how: "Associations that create viable Communication forms are bound to both have positive workplaces and be increasingly successful in accomplishing their targets". The Role of Communication in Enhancing Work Effectiveness of an Organization Communication adds to expanded occupation fulfillment for workers and better main concern benefits for the association. (Călin)In like manner, Zwijze-Koning

and de Jong featured that, "The significance of Communication for the adequacy of associations and the prosperity and inspiration of representatives is undisputed". The Role of Effective Communication in Strategic Management of Organizations What's more, look into has appeared useless or damaging initiative Communication can be catastrophic for business associations.(Brazinskas and Slepniov) Communication is a standout amongst the most essential switches of the executives that an organization can actualize for the development of groups and accomplishing profitable execution. Effective Leadership is all About Communicating Effectively: Connecting Leadership and Communication Communication and the board are reciprocal controls and solid business components for progress. (Fernández-Monroy et al.)The Role of Communication in Enhancing Work Effectiveness of an Organization The executives abilities are fundamental in a business, however all similarly essential are those identifying with the guidelines for the Communication and the manner by which a chief realizes how to connect with his staff. Effective communication brings successful organizational change Being administrator intends to get control over business, as well as for the most part implies knowing to organize a group, authority abilities and a large portion of all, impart.(Scott et al.) The Communication and Its Influence on the Effectiveness of the Organization Communication is the specialty of passing data starting with one individual then onto the next so they can be gotten in the way they were implied. Importance of effective Communication in an Organization The real goal of this examination is to explore the connection between viable Communication and vital administration of associations. The study and clear research configuration were utilized. Role of Effective Communications for Enhancing Leadership and Entrepreneurial Skills in University Students The outcomes demonstrated that albeit powerful Communication ensures hierarchical achievement, it is to a great extent subject to the example or techniques for Communication, viability and appropriateness of the channel chose, and how open or available are the bosses to the subordinates, among different variables. (Adair) The role of communication in current debates on knowledge management In view of these discoveries, the work suggests that factors which advance warmth and sincerity ought to be assimilated and developed. Likewise, a basic hierarchical structure ought to be planned and actualized for simple stream of Communication, and the supervisor should treat his subordinates with compassionate so as to get the best from them. Leadership communication : Reflecting, Engaging and Innovating It reasons that, viable Communication is the "backbone" of associations, and that proficient and powerful Communication impacts the inspiration "main concern" of our associations in accomplishing authoritative key objectives.(Mukherjee) Importance of communication during change : A case of the municipality of Vlora The pioneers and other senior experts of this business time; put more accentuation on the business nitty-gritties. While employing supervisor decent relational abilities are viewed as the most basic aptitudes an administrator must have. The importance of communication in the management of postoperative pain For a successful director it is mandatory to guarantee influence, duty, planned affiliation, making and overseeing esteem framework and to offer help and inspiration to his groups. An administrator is competent to achieve this by compelling driving, sound arranging, checking and imparting. The impact of effective communication on organizational performance Among these notice factors immaculate and exact Communication is of most extreme significance. (Stegman) It is an administrator's relational abilities which spur and move partners to buckle down and accomplish group targets and hierarchical objectives also. Importance of communication skills for leadership and management As indicated by a more established investigation, consistently director burned through 70 to 90 percent of their time in speaking with their groups and others at work put. Employee /Organizational communications Powerful Communication go about as favorable position of a pioneer to lead successfully. In this way, based on the investigation of past work done by numerous creators in the previous decade, the creator has made an endeavor to discover how administration is influenced by Communication. Communication: A necessity for effective management of modern Organization What all are the key focuses directors need to remember while speaking with their groups and recommendations to enhance Communication to make administration progressively compelling.(Tucker et al.)

#### 4.Materials and Methods: -

The research has collected data from 1623 respondents by simple sampling method. The research is a descriptive research. The research tools are correlation, chi square and ANOVA. Independent variables are age, gender, educational qualification and occupation.

#### 5.Analysis and Interpretation

## Awareness of importance of communication in organization

5.1 NULL HYPOTHESIS: - There is no association between the awareness of importance of communication and the age groups.

5.2 ALTERNATIVE HYPOTHESIS - There is significant association between the awareness of importance of communication and the age groups.

Table -1 Awareness of importance of communication in organization

Crosstabs							
Awareness of importance of communication in organization			Experience				Total
			Below 1 year	1 - 2 years	2-5 years	Above 5 years	
1 Day	Age	Below 20 years	1	14	0	0	15
		21-25 years	1	40	16	13	70
		26-30 years	0	8	18	0	26
		Above 30 years	6	2	12	2	22
	Total		8	64	46	15	133
2 -3 day	Age	Below 20 years	38	158	28	0	224
		21-25 years	25	115	110	4	254
		26-30 years	27	81	61	47	216
		Above 30 years	1	2	13	1	17
	Total		91	356	212	52	711
4 -5 day	Age	Below 20 years	19	28	65	0	112
		21-25 years	29	94	285	12	420
		26-30 years	0	9	72	21	102
		Above 30 years	4	0	8	4	16
	Total		52	131	430	37	650
More than 5	Age	Below 20 years	0	0	7	5	12

days	21-25 years	10	24	5	36	75
	26-30 years	1	7	14	0	22
	Above 30 years	0	0	13	7	20
	Total	11	31	39	48	129

CHI-SQUARE TESTS				
Awareness of importance of communication		Value	df	Asymp. Sig. (2-sided)
1 Day	Pearson Chi-Square	64.245 <sup>a</sup>	9	.000
	Likelihood Ratio	68.715	9	.000
	Linear-by-Linear Association	1.856	1	.173
	N of Valid Cases	133		
2 -3 day	Pearson Chi-Square	177.242 <sup>b</sup>	9	.000
	Likelihood Ratio	179.018	9	.000
	Linear-by-Linear Association	79.253	1	.000
	N of Valid Cases	711		
4 -5 day	Pearson Chi-Square	102.659 <sup>c</sup>	9	.000
	Likelihood Ratio	97.668	9	.000
	Linear-by-Linear Association	43.623	1	.000
	N of Valid Cases	650		
More than 5 days	Pearson Chi-Square	59.047 <sup>d</sup>	9	.000
	Likelihood Ratio	78.792	9	.000

	Linear-by-Linear Association	.041	1	.839
	N of Valid Cases	129		

5.3 Interpretation -Since the significant p value of the chi square is less than 0.05, the null hypothesis is rejected. Therefore, there is no significant association between the awareness of importance of communication and the age groups.

Workers opinion about effective communication

Null hypothesis - There is no significant association between workers opinion about effective communication and the age groups of the respondents.

Alternative hypothesis - There is significant association between workers opinion about effective communication and the age groups of the respondents.

Table -2. Workers opinion about effective communication

Crosstab							
Workers opinion about effective communication			Experience				Total
			Below 1 year	1 - 2 years	2-5 years	Above 5 years	
Increase in number of holidays	Age	Below 20 years	4	19	36	5	64
		21-25 years	29	30	171	18	248
		26-30 years	26	28	22	13	89
		Above 30 years	6	1	7	2	16
	Total	65	78	236	38	417	
Better working conditions	Age	Below 20 years	16	35	32	0	83
		21-25 years	16	127	86	21	250
		26-30 years	1	36	67	3	107
		Above 30 years	3	1	38	2	44
	Total	36	199	223	26	484	
Providing non-monetary benefit	Age	Below 20 years	32	11	28	0	71
		21-25 years	11	92	130	24	257
		26-30 years	1	38	59	51	149
		Above 30 years	1	1	1	9	12
	Total	45	142	218	84	489	
Better performance appraisal	Age	Below 20 years	6	135	4	0	145
		21-25 years	9	24	29	2	64
		26-30 years	0	3	17	1	21
		Above 30 years	1	1	0	1	3
	Total	16	163	50	4	233	

Chi-Square Tests				
Workers opinion about the factors to reduce the absenteeism		Value	df	Asymp. Sig. (2-sided)
Increase in number of holidays	Pearson Chi-Square	67.849 <sup>a</sup>	9	.000
	Likelihood Ratio	68.394	9	.000

	Linear-by-Linear Association	12.417	1	.000
	N of Valid Cases	417		
Better working conditions	Pearson Chi-Square	85.800 <sup>b</sup>	9	.000
	Likelihood Ratio	97.661	9	.000
	Linear-by-Linear Association	35.902	1	.000
	N of Valid Cases	484		
Providing non-monetary benefit	Pearson Chi-Square	205.590 <sup>c</sup>	9	.000
	Likelihood Ratio	167.954	9	.000
	Linear-by-Linear Association	90.942	1	.000
	N of Valid Cases	489		
Better performance appraisal	Pearson Chi-Square	139.232 <sup>d</sup>	9	.000
	Likelihood Ratio	128.663	9	.000
	Linear-by-Linear Association	51.666	1	.000
	N of Valid Cases	233		

#### 5.4 Interpretation -

Since the significant p value is less than 0.05, null hypothesis is rejected. Therefore, there is significant association between workers opinion about the effective communication and the age groups of the respondents.

#### 6. Discussion: -

No matter how brilliant and invaluable your idea, it is worthless unless you can share it with others. For this reason, effective communication is crucial at every level of an organization. However, the ability to communicate effectively does not come easily to many people, and it is a skill that requires practice. We begin practicing our communication skills even before we learn to walk. A newborn child communicates by crying, but it slowly learns to mimic its parents' speech.

Eventually, the child discovers that certain speech patterns elicit different responses; one of the joys of parenting is trying to decipher the meaning behind certain "words." Does "baaaaaw" mean that the baby wants his ball, his bottle, or his blanket? Slowly, through trial and error, the child learns to manipulate sounds to get what it wants, and as the child develops, this active oral practice leads to more nuanced and fluid conversations. In short, the child learns effective communication. To effectively communicate a complex idea, however, requires skills beyond elementary conversation. There are two golden rules to remember and follow. The significance of Communication amid planned change has been experimentally exhibited and usually concurred among specialists. The observational picture showed up demonstrated that hierarchical change and Communication process are inseparably related procedures. Ongoing investigations about Communication demonstrate that Communication has positive connection with numerous authoritative yields like hierarchical duty, execution, hierarchical citizenship practices, and employment fulfillment.

#### 7. Conclusion: -

The writing has recognized that the pretended by Communication amid change in the business associations is basic for fruitful change the executives. The representatives are the key sources to realize change in associations. To support representatives for wanted change, associations must address the misgivings and issues related with them. Occupation weakness ought to be diminished and a feeling of network ought to be made with the goal that representatives may feel their duties. The requirement for change and its focal points will spur the staff to take part in change plan and execute it. It has been found that there is significant association between the awareness of importance of communication and the age groups and there is significant association between workers opinion about the effective communication and the age groups of the respondents.

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