

Impact of Organizational Communication on Work Efficiency of Managerial Level Employees in Banking Sector

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Abstract

Organizational Communication is playing a vital role in the success of the organization as the most efficient process for the realization of common goals. Human power is extremely important in the service businesses and lack of effective communication among employees is seen as an important issue for continuity and work efficiency of organization. The employees should have comfortable and fast access to the information related to their jobs to achieve higher work efficiency. It is important for workflow and problem solving to have faster access and communication network among employees and expected to be faster and more efficient. Therefore, the objective of this study is to analyse the impact of organizational communication on work efficiency of managerial level employees in banking sector. The population of the study was determined from employees who works in different departments at Banks. Convenience sampling was chosen as the sampling method. Questionnaire was administrated using five-point likert scale and these questions were oriented towards organizational communication and work efficiency. Cronbach Alpha values for all statements were calculated in order to define reliability of the scale and it was found to be 87 %. The finding shows that the respondents in this study have communication problems within their organizations. It can be stated that the communication that the employees may encounter may affect both the work efficiency and organizational performance. Highlighting that effective communication is a must to overcome these problems, the researcher generally in moderate levels. Therefore, it can be concluded that the communication culture, structure, decision making, networking, initiatives and exchange sensitivity among employee communication severely affects the work efficiency and performance. Further, it is observed that the organizational communication perceptions of the employees are not so high and communication within the scope of the research are not very good and this may affect on work efficiency.

Keywords: Organizational Communication, Work Efficiency, Banking Sector