

## SIGNIFICANCE OF CORPORATE COMMUNICATION AT WORKPLACE AND ITS IMPACT ON EMPLOYEE ENGAGEMENT

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### ABSTRACT

Success of any organization can be significantly impacted by communication, which is an effective instrument. Employee engagement, workplace productivity, and corporate growth can all be enhanced by effective communication. A productive workforce is built on effective communication. The most important investment a company makes is in its employees, who ultimately make the difference between the firm succeeding or failing. Engaged employees are more devoted and loyal, which is necessary for the success of goals and the success of the company. The purpose of this study is to investigate the relationship between employee engagement and communication.

**Keywords:** Corporate communication, Employee engagement,

### Introduction

One of the concepts that is increasingly used to describe how corporations attempt to cooperate with stakeholders is engagement. Researchers have found that there are currently more disengaged workers than engaged staff, which is alarming. Only 13% of employees surveyed for Gallup's State of the Global Workplace report say they feel engaged at their place of employment (Gallup, 2016) Employee engagement is the level of commitment to the company, enthusiasm for one's work, and extra effort put forth by employees. Employee engagement is a professional method that fosters an environment where each employee is motivated and empowered to provide their all throughout the day, committed to the aspirations and values of an organization, eager to participate in its success, and getting positive concerning their own well-being.

Any information provided within a corporation for professional objectives is often referred to as internal communication. The phrase is most frequently used to describe a person or division in charge of employee communications. Employees are updated on the goals and strategies of the organisation, and they are informed and involved. While a specialised appropriate communication department is clearly needed in large enterprises, managers or HR frequently handle this function in smaller businesses. TCS in their integrated report of 2021-2022 mention that "After the outbreak erupted, the requirement for participative management became imperative. In these unsettling times, we increased work engagement."

Internal communication is the process by which company and their staff exchange information, whether it be vocally, in writing, or remotely. Internal communication is the foundation of a successful company, even though outward communication with customers, clients, and the broader public is crucial. To encourage employees to perform their duties efficiently and adequately, information about the organization is disseminated internally. It keeps people alert. Furthermore, it works among employees who are communicating to one another at the workplace. Internal communication that succeeds fosters corporate culture and raises staff morale. Building a cooperative spectrum involves effective communication with staff. It's not as difficult to develop such communication as one may believe. To adopt the proper communication enhancers, all that is needed is an awareness of the nature of the workplace. Communication with employees is vital because it provides your workers a voice and helps them feel appreciated, a sense of belonging, and increased productivity.

### Review of Literature

Internal communication benchmarks give us a brief, comprehensible description of the organization's current state and an outlook for where it will be in the not-too-distant future. Internal communication promotes cultural diversity and is employee-centered to enhance and diversify employee engagement. (Ishtiaque and Habib, 2016) Corporate communication now plays a crucial role in an organization's ability to succeed, especially in the service industries where the goal is to gain and maintain a competitive edge while also implementing the needed organisational changes. (Sharma, Neha & Kamalanabhan, 2012) Internal communication's tone and timeliness have a significant impact on the way an organisation conducts itself, but it also has an impact on and engages its workforce. One of the most crucial issues that organisations confront because of the increased dynamic nature of the market is connecting with people physiologically, cognitively, socially, and logically for both individual and corporate success (Vora & Patra, 2017). To affect employee engagement through internal communication,

organisational leaders should take advantage of identification, specifically perceptions of value and pride. In other words, for employees to be engaged, they need to gain awareness of their group membership and attach value and emotional meaning to it (Karanges, 2014). Employee engagement and communication processes typically have a significant positive association (Balakrishnan & Masthan, 2013). It is important for organisations to emphasise their internal communication strategy, particularly to inspire entry-level employees (Chamindi, T.D.K.H. and Welmilla, 2015) Organizations can encourage people by starting with needs, that can develop into goals and actions, that may then lead to motivation, which may eventually result in organisational goals, using professional growth and internal communication (Panjaitan & Septiana, 2020).

**Objective of the study**

1. To comprehend how corporate communication is used in the workplace.
2. To comprehend how business communication affects employee engagement.

**Corporate communication and Employee Engagement**

Creating the ideal environment for all company members to offer their best effort each day is part of fostering employee engagement. These factors are necessary to develop employees' commitment to the objectives and values of their organisation, as well as their motivation and sense of well-being, to contribute to organisational success. Thus, a person's physical, intellectual, and psychological aspects are related to their level of employee engagement. As a result, effective internal communication has a significant impact on these factors at work and raises employee engagement.

Organizations that want to hire and keep bright employees should be aware of how internal communications affect employee engagement. This can be accomplished by offering additional channels for communication, more training courses, and behaviours that promote connection, trustworthiness, awareness, and cognitive. The inability to communicate could be the most common problem, whether in big or small organizations. No matter the position they hold within the organisation, most staff will say that interaction is an issue that needs improvement. Effective communication satisfies these requirements by keeping all staff members kept up to date on work functions. The workforce interprets the communication as a representation of their relative significance to the organisation. If they are routinely and directly informed about crucial subjects, they can engage in company activities in an efficient manner. Internal communication helps employees improve their business understanding by giving them better guidance, improves their leadership abilities, and gains employee support for organisational transformation (Ishtiaque and Habib, 2016). Employees that experience a sense of value tend to be more productive, more independent, and frequently more eager to contribute to innovation. From a practical standpoint, organisational leaders and supervisors should direct internal communication away from utilising it to directly influence employee engagement toward enhancing identification with the organisation and perceived organizational support from the supervisor (Karanges, 2014). Fig 1 shows that employee engagement is listed as the top significance of internal communications experts.



**Fig. 1 Factors affected by corporate communication with employees. [Source: Yvonne Harris, 2021]**

According to Santiago (2020), Employee engagement is fostered via good internal communication, which is essential for business success. The main causes of employee leaving are frequently connected to communication. A lack of clear guidance from management, a general lack of communication throughout the organization, or ongoing change that is poorly conveyed are all examples of poor communication. (Cowie, 2019). According to Karanges (2015), internal organisational communication and internal supervisor communication are crucial for creating and sustaining the highest levels of employee engagement. By

developing a culture of effective internal communication not only at the management and colleague groups, but a business can also increase the organisational loyalty of its employees (Qin & Men, 2022).

### Findings & Discussions

The results, which are based on data about corporate communication and employee engagement gathered from secondary sources, are described below.

1. A company can enhance employees' organizational trust by establishing an atmosphere of successful internal communication between the stakeholders.
2. Employees with a sense of value are frequently more productive, independent, and willing to contribute to innovation.
3. Employee engagement is influenced positively by communication.
4. Effective business communication enhances employee engagement, which helps an organisation achieve its objective.
5. The primary reasons why employees leave their jobs are typically related to communication.

### Conclusion

Organizations are gradually understanding that their people are their most important assets. As a result, they must be particularly focused and attentive to guarantee that employee communication is strengthened, allowing them to achieve their objectives while fully utilising human resources possible. This study confirms and demonstrates that employee communication significantly influences employee engagement levels and serves as a predictor of employee engagement levels in organisations. Corporate communication is positively affecting and boosting employee engagement in organisations; therefore, it is clear that it is playing a significant role. For upsurge employee engagement, businesses and top management must pay close attention to their strategies and methods and make sure they are enhanced in the near future.

### Scope for Future Research

For future research, the researcher contends that a variety of corporate communication-related issues need to be investigated. Research may take into account additional elements that affect worker engagement and employee's well-being. Future research may also examine the causes and effects of corporate communication on employee engagement. This study focused exclusively on corporate communication and how it affects employee engagement; nonetheless, it would be intriguing to investigate the problem in a particular sector.

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