

Exploring the Correlation between Effective Communication and Organizational Effectiveness in relation to Indian Automotive Sector

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Abstract

Effective communication is key for value creation in global economy. The hallmarks of effective communication are to help in creating a positive and inclusive work environment and in developing and promoting harmonious working relationships, keeping workforce motivated, reaching decisions collaboratively, and tactfully resolving conflict. New managerial responsibilities need communication and collaboration capabilities across functions, divisions, and companies to inspire people for their best performance. The present study aims at exploring the correlation between role of communication with respect to its three dimensions namely downward, upward and horizontal communication in relation to an organizational effectiveness. The results indicate that higher the effective downward, upward or horizontal communication, higher will be the effectiveness of an organization.

Key Words: Downward Communication, Upward Communication, Horizontal Communication, Organizational Effectiveness, Automotive industry