

The Role of Communication for Business Growth: A Comprehensive Review

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Abstract

Communication abilities are the abilities or skills to offer and accept several kinds of information's. Through this study the author needs to propose the benefits of communication for growth in any business relations. Whereas these skills may be prevalent in your day-to-day job, the ability to communicate clearly, effectively, and efficiently is a distinctive and valued skill. The goal of this study is to highlight and explain the importance of good communication in the management of business growth. The benefits of effective communication in terms of enhanced staff efforts to develop and implement change strategies are also emphasized. The objectives and communication requirements for each step of the change process are also defined in this article. Also covered are the numerous motivations and advantages of business growth communication, Furthermore in this paper discussed about the effect of business communication, communication in business organization as well as the various types of business communication. Within a company, communication is critical to the building of trust. The future prospects of this study is, through this study peoples get more attractive and attentive on importance of communication and how it leads helps to develop any kinds of business through effective communication.

Keywords: business communication, business organization, downward communication, management, organizational communication, upward communication

1. Introduction

The capacity to interact with people both inside and outside their company is a key characteristic of successful business builders. While some people feel that communication is a crucial feature of business, others say that the position of a communicator is unproductive and that a dedicated communications department is unneeded. The second form of company has also been dealt with by people. The success of a firm depends on sales, planning, logistics, accounting, business growth, markets, and other managerial tasks. All of these roles need knowledge of effective communication strategies on the part of the managers. To accomplish so, you'll need to create a well-managed and thorough communication process flow. Managers may use effective communication to help them accomplish their work tasks (J. D. Cortés-Sánchez 2020). It is critical to convey the pre-requisites and relevant information to the project's stakeholders at the planning stage.

This aids in correct comprehension, which leads to efficient implementation. A suitable communication channel is essential to transmit messages to internal staff as well as external clients, keeping everyone up to speed on corporate news. Employee happiness, client retention, and a company's public image all benefit when communication is given successfully. Ineffective communication in the workplace may lead to miscommunication, misconceptions, and an uncomfortable working environment (P.M. Podsakoff, S.B. MacKenzie, N.P. Podsakoff, D.G. Bachrach 2008). Various communication strategies are used by a corporate organization. It might be a message sent to staff, a public advertisement, or an e-mail sent to clients. Communication may also be used to listen and provide feedback. Employees are educated, trained, and encouraged to enhance productivity and efficiency through communication in

the workplace. Within an organization, communication aids in the promotion of motivation in a team and Employees that are driven are more effective in any business.

Members of a team who are well-informed get more confidence. As a consequence, they have a more optimistic attitude, which inspires them to give their all to their company. Meetings, internal diaries, conversations, e-mailers, and other successful communication methods may be used to instill this positivism. Communications provides critical information for strategic making decisions. Communication is a valuable advantage for every business owners since it assists in contract completion (V. Dhingra, R. K. Mudgal, and M. Dhingra 2017). It is vital to communicate well during negotiations in order to achieve desired results. Communication is very important within the firm. It can help to foster excellent working connections among employers and employees, which boosts morale as well as productivity. This can also aid in the development of interpersonal relationships, which leads to successful cooperation. In any business, the most crucial component is the client. External communication that is relevant and consistent can aid in attracting new clients and retaining existing ones. An effective communication strategy helps convince customers to investigate a company's offerings.

A smart public relations strategy may boost a company's image by utilizing the media. Efficient business communications contributes in the promotion of corporate innovation. By broadening its customer as well as client's base, a company may benefit from the increasing globalization of the world. The advantages are substantially greater if both management and workers interact effectively and on a regular basis. Business innovation comes when people are able to express or communicate their opinions and ideas and are encouraged to do so. Firms must inspire confidence in their employees by motivating them to voice their ideas when beginning on any new endeavor. It's also crucial to get input from current clients prior starting anything new. Both of these things require open as well as friendly communications (Z. Husain 2013). This can be stated categorically that for any organization/business to be successful, adequate communication methods/channels must be established across all important segments - whether internally with staff or externally with clients.

Communication skills are useful inside the conception, managements, organization, promotion, and creation of a range of advertising, managements, developmental, and construction structures and procedures. Communication abilities are required for marketing and promotion of a business. Employee growth and desire to attain business objectives are aided by effective communication (J. C. Bennett and R. J. Olney 1986). And one method for a corporation to provide a pleasant client experience is through excellent communication. To close the gap, employers and employees must be able to communicate successfully. Good communication skills may assist you in reducing stress and increasing efficiency. And it is in this way that everyone is motivated to fulfil the organization's objectives in a productive and enjoyable manner. As a response, good communication abilities are critical in business management and organizations.

2. Literature Review

S. W. Hussaini. proposed that good communication is the major stream for an organization's growth and development in the modern day. In business, there is a constant flow of internal and external communication, and good communication is critical to an organization's success. The research examines the impact of good communication on corporate prosperity. Effective business communication is critical to an organization's success since it aids in the formation of productive teams, work cooperation, and the development of a vibrant work culture. Every area of a business is influenced by communication, and a company's success is based on efficient and effective communication (S. W. Hussaini 2021).

S. Kalogiannidis According to him, communication is a key tool for establishing corporate performance and development. Most businesses rely on strong communications with both customers and employees to generate sales and expand. Organizational management as well as poor commercial outcomes are typically the result of poor or insufficient interaction. The goal of this review was to determine how individual's performance is affected by business communications. Based on data from a hundred individuals who worked for several financial institutions in Greece, communications was conceptualized into upward, downward and horizontal communication types, and their impacts on workers acts was identified. Effective communication in any company organization has a significant impact on employee performance, according to this study (S. Kalogiannidis 2020).

S. Babajani Mohammadi. studies, nowadays, society has evolved into a vital link in international trade. Understanding the cultural disparities in intercultural communication has necessitated the study of this subject. Social barriers are hard to overlook, but unlike legally, political, or economic aspects of the business environment, culture is basically invisible. Although it has gradually traversed boundaries as well as corporate barriers have been broken, culture barriers are hard to overlook. As a consequence, one crucial aspect of international trade is routinely

overlooked. For economic development and growth both inside and outside the borders, attention should be paid to the cultural characteristics of our cultural and other civilizations. The goal of this study was to see how communication affected the rise of economic statistics (S. Babajani Mohammadi, H. Takroosta, and M. A. Takroosta 2016).

M. Popescu proposed that expertise, experiences, as well as staff productivity equip organizations with competitiveness in the face of the global economic crisis. In the knowledge-based economy, although, communicative conduct is blamed for many of the challenges that economic actors encounter. As a result, in the current global economic situation, treating communication as a crucial component to boost corporate competitiveness has become a must. Communication provides scientific, theoretical, and practical assistance for legal entities to ensure high efficiency operations by fostering a communication culture in which all organizational members are aware of the market, products, or business (M. Popescu 2013).

R. Olkkonen. states that the dominant notions of communications in present marketing discourse might be described as "mass communicative" due to the prominent position of conventional marketing communications (particularly advertising) research as well as consumer marketing includes theories in the general area of marketing. Furthermore, as various "relational methods" in marketing gain traction, marketing research appears to be shifting away from goods and businesses as the fundamental unit of study and toward people, organizations, and the societal factors that bind players together in continuous connections. The nature of communication in these interactive relationship/network environments is scarcely mass communication (R. Olkkonen, H. Tikkanen, and K. Alajoutsijärvi 2000).

3. Discussion

A message's conveyance is not the same as the data itself. It is a two-way communication network that starts with the transmitter and finishes with the receivers. Communication is critical in the corporate world. It's all about communications in management. The core functions of management cannot be done successfully without effective interpersonal. In corporate communications, data is constantly moving. Without feedback, corporate communication is meaningless. Companies of days are fairly large and employ a large number of people. There are various levels of hierarchy in a firm. More the levels there are in an organization, more the challenging it is to control it. Communications is critical in the process of directing and controlling the organization's workforce.

It's feasible to get rapid response and, if required, eliminate miscommunications. Effective communication among superiors and followers, also among the firms and society at large, is critical in every organization. It is crucial for the success and growth of a organisation. There must be no communication issues in any company. The goal of corporate communication is to accomplish a certain goal. Internal and external stakeholders must be informed on an organization's policy, laws, as well as policies. Business communications is governed by a set of rules and norms. Documentation, phone talks, as well as other types of business communications were formerly the exclusive means of communication. Thanks to technical improvements, mobile phones, video conferencing, mails, as well as communication satellites are now able to enable corporate communication. Corporate communication that is effective contributes to a company's goodwill. Managers and entrepreneurs with strong communication skills might effectively manage their employees and resources. Management's objective is to boost each team member's productivity while eliminating waste. To achieve this goal, students must be competent in verbal, writing, and presenting skills, as well as appropriate body languages.

3.1 Communication in Business Organization

Communication is the fundamental or basic principle in every business or community. The company's vision, goals, principles, as well as business model are what determine the company's business strategy. The importance of a clear business strategy stems from the fact that it provides the company with critical information on employee behavior. It offers specifics and vital information on how the company operates and how to stay ahead of the competition and stand out. What's more crucial is that this plan is communicated to personnel so that the organization as a whole may look forward to achieving its objectives (D. Schoeneborn 2011). To make the company plan operate effectively, all personnel at all levels must grasp the corporate goals. The plan should not only be drawn out by upper-level management, but it should also be disseminated to all employees.

Only then will the strategy be viable; else, it will be nothing more than a sheet of paper. Thus here is where the Importance of Communication in Business Organization comes into play. Poor communication has many drawbacks. A good alignment with the corporate strategy is essential to guarantee that workers' decisions are aligned with the company's aims and vision. As a result, effective communication tactics for business models have emerged.

Companies are increasingly hiring communications specialists to help them design effective communication strategies. These techniques can be tweaked to fit the organization's overall identity.

3.2 Business Communication

The capacity to communicate effectively is crucial to every company's success. The practice of transmitting message from one source to another, both within and without the corporate environment, is referred to as business communications. The term business communications is derived from general communication which is related to business. Business communication, in other terms, means communication among business parties or persons for the purpose of fulfilling business-related tasks (V. Sharma and K. K. Gola 2016). Without feedback, business communication is incomplete. Organizations of days are fairly large and employ a large number of people. There are various levels of hierarchy in a firm. More the levels there are in an organisation, more the challenging it is to operate it. Communication is crucial in the procedures of directing and controlling the organization's workforce. It's feasible to get rapid response and, if required, eliminate miscommunications. Effective communication among superiors and followers, and among the firm and society in general, is critical in every organization (M. R. Sharp and E. R. Brumberger 2013). Business communication includes four basic elements such as Sender, Information, Receiver as well as Feedback as shown in Figure 1.

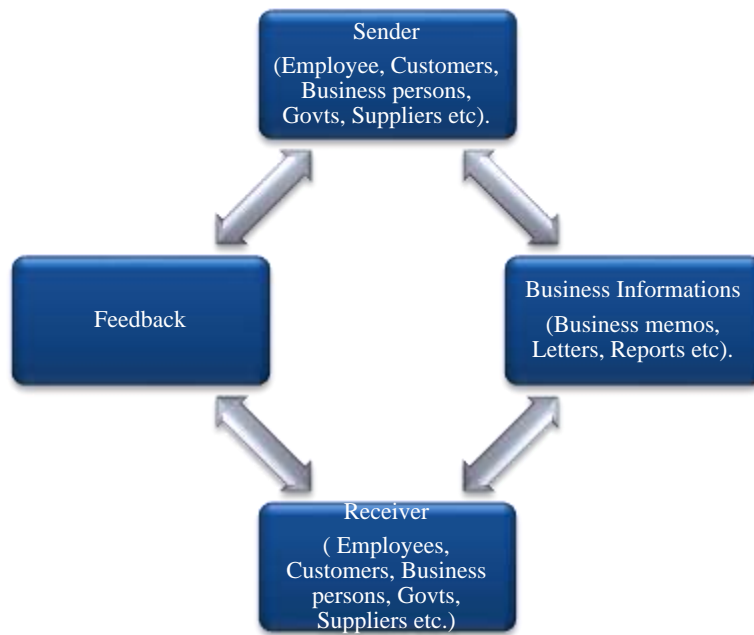


Figure 1. Shows the key elements of Business communication

Corporate communications, as described by the aforementioned features, is a way in which data or information about a firm is communicated to multiple business stakeholders such as consumers, vendors, corporate customers, workers, and also with the goal of achieving effective business management. Moreover, it necessitates a continuous flow of information and feedbacks, which is regarded as a vital and important aspect of company operations. Business communication has a vital part in many management responsibilities, such as planning, coordinating, organizing, directing, as well as managing, due to varying stages of hierarchy and the engagement of a large amount of individuals.

3.3 Forms of Business Communication

There are four forms of business communication which are derived below as well as shown in Figure 2.

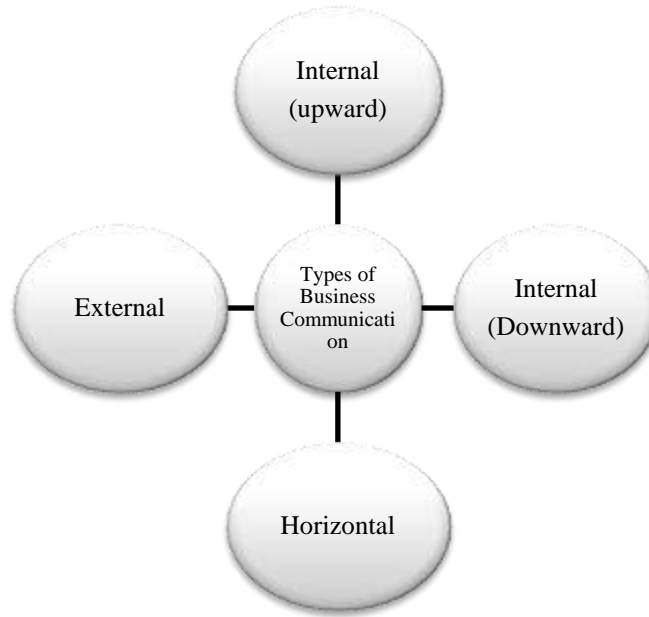


Figure 2. Illustrates the various types of Business communication

3.3.1 Internal Business/Corporate Communications

Internal management communications is the exchange of information among the members of the company. This discussion includes both official and informal exchanges. Several sectors connect with workers via numerous channels as part of internal communication. Internal communications must be effective since it is a vital tool for identifying and communicating organizational problems. Effective internal corporate communication may enhance job satisfaction, productivity, and employee efficiency while minimizing attrition and grievances, as well as profitable growth. Further it divided in two parts:

- *Downward communication:*

As demonstrated in Figure 3, information’s flows downhill from upper management and staff in a corporations via downward communication. This section is about offering instructions to subordinates or employees so that they can carry out their duties. Managers use downwards communication to communicate numerous goals, procedures, as well as policies to their subordinates, as well as guidelines, options, and directives. The delivery of communications down the chain of command from of the highest to the lower tiers is known as downward communications in business. This style of communication can take the shape of either writing or orally.



Figure 3. Shows the Business communication from top-level to downwards

- *Upwards/Upper level Communications:*

This type of internal communications employs the bottom-to-top management techniques. Information's is sent down the hierarchy between workers to administrators and anybody upward in. As indicated in Figure 4, workers/employees in an institution's HR departments, for example, create an attrition reports and transmit it to the HR Manager. The attrition report details an organization's monthly or annual turnover of employees, as well as the factors that contribute to it. This aids the HR Manager in discovering the core cause of employee turnover and implementing prompt corrective action to reduce turnovers.

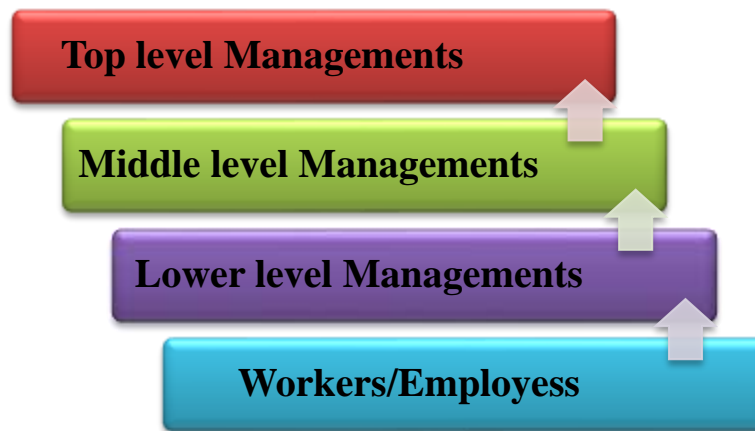


Figure 4. shows the Business communication from the bottom to Top

3.3.2 Horizontal type Business Communications

Horizontal communication refers to communications between employees that might be verbal or in written forms. This can involve inter-departmental or cross-departmental communication, as well as communication between persons of the same or comparable status within a corporation. This is an important communication to ensure that the desired outcomes are achieved. As a result, this communication takes place among personnel who are on the same organizational level. Horizontal as well as lateral communication is critical for achieving the operational effectiveness of the different organizational units by fostering mutual collaboration and cooperation.

3.3.3 External Business Communication

External business communication refers to communication among persons outside of the organization. Clients, shareholders, suppliers, partners, regulatory agencies, and so on are examples of these individuals. The buy department supervisor, for instance, may interact with suppliers for raw-material purchase quotes, as well as the sales department, likewise, may communicate with consumers for sale of products and services. External communication supports increased sales volume, efficient operations, and a growth in the organization's revenues, among other things. This, in turn, improves the company's image, goodwill, and overall success by attaining its objectives and ensuring customer satisfaction.

3.3.4 Vital Role of Communication in All Aspects of Business

Communication's role in society cannot be emphasized. It is vital for survival and fulfils a variety of functions. It's used to, among many other things, advertise, sharing ideas, engage, and inform peoples. If there is no communication, there'll be a misunderstandings. As a result, it is a crucial component of corporate success. Effective and useful communication is a big part of how big and powerful companies got to where they are now. Communication serves the following key functions in every aspect of the company or a business. It is also a cornerstone of decision making; making decisions is a process of determining, choosing, or selecting on something that must occurs. There is a lot of decision-making in the corporate world. Big organizations utilize Gamma's unified communications to communicate with their workers, investors, and other stakeholders. Communication is a means for people to voice their opinions on proposed initiatives or to come up with solutions to issues. By talking, they may be able to choose the best way to proceed (K. O. L. and S. K. Kaczmarek 2016).

It Promotes efficiency as well, In order to provide the greatest services or goods, continuous productivity is required. The business will not be productive if there is no communication. As a consequence of the goal of becoming productive, employees are inspired to aspire for better. It allows people to improve their cognitive abilities and come

up with fantastic ideas to improve their lives (G. F. Thomas, R. Zolin, and J. L. Hartman 2009). By sharing their growth ideas, they may come up with the perfect ways to become much more effective.

- Enables Employees to be closer: When it comes to establishing organization as well as collaboration, communication is essential. The business might become a disaster if there is no communication. When making decisions, there will be no one to consult, and when anything goes wrong, asking for support from others will not be an option. Through dialogue, workers will bond and develop strong bonds. They are much more willing to share their thoughts and taking constructive criticism and advice once they are closer.
- It prevents misunderstandings: Miscommunication is a common source of misunderstanding or conflict. There is indeed a chance that the workers will have a quarrel if there is a miscommunications. That is why it is vital for them to enhance their communication skills, as disagreements regularly result in negative events that might harm the business. Workers that do not get along with one another are more prone to disparage their colleagues, which is detrimental for the company's image.
- Allow employees to work together more closely: Whenever it comes to establishing organization and collaboration, communication is essential. The business might become a disaster if there is no communication. When making a decision, there will be no one to consult, or when anything goes wrong, asking for support from others will not be an option. Individuals will bond and create strong bonds as a result of open communications. They are much more open to discussing their thoughts and constructively embracing comments and advice when they are intimate (S. Kaur and N. V. Muninarayanappa 2017).
- It Generates a Positive Surroundings: Workplace stress is unimportant if the environment is pleasant and accommodating. It's simpler to deal with difficult job if you have a support structure in place, such as online collaboration tools. It gives the sense of a welcoming work environment, encouraging your body to function at its optimum. It also provides you the certainty that if problems arise, your team will be there to assist you, making you feel protected.

4. Conclusion

Communications is critical to your success in relationships, business, as a citizen of your country, and in life. As per the research, communication's role in corporate organization's throughout transition has been recognized as crucial for successful changes. In firms, individuals are the most crucial source of change. Workers issues and problems should be addressed in order to inspire them to makes the changes needed. Job instability should be addressed, and a sense of community should be promoted, in order for the employee to feel their responsibilities. Employees will be motivated to participate in and carried out the planned change due to the requirement of change as well as its rewards. The goals and communications requirements for every stage of the process of change are also defined in this paper. The multiple motives and benefits of business development communication are also examined in this article. The influence of business communication, communication in business organizations, and the various forms of business communication are also discussed. The main motive of this paper is the author of this review hopes to demonstrate the value of communication in corporate relationships. Communication is essential for the development of trust inside a firm. The study's future possibilities are that people will become more interested in and sensitive to the significance of communication and how it leads to the development of any type of business through efficient communication as a result of it.

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