

## THE IMPORTANCE OF COMMUNICATION IN BUSINESS MANAGEMENT

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### Abstract

This research paper revolves around the importance of communication in business communication. Information should be shared for the growth of business and it plays an important role in successful business. This sharing of information or effective communication is the main reason for organizational development, can avoid mistakes, and encourages involvement. The management and staff have to work together to achieve business objectives. Optimistic communication is important in the processes of business establishment mainly within and out of your company. To reach the company's goal the workers or employees should interact with each other to meet business success. All the activities in a company stand on the communication as well as the best business strategy in the world of market. In business management, communication is essential. It is an absolute truth that business cannot be done without proper communication. For example we have a best product with the service motive for the customers. Communication connects the products with the customers. All companies recruit the best Communication is crucial for all organizations, from MNC enterprises to little road sellers, as buyers trust salespeople's words more than their products. There are numerous chances for clients to purchase goods in the current environment. This paper discusses the benefits and drawbacks of business communication and how maintaining effective communication can lead to further business prospects. Business communication is critical for the establishment and maintenance of relationships with stakeholders, well-informed decision-making, dispute resolution, positive corporate culture, and the profitability and long-term viability of the company. By definition, business communication is lively and captivating. It needs active involvement from the sender and the receiver. It involves the various communication of ideas, knowledge, messages across various media, including written, spoken, digital, and nonverbal or sign language.

**Keywords:** Effective communication, market, business strategy, formal communication, business management and its success.

### Introduction

This paper revolves around how business communication leads to how business can be done successfully by the best way of communication. Even though companies produce the best products, salespeople and advertisements play a vital role in marketing and business. For example, In a market, a customer searches for a product with his knowledge and experience. Suppose he is given a good description and proper usage of the product. The customer happily buys a product because of the communication. So, effective communication plays a vital role in business management for a successful business. The smooth transmission of information among numerous stakeholders, including employees, clients, and partners, depends heavily on communication in the business world. Effective communication can help to a build ever lasting relationships and increase productivity. Additionally, communication enables organizations to understand the needs and expectations of their stakeholders, spot problems, and effectively resolve them. Clear communication can assist companies in maintaining a favourable reputation and drawing in new clients by encouraging transparency and trust.

### The Purpose of Business Communication

Business communication informs inside and outside of the company to establish a organization's main objective. It provides the manufacture, discussion, snooping to, both written and vocal language. How employees interact and do business plays a vital role in the organization's success in the field of market.

### Effective corporate communication

To achieve company desires and objectives, effective business communication is essential. It makes it possible for team members, clients, and partners to communicate ideas, strategies, and expectations clearly and concisely.

Effective communication improves output, lowers mistakes, and fosters a productive workplace. For instance, employees in the HR division of a company generate an attrition report and share it with the HR Manager. The attrition report includes data on an organization's monthly or yearly employee turnover and the factors that contributed to it. Effective communication encourages the HR manager to identify the reason for attrition and instigate timely remedial action to lower employee turnover.

### **The purpose of Business communication**

The goal of business communication is to make it easier for people working in a corporate environment to share information and messages. The objective of communication is to make it easier to accomplish corporate goals and ensure that business operations function efficiently. Your communication strategy and the corporate communication process are the foundation of every structured action in your organization. It could involve communicating with vendors on a technical or managerial level. Also, the company's fundamental mechanisms risk collapsing if communication becomes ambiguous.

### **Instructions for enhancing Business communication**

1. The speaker must be in the correct position to understand the ability of the customer to reach their business.
2. Communication to be done effectively to reach out to the audience
3. Effective communication can create productivity and establish trust among customers and business people
4. Even the best products need good communication to reach buyers
5. Effective communication helps to accomplish business objectives
6. A very serious mindset and approach to the business could result in dissatisfied staff and clients
7. The communication process should be well-planned to reach out to the wanted audience Teams, workers, managers, and executives must communicate clearly and effectively to carry out their duties. Transparency in information flow is a primary objective of the company communication process. The sender of the message has to ensure that the sent message has been reached in the correct order and exact meaning.

### **Transparency is key**

When communicating with stakeholders, firms should be open and truthful. Transparency calls for being open and truthful about the company's intentions and actions and any difficulties or problems the business may be experiencing. When it comes to corporate communication, consistency is essential. Regardless of the communication channel, it's critical to make sure that all get the same message in the same tone and manner.

### **Utilize many communication channels.**

It's helpful to employ various communication methods, such as email, social media, and in-person meetings, to reach a large audience. Communication channels must make it easier to all interested people have access to the data they need. Face-to-face interactions like meetings and presentations are common ways for workers in a company to communicate with one another; these interactions now frequently include audiovisual content like copies of reports or content created in Microsoft PowerPoint or Adobe Flash. Long-distance communication is possible through methods like phone conferences and mail. Computer-mediated communication has increased in business in the twenty-first century, including email and video conferencing. Documenting the work of any department through formal reports is also vital.

### **Create a strategy for clear communication.**

Many higher education institutions now offer business communication courses in addition to their communication courses. These programs instruct pupils on improved communication techniques. These classes aid students in understanding the potential communication difficulties they may encounter when speaking with others.

According to some estimates, 93% of employers think that a student's ability to communicate is more significant than their actual major. Employers value and frequently reward practical communication skills since they often result in professional success. All stakeholders can benefit from receiving the appropriate information through the appropriate channels at the appropriate time with the assistance of a well-planned communication strategy. Management communication and technical communication are interrelated to official and business communication. This article views various subject matters, like product promotion, brand launching, consumer expectation, customer relationship, exhibit the product, and public relations. It also tells human resource communication, community involvement and its development, company reputation, interpersonal communication, employees communication internal communication. Business communication should have clear and concise language suitable to reach the target audience. Using of slang, jargon and confused phrases can be avoided in the effective communication. Effective business communication can be done through various channels like Face to face, Interview, Emails, Chat, Video call, Face book, Twitter, instagram and whatsapp. Choice of correct channel is important to reach the target audience.

### **Case study**

I am running an IELTS and Spoken English institute at centre place of Chennai. I have well equipped class rooms, teachers and trainers to welcome the students. I am the one to talk with new customers to my institute. Here the use of effective communication is needed lot. I should be aware of how to approach the customers, how to talk with them, how I can explain about the institute to attract the audience or new comers. If I am failed to communicate well with customers my business will not successful one. It can clearly show that in the business and marketting world communication plays a vital role run the business well as well as to take into the next level.

### **Conclusion**

To sum up, business communication is an essential component of any firm. It describes the channels via which a business interacts with its constituents, including internal and external communication. A company can strengthen relationships, promote credibility and trust, and enhance its reputation by using effective corporate communication. Cultural differences, language difficulties, and the usage of technology are a few typical problems that firms may run into when it comes to internal communication. Businesses can use tactics like technology training, cultural sensitivity training, and translation services to overcome these obstacles and enhance corporate communication. Businesses may engage with their stakeholders more successfully by creating a clear communication strategy, adhering to best practices, and employing a variety of communication platforms while remaining transparent and consistent.

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