



A Study On “Communication Process Mangement” At Harsha Toyota

RALLABANDLA HARI PRASAD ¹, SHAIK FIROZ KHAN ², Dr.K. VEERAAIAH ³

(Professor & HOD)

AUTHOR¹, AUTHOR ², AUTHOR ³

DEPARTMENT OF MANAGEMENT STUDIES

Marri Laxman Reddy Institute of Technology & Management

(Autonomous Affiliated to JNTU Hyderabad)

DUNDIGAL, HYDERABAD

I. INTRODUCTION

The communication process within organizations serves as a critical determinant of operational efficiency, employee satisfaction, and overall success. In the context of the automobile industry, where seamless coordination across various departments and levels is paramount, understanding and managing communication processes is of utmost importance. This study delves into the communication process management practices within Harsha Toyota, a prominent player in the automobile sector. By examining the factors influencing communication processes, exploring implemented strategies, and assessing employee outcomes, this research aims to provide valuable insights into enhancing communication effectiveness within the organization.

II. NEED FOR THE STUDY

The need for this study arises from the recognition of communication as a cornerstone of organizational success, particularly within the context of the automobile industry. As competition intensifies and market dynamics evolve, companies like Harsha Toyota must continually adapt to remain competitive. Effective communication is instrumental in navigating these changes, facilitating the dissemination of information, coordination of activities, and alignment of organizational objectives. By delving into the intricacies of communication process management at Harsha Toyota, this study aims to uncover areas for improvement and identify strategies to enhance organizational effectiveness.

III. OBJECTIVE OF STUDY

1. To study the factors influencing communication process management at Harsha Toyota.
2. To know the strategies implemented by Harsha Toyota for establishing effective communication process.
3. To know the employee outcomes associated with communication process management.

4. To give some suggestions for management and human resource managers at Harsha Toyota

IV. HYPOTHESIS

H₀: There is no positive relation with communication process with employee satisfaction.

H_a: There is a positive relation with communication process with employee satisfaction.

V. SCOPE OF THE STUDY

The scope of this study encompasses a comprehensive examination of communication process management within Harsha Toyota, focusing on various facets such as factors influencing communication, implemented strategies, and employee outcomes. By adopting a quantitative research design, this study aims to gather empirical data from employees across different departments and hierarchical levels within the organization. Through the administration of questionnaires, supplemented by secondary data from academic journals, textbooks, and reliable websites, a thorough understanding of the communication landscape at Harsha Toyota will be attained.

VI. RESEARCH METHODOLOGY

Introduction

Research methodology refers to the systematic framework employed to conduct a study, encompassing various elements such as research design, data collection methods, statistical analysis techniques, and sampling procedures. It provides a structured approach to investigating research questions, ensuring reliability, validity, and replicability of findings.

Research Design:

For this study, a quantitative research design will be adopted. This design involves the collection and analysis of numerical data to quantify relationships and patterns within the research context. It allows for the examination of communication process management at Harsha Toyota through statistical analysis, facilitating the identification of factors influencing communication, evaluation of strategies, and assessment of employee outcomes.

Sampling Methodology:

Purposive sampling will be utilized to select participants for the study. This method involves selecting individuals who possess specific characteristics relevant to the research objectives. The sample size will be determined using an online sample size calculator based on the desired confidence level, margin of error, and estimated population parameters.

Software:

Data analysis will be conducted using MS-Excel and SPSS (Statistical Package for the Social Sciences). These software programs offer a wide range of analytical tools and techniques for processing, analyzing, and interpreting quantitative data effectively.

VII. LIMITATIONS OF THE STUDY

1. **Sample Bias:** The study's reliance on purposive sampling may introduce bias, as participants may not represent the entire workforce at Harsha Toyota accurately. This limitation could impact the generalizability of the findings to the broader employee population.
2. **Self-Reporting Bias:** The use of questionnaires for data collection may be susceptible to self-reporting bias, where respondents provide socially desirable responses or inaccurately recall their experiences. This could affect the reliability and validity of the data collected.
3. **Limited Generalizability:** The findings of the study may have limited generalizability beyond the specific context of Harsha Toyota or the automobile industry. Factors unique to the organization or industry may restrict the applicability of the research findings to other settings.
4. **Cross-Sectional Design:** The study's cross-sectional design captures data at a single point in time, limiting the ability to assess causal relationships or changes over time. Longitudinal studies would provide more robust insights into the dynamics of communication process management.
5. **Scope of Statistical Analysis:** While the study employs various statistical tools for analysis, such as regression and ANOVA, the scope of analysis may not encompass all potential variables influencing communication process management. Certain nuances or interactions between variables may remain unexplored.
6. **Data Quality:** Despite efforts to ensure data accuracy and reliability, issues such as missing data, response errors, or data entry mistakes could compromise the quality of the analysis. Rigorous data validation and cleaning procedures will be necessary to mitigate these limitations.

VIII. REVIEW OF LITERATURE

Enke and Borchers (2021) presented a conceptual framework for strategic social media influencer communication, focusing on the role of social media influencers in strategic communication. The authors outline the importance of influencers in shaping brand messages and engaging with audiences in the digital space. They propose a framework that highlights the strategic utilization of influencers to enhance brand communication strategies, emphasizing the need for authenticity and alignment with brand values.

Tam et al. (2022) explored the concept of communication excellence within public relations, examining its value, empowerment, and structural aspects in strategic management. The study delves into the role of communication in organizational success, highlighting the significance of empowered communication practices and strategic alignment with organizational objectives. The authors advocate for a comprehensive

understanding of communication excellence to drive strategic decision-making and organizational effectiveness.

Heide et al. (2020) contributed to the literature on strategic communication by expanding its scope to encompass organizational complexity. They argue for a holistic approach to strategic communication that considers the intricate interplay of various organizational factors. The authors emphasize the need for communication strategies that address the dynamic nature of organizations, acknowledging the complexity of modern business environments.

Cartwright, Liu, and Raddats (2021) conducted a systematic literature review on the strategic use of social media in business-to-business (B2B) marketing. Their study synthesizes existing research to identify key trends and insights regarding the utilization of social media platforms in B2B marketing contexts. The authors highlight the strategic implications of social media usage for B2B firms, emphasizing its role in enhancing customer engagement, relationship- building, and market visibility.

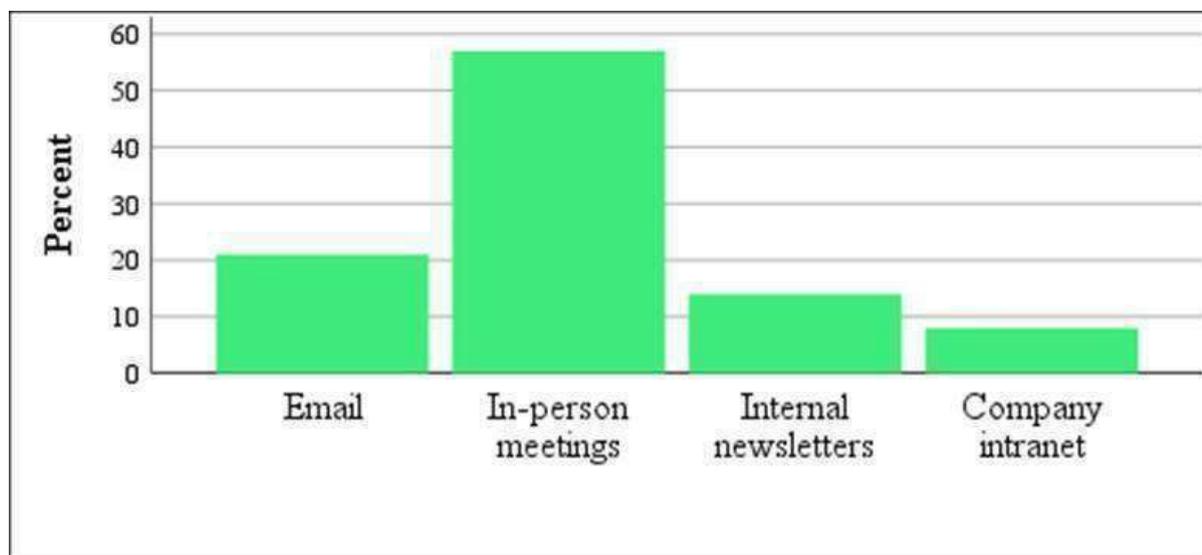
Zerfass et al. (2020) defined and contextualize the field of strategic communication, elucidating its contributions to both research and practice. The authors provide a comprehensive overview of strategic communication as a multidisciplinary field, emphasizing its role in shaping organizational reputation, stakeholder engagement, and strategic decision- making processes. They advocate for continued research and application of strategic communication principles to address contemporary challenges and opportunities in various organizational contexts.

Wang and Yang (2020) delved into dialogic communication on social media, particularly focusing on how organizations utilize Twitter to foster dialogic relationships with their audiences. Their study sheds light on the interactive nature of communication on social media platforms, highlighting the strategies employed by organizations to engage in meaningful dialogues with their publics. By analyzing Twitter interactions, the authors provide insights into the dynamics of online engagement and the role of dialogic communication in building stronger connections between organizations and their stakeholders.

IX. DATA ANALYSIS & INTERPRETATION

1.1 Which communication channel do you find most effective for receiving company-wide announcements?

	Frequency	Percent
Email	21	21.0
In-person meetings	57	57.0
Internal newsletters	14	14.0
Company intranet	8	8.0
Total	100	100.0

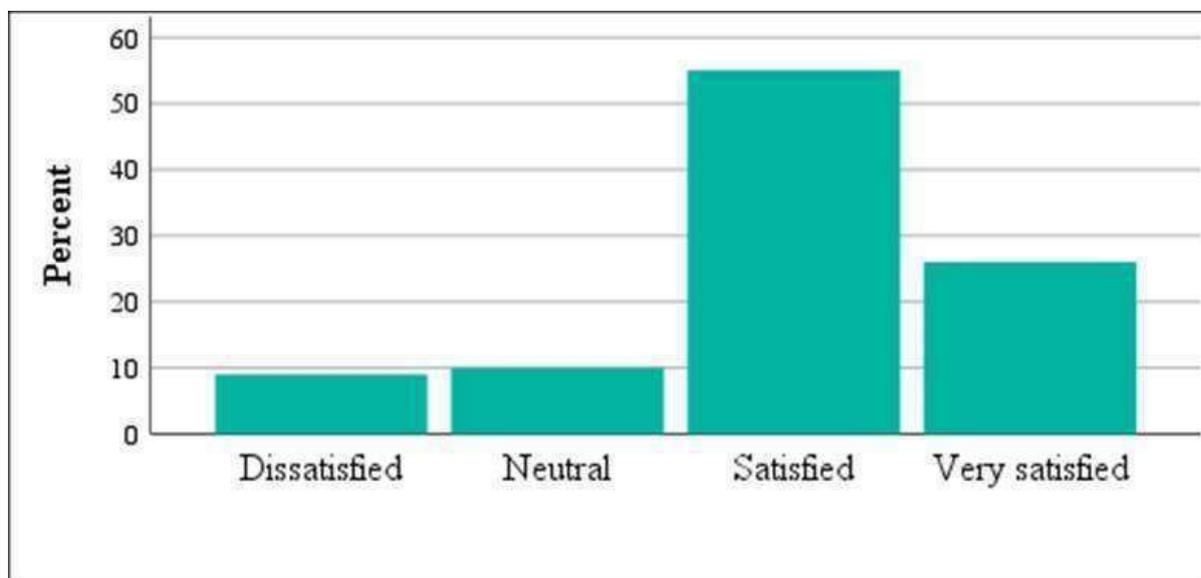


Interpretation

When asked about the most effective communication channel for receiving company-wide announcements, the majority of respondents (57%) identified in-person meetings as the preferred method. This preference is followed by email (21%), internal newsletters (14%), and the company intranet (8%). The high reliance on face-to-face communication underscores the value placed on personal interaction and real-time dialogue within the organizational context of Harsha Toyota.

2. How satisfied are you with the frequency of team meetings to discuss work-related matters?

	Frequency	Percent
Dissatisfied	9	9.0
Neutral	10	10.0
Satisfied	55	55.0
Very satisfied	26	26.0
Total	100	100.0

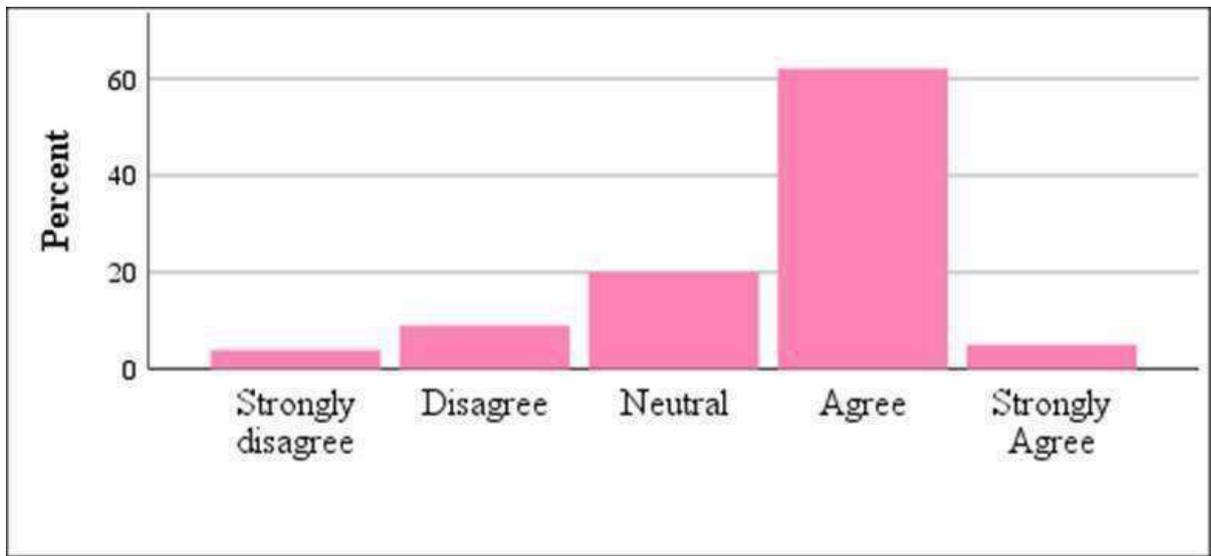


Interpretation

The majority of respondents expressed satisfaction with the frequency of team meetings to discuss work-related matters, with 55% indicating satisfaction and 26% reporting being very satisfied. Conversely, only 10% were neutral, and 9% expressed dissatisfaction. This positive sentiment toward team meetings reflects their perceived value in facilitating collaboration, problem-solving, and goal alignment among team members at Harsha Toyota.

3. I feel adequately informed about company goals and objectives?

	Frequency	Percent
Strongly disagree	4	4.0
Disagree	9	9.0
Neutral	20	20.0
Agree	62	62.0
Strongly Agree	5	5.0
Total	100	100.0



Interpretation

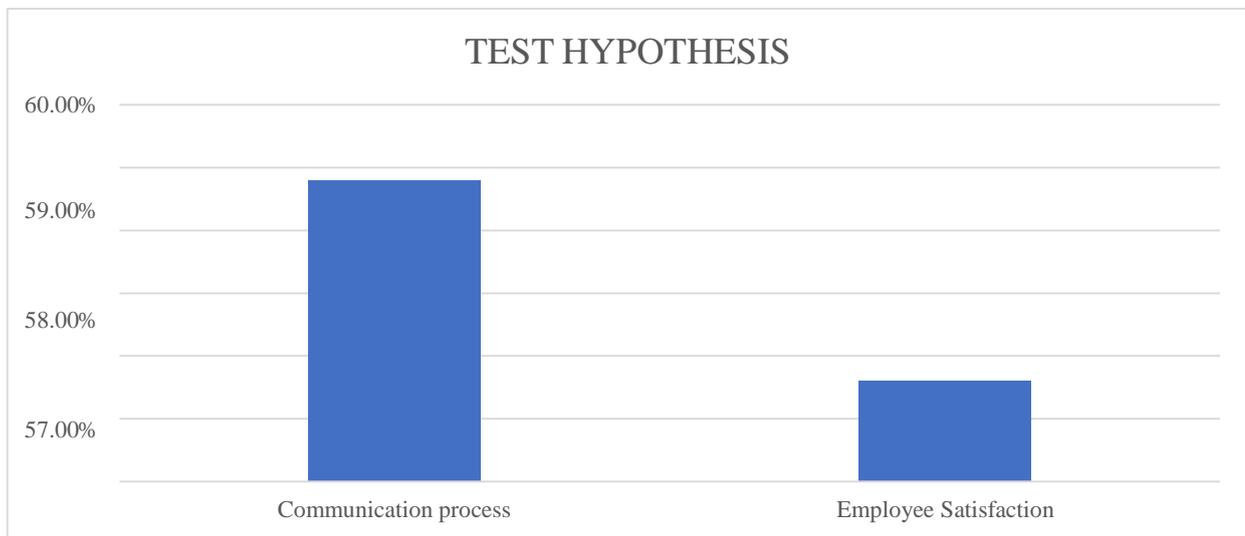
The analysis of respondents' feelings of being adequately informed about company goals and objectives shows a positive trend, with 62% agreeing and 5% strongly agreeing. Conversely, 9% disagreed, 4% strongly disagreed, and 20% were neutral. This suggests that a majority of employees at Harsha Toyota feel adequately informed about the organization's strategic direction, which is crucial for fostering alignment and engagement across the workforce.

4. HYPOTHESIS TESTING

Null Hypothesis (H0): There is no significant relationship between communication process and employee satisfaction.

Alternative Hypothesis (H1): There is a significant relationship between communication process and employee satisfaction.

S. No	Likert scale (Agree/ Disagree)	Communication process	Employee Satisfaction
1	Agree	71	73
2	Disagree	69	64
3	Agree	60	39
4	Agree	53	36
5	Disagree	41	66
	AVERAGE	58.8%	55.6%



INTERPRETATION:

The test of hypothesis declares that there is no positive relationship between Communication process {58.8% } and Employee Satisfaction{55.6% }.There is the difference between communication process and employee satisfaction is {3.2% } **H₀** is rejected.

ALTERNATIVE HYPOTHESIS:

The test of hypothesis declares that there is positive relationship between Communication process {58.8% } and Employee Satisfaction{55.6% }.There is the difference between communication process and employee satisfaction is {3.2% } **H₁** is accepted.

X. FINDINGS

1. Majority of respondents fall within the age range of 25 to 45 years, with 38% aged 25 to 35 and 35% aged 36 to 45.
2. Male employees constitute 73% of the sample, while female employees comprise 27%.
3. Marketing and Finance departments have the highest representation, with 47% and 44% of respondents, respectively.
4. The largest proportion of employees (50%) has been with Harsha Toyota for 1 to 5 years.
5. Educational attainment varies among respondents, with 36% holding Bachelor's degrees, 30% Master's degrees, and 34% other qualifications.
6. The majority of respondents receive communication updates from senior management either daily (41%) or weekly (38%).
7. In-person meetings are perceived as the most effective communication channel for receiving company-wide announcements by 57% of respondents.

XI. SUGGESTIONS

1. **Enhance Communication Training:** Provide comprehensive communication training programs to employees across departments to improve communication skills, clarity, and effectiveness.
2. **Implement Diverse Communication Channels:** Introduce a variety of communication channels, including digital platforms, newsletters, and intranet portals, to cater to diverse employee preferences and facilitate information dissemination.
3. **Foster Open Communication Culture:** Encourage a culture of open communication and transparency at all levels of the organization, where employees feel empowered to share ideas, raise concerns, and provide feedback without fear of reprisal.
4. **Regular Feedback Mechanisms:** Establish regular feedback mechanisms, such as employee surveys and suggestion boxes, to solicit input from employees regarding communication processes, policies, and effectiveness.
5. **Facilitate Cross-Departmental Collaboration:** Promote collaboration and knowledge sharing among different departments through cross-functional team projects, interdepartmental meetings, and collaborative tools to break down silos and improve communication flow.

XII. CONCLUSION

The study on communication process management at Harsha Toyota has provided valuable insights into the organization's communication dynamics, employee perceptions, and areas for improvement. Through a quantitative research approach, data was collected from employees across various departments, revealing important trends and patterns. The analysis of demographic data highlighted a diverse workforce in terms of age, gender, departmental affiliation, and tenure, reflecting the complexity of communication dynamics within the organization. Additionally, findings regarding communication frequency, effectiveness of channels, and satisfaction with policies shed light on the strengths and weaknesses of Harsha Toyota's communication processes.

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