

AN EXPLORATION OF COMMUNICATION SYSTEM AND THEIR IMPACT ON ORGANISATIONAL EFFECTIVENESS IN BIG BANG BOOM SOLUTION PRIVATE LIMITED AT CHENNAI

S.Hariharan¹, K.S.Bhavanidevi², M.Kavisri³

¹Assistant Professor, Department of MBA, Arunai Engineering College (An Autonomous Institution),
Tiruvannamalai – 606 603. Email: shariharan742@gmail.com

²Assistant Professor, Department of MBA, Arunai Engineering College (An Autonomous Institution),
Tiruvannamalai – 606 603. Email: bhavanidevibalaji@gmail.com

³Assistant Professor, Department of MBA, Arunai Engineering College (An Autonomous Institution),
Tiruvannamalai – 606 603. Email: kavishree1925@gmail.com

Abstract—Communication plays a vital role in the effective functioning of any organization, as it connects employees, management, and organizational goals. This project focuses on studying how Communicative Systems and Their Impact on Organizational Effectiveness in Big Bang Boom Solution Limited at Chennai. The main objective of the study is to analyse the existing communication systems within the organization and to examine their impact on organizational effectiveness and employee performance.

The study focuses on various forms of communication such as formal and informal communication, upward, downward, and horizontal communication, as well as digital communication tools used in the organization. It also examines how effective communication influences employee satisfaction, coordination, decision-making, teamwork, and overall organizational efficiency. Both primary and secondary data are used for the study. Primary data is collected through structured questionnaires from employees, while secondary data is gathered from company records, journals, textbooks, and online sources.

Statistical tools such as percentage analysis, correlation, and other relevant methods are applied to analyse the collected data. The findings of the study highlight the importance of a well-structured communication system in improving organizational effectiveness and employee engagement. The study concludes that effective communication systems contribute significantly to achieving organizational goals and recommends measures to strengthen communication practices for better organizational performance.

Keywords: Information flow, Employee coordination, Feedback Mechanism, Decision Effectiveness.

INTRODUCTION

In any organisation, communication plays a vital role in coordinating activities, sharing information, and achieving organisational goals. A communication system refers to the structured process through which information is transmitted, received, and understood among individuals and groups within an organisation. Effective communication systems ensure that employees understand their roles, responsibilities, policies, and expectations clearly. On the other hand, poor communication can lead to confusion, conflict, low morale, and reduced organisational performance.

In today's dynamic and competitive business environment, organisations rely heavily on both formal and informal communication systems to function efficiently. With the advancement of technology, communication systems have evolved from traditional face-to-face interactions to digital platforms such as emails, video conferencing, and enterprise communication tools. This exploration aims to examine different types of communication systems and analyse how they impact organisational effectiveness.

NEED OF THE STUDY

- To understand effective communication systems in achieving organisational goals.
- To identify gaps and problems in existing communication systems within organisations.
- To analyse how communication systems influence employee performance and productivity.
- To examine the role of communication in improving coordination among departments and employees.
- To assess the impact of communication systems on decision-making and leadership effectiveness.
- To evaluate the role of modern communication technologies.

OBJECTIVE OF THE STUDY

Primary Objective

- To study on exploration of communication system and their impact on organisational effectiveness.

Secondary Objectives

- To identify different types of communication system used in the organisation
- To study the effectiveness of formal and informal communication
- To examine the impact of communication on employee performance and coordination
- To identify communication barrier in the organisation
- To suggest measures for improving communication effectiveness
- To identify the various channels of communication used at different organisational level
- To study the effect of communication system on employee motivation and job satisfaction.

SCOPE OF THE STUDY

- The study covers various types of communication systems
- It examines the effectiveness of internal communication
- The study analyses the role of communication systems
- It focuses on how communication influences decision-making, leadership effectiveness, and organisational culture.
- The study aims to provide suggestions for improving communication system.

LIMITATION OF THE STUDY

- The study is based on primary data collected from employees.
- The responses provided by employees may not always reflect the actual practices due to fear, hesitation, or lack of complete information.
- Time constraints limited the depth of the study
- Does not cover all factors influencing organisational effectiveness.
- The study depends on the honesty and understanding of respondents while answering the questionnaire.

RESEARCH METHODOLOGY

Research methodology refers to the systematic way of collecting, analysing, and interpreting data to achieve the objectives of the study. This chapter explains the research design, data collection methods, sampling technique, tools used, and limitations of the study.

Research Design

Descriptive research design is used to describe the existing communication systems in the organisation and to analyse their impact on organisational effectiveness. This design helps in understanding employees' perceptions, opinions, and experiences regarding communication practices.

The nature of the study is **analytical and empirical**, as it involves:

- Collection of data from employees
- Analysis of communication systems
- Evaluation of their impact on organisational effectiveness

Sources of Data

The study is based on both **primary data** and **secondary data**.

a) Primary Data

Primary data is collected directly from employees of the organisation through:

- Structured questionnaire
- Personal interaction (wherever possible)

b) Secondary Data

Secondary data is collected from:

- Books on organisational behaviour and communication
- Research journals and articles
- Company records
- Websites
- Previous research studies

Sampling Design

a) Population of the Study

The population of the study consists of 250

b) Sample Size

A sample of **100 employees** is selected for the study.

c) Sampling Technique

The study uses **simple random sampling method**, where each employee has an equal chance of being selected.

DATA ANALYSIS AND INTERPRETATION**ANOVA ANALYSIS****ANOVA**

26. Does internal communication help you stay motivated?

	Sum of Squares	df	Mean Square	F	Sig. ^a
Between Groups	.034	1	.034	.037	.848
Within Groups	90.481	99	.914		
Total	90.515	100			

a. Confidence Interval: 95%

INTERPRETATION

The ANOVA test yielded a significance value of 0.848, which is much greater than 0.05. This indicates that there is no statistically significant difference between the groups regarding whether internal communication helps employees stay motivated.

ANOVA EFFECT SIZE INTERPRETATION**ANOVA Effect Sizes^{a,b}**

		Point Estimate	95% Confidence Interval	
			Lower	Upper
26. Does internal communication help you stay motivated?	Eta-squared	.000	.000	.035
	Epsilon-squared	-.010	-.010	.025
	Omega-squared Fixed-effect	-.010	-.010	.025
	Omega-squared Random-effect	-.010	-.010	.025

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

b. Negative but less biased estimates are retained, not rounded to zero.

INTERPRETATION

The effect size values are extremely close to zero, indicating that the group factor explains virtually none of the variation in motivation levels. This suggests a negligible practical effect.

Correlation: Weak positive correlation ($r = 0.187$), but not significant ($p = 0.061$).

Chi-Square: Significant association exists ($\chi^2 = 25.751$, $p = 0.012$). Reject H_0 . **ANOVA:** No significant difference between groups ($F = 0.037$, $p = 0.848$). Accept H_0 . Effect Size: $\eta^2 = 0.000$, indicating negligible effect

FINDINGS

1. The study shows that the majority of respondents are male employees (59%), while female participation is 41%, indicating gender imbalance in representation.
2. Most respondents belong to the age group of 25–35 years (38%) and below 25 years (37%), showing that the organisation mainly consists of young employees.
3. Employees with 2–5 years of experience form the highest percentage (47%), which means the workforce is comparatively less experienced and still developing professionally.
4. A major finding is that 70% of employees have experienced communication barriers in the organisation, which is one of the biggest issues identified in the study.

5. Most employees believe that information flows clearly from top management to employees, as 65% either agree or strongly agree.
6. Employees are generally satisfied with communication channels such as emails, meetings, and notices, with 68% giving positive responses.
7. Communication policies are considered clearly defined and properly followed by the organisation, as 74% responded positively.
8. The organisation encourages open communication, but a significant percentage of employees remain neutral, indicating that some employees may still hesitate to express opinions freely.
9. Employees feel encouraged to share ideas and opinions openly, showing that the organisation supports employee participation and involvement.
10. Digital communication tools are viewed as effective by the majority of respondents, which reflects good technological support in communication practices.
11. Most employees believe that communication regarding organisational decisions is transparent, though some employees still expect greater clarity.
12. Communication during crisis or urgent situations is handled effectively according to the majority of respondents, showing organisational preparedness.
13. Communication gaps directly affect employee work performance, as 62% of respondents agreed that poor communication reduces productivity and efficiency.
14. Employees strongly believe that effective communication reduces errors, work delays, and workplace conflicts, proving that communication plays a key role in organisational effectiveness.
15. Overall communication in the organisation is rated positively, with 51% rating it as “Good” and 36% rating it as “Excellent,” indicating general employee satisfaction despite existing communication barriers.

SUGGESTIONS

1. The organisation should reduce communication barriers by promoting clear, simple, and transparent communication practices.
2. Regular communication training programs should be conducted for employees and managers to improve interpersonal and professional communication skills.
3. Management should encourage two-way communication so employees feel comfortable sharing ideas, feedback, and concerns.
4. The organisation can introduce anonymous feedback systems to help employee's express opinions without hesitation.
5. HR departments should respond more quickly to employee concerns and queries to improve employee trust and satisfaction.
6. Communication regarding organisational changes should be shared earlier to avoid confusion and uncertainty among employees.
7. More interdepartmental meetings and collaboration activities should be arranged to improve coordination between departments.
8. The organisation should continuously improve digital communication tools and provide proper training for their effective usage.
9. Managers should provide regular performance feedback and guidance to employees for better understanding and motivation.
10. Communication policies should be reviewed periodically to ensure they remain effective and easy to understand.

CONCLUSION

The study on the exploration of communication systems and their impact on organisational effectiveness reveals that communication plays a very important role in improving employee performance, teamwork, motivation, decision-making, and conflict management. The findings show that most employees are satisfied with the organisation's communication system, communication channels, management support, and feedback practices. However, the study also identifies certain problems such as communication barriers, delays in information sharing, hesitation in open communication, and the negative impact of communication gaps on work performance. These issues may reduce employee productivity and organisational efficiency if not addressed properly.

Overall, the organisation has established a reasonably effective communication system, but there is still scope for improvement. By implementing better communication strategies, encouraging employee participation, improving transparency, and strengthening communication between departments, the organisation can further enhance organisational effectiveness and employee satisfaction.

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