



## A STUDY ON CORPORATE EMPLOYEE COMMUNICATION IN SUTHERLAND GLOBAL SERVICE PVT LTD

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### Abstract

Communication skill makes and mars difference in success and failure. Many people despite their inspiring vision and devoted efforts fail to achieve their potentials in life simply because of their inability to communicate effectively. In the present era of competition in job markets, professionals are supposed to master the art of communicating effectively. As employment conditions become tougher, potential recruiters look for candidates with soft skills communication skills, interpersonal skills, presentation skill etc. Developing soft skills involves not only developing finer attitudes and attributes, but also fine tuning the communication skills to express attitudes, ideas and thoughts in the best possible manner.

**Key Words:** Communication Skills, Attitudes, Employee Engagement, Job Enrichment, TQM.

### Introduction

Communication is the name we give to countless ways by which different creatures convey and receive information and clues. During prehistoric times, man used to convey and bridge understanding through sounds, symbols and gestures. With advancement of civilization and culture, different languages evolved as popular means of conveying inner felt thoughts and feelings. With progress of science and technology, the human history witnessed the growth of telephones, telegrams, fax, etc. as means of communication. With recent information technology revolution, we find wide spread use of e-mails and mobiles for conveying message in faster ways.

In present era of knowledge economy and professional, one must master the communication skill to become successful and satisfied with one's knowledge of subject and intelligence cannot guarantee success in any endeavor without the ability to communicate effectively. therefore one should pay adequate attention to one's way of communicating like talking face to face, writing letters and reports, sending e-mails, listening others, gestures and body language, how we attend others and keep them waiting, etc.

### Need for Communication

There is always flow of communication in the organization-whether it may be effective or not. In the present days, it is gaining added importance for organization and individuals because of following factors.

- Complexities of business organization
- Information technology revolution
- Growing specializations
- Growing competition
- Trade unions
- Role of communication skill

### Research Objectives

- To identify the factors affecting employee communication.
- To identify the levels of communication prevailing in the organization.
- To suggest possible ways and measures for future improvement of employee communication.
- To study the impact of communication in the organization.

### Need and Scope for the Research

- Although, the value of a supportive employee communication has been recognized over the years, there is a need for better understanding of its relationship with employee outcomes.
- Organizational communication studies the employer's perception and perspectives of an organization.

### Methodology

The present study is on empirical research based on survey method. Primary data were collected directly from the respondents by using interview schedule and through questionnaire. The relevant secondary data have been collected from the journals, websites, magazines and internet.



### **Tools and Techniques**

Statistic tools and techniques used in the study are:

- Percentage analysis
- Chi-square

### **Sample and Sample Size**

Sample is the subset of the population in the research study. The researcher selected 50 employees from Sutherland global services. A simple random technique was adopted.

### **Development of Tools**

Tools are very essential in any type of research study. The tool used in the study is questionnaire method. The tools for the data collected are through structured questionnaire and was constructed by reviewing the literature and observation.

### **Data Processing**

After the collection of primary data the researcher has thoroughly verified the data. Afterwards the data were edited and coded .a master table had been prepared to sum up all the information from the questionnaire.

### **Data Collection Procedure**

The administrative officer of the organization was approached and prior permission was obtained. The objective and the intention of the study were explained. After a brief introduction about the self, the investigator explained about the purpose of the study and assured confidentiality of the information given. Data's were collected in a comfortable and relaxed environment from the employees in Sutherland global services.

### **Plan for Data Analysis**

The data for the study has been collected by means of questionnaire filled by the surveyor. There by the data's collected is primary data. The data's collected is further scrutinized using statistical tools like percentage analysis, chi-square test and tables.

### **Company Profile**

Sutherland global services is world's leading provider of business process outsourcing services since 23years and operates in multiple delivery centers across United states, India, Canada, Mexico, Bulgaria, United kingdom and Philippines. The company is an IT enabled and BPO company specializing in customer management and back office services. Through consistent hard work and dedication the company has achieved the reputation of providing excellence services. Founded in 1986 the company has domain knowledge, global delivery options and follows quality processes. through outstanding customer management services the company have played a significant role in helping their clients achieve their goals by improving their sales, marketing and customer support results. Their clients can thus focus on their core competence and improve customer facing operations with the help of the companies experts services, knowledge and tools.

### **Literature Review**

Grace (2004: 165) investigated the corporate communication tips which are essential for the successful practice of corporate communication which facilitates better delivery of goods and services and study revealed that income generation in the modern corporate environment. The study revealed that e-mail is a worthy communication tool, which facilitates interactive communication between the corporate executives and users of products and services in modern society.

Hovainyi (2009: 194) analyzed the essentials of corporate communication and noted that modern corporate houses practically implemented systematic practices for effective reputation management. The study revealed that corporate houses used modern tools and techniques and enriched the process of corporate communication in order to gain public confidence, participation and support in modern society.

### **Limitations of the Study**

The study has certain limitations

- Only few factors are taken for the study.
- The study covers only 50 workers from the total of 1000 workers due to time and cost constraints.

### **Data Analysis and Interpretation**

Understand the opinion of the respondents was studied. The data collected from the respondents were classified and systematically analyzed.



The various factor influences the corporate employ communication and their problems and prospects have been analyzed in detail is presented in the following table.

**Table 1: Social Economic Characteristic of Respondents**

Age	Frequency	Percentage (%)
21-29	20	40
30-39	10	20
40-49	8	16
50-59	12	24
Total	50	100
Sex	Frequency	Percentage (%)
Male	37	74
Female	13	26
Total	50	100
Marital status	Frequency	Percentage (%)
Single	24	48
Married	25	50
Divorced	1	2
Separated	-	-
Total	50	100
Category	Frequency	Percentage (%)
Executives	10	20
Non-executives	40	80
Total	50	100
Years of experience	Frequency	Percentage (%)
Less than 1 year	2	4
1 yr-5 years	3	6
5 years-10 years	35	70
More than years	10	20
Total	50	100

**Table 2: Employee Engagements Have a Great Impact in Organizational Productivity and Lead to Better Communication**

S. No	Opinion	Frequency	Percentage
1	Strongly agree	18	36
2	Agree	16	32
3	Neutral	6	12
4	Disagree	5	10
5	Strongly disagree	5	10

Source: Primary data

**Table 3: Superior Subordinate Communication Leads to Effective Organizational Efficiency**

S. No	Opinion	Respondents	Percentage
1	Strongly agree	20	40
2	Agree	15	30
3	Neutral	4	8
4	Disagree	5	10
5	Strongly disagree	6	12

Source: Primary data

**Table 4: Reliability and Quality of Information Leads to Organization Effectiveness Regards to Communication**

S. No	Opinion	Respondents	Percentage
1	Strongly agree	25	50
2	Agree	15	30
3	Neutral	-	-
4	Disagree	5	10
5	Strongly disagree	5	10



Null hypothesis (h0): There is no significance difference between age and employee engagement.

Alternate hypothesis (h1): There is significant difference between age and employee engagement.

Chi - square formula  $\chi^2 = \sum (O - E)^2 / E$

Calculated value = 18.088

Degree of freedom = (r-1)\*(c-1)

Level of significance = 5%

Table value = 21.026

The calculated value 18.088 is lower than table value (21.026 at 5% significance). So, the null hypothesis is accepted.. Hence there is no significant relationship between age and employee engagement.

### Findings of the Study

- Most of the respondents 74% are male.
- Majority of the respondents 40% are in the age group of 21-29 years .
- Majority of the respondents are 50% are married.
- Majority of the respondents are 80% are executive.
- Majority of the respondents 80% are working in the organization for more than 5 years.
- In table 2 it was found that 36% of the respondents agreed that Employee engagement has a great impact in organizational productivity and leads to better communication.
- In table 3 it was found that 40% of the respondents agreed that Superior subordinate communication leads to effective organizational efficiency.
- In table 4 it is clear that % of the respondents agreed that Reliability and quality of information leads to organization effectiveness regards to communication.

### Suggestions

- The management provides sufficient training to employees. A few measures can be taken to develop and organize training program related to communication skills.
- Need to improve the environment of working conditions.
- A few measures can be taken to revise regarding pay and other benefits.
- Create an open communication environment.

### Conclusions

In any organization communication is highly necessary for its effectiveness. If the communication is ineffective then the productivity of the organization will have to face difficult in reaching its goals. In this research paper the author have found that the company is following an effective communication process. To increase its productivity through communication it can follow the suggestions given by the researcher.

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