



CORPORATE COMMUNICATION MEDIA EXPOSURE: A STUDY OF ITS ACCESS, USAGE PATTERN IN KARNATAKA

Manavik P.Raj*, Dr. Jesus Milton Rousseau S**, Dr. K.J. Joseph ***

*Research Scholar, Department of Mass Communication & Journalism, University of Mysore.

**Freelance PR Consultant, Bengaluru.

***Professor, Department of Mass Communication & Journalism, University of Mysore.

Abstract

The role of corporate communication is very crucial for corporate existence. It plays a major role for all modern organisations or corporate enterprises, as the successful growth of all organisations or companies depends on how well its image is projected in the eyes of its relevant stakeholders. The study found that the following corporate communication media were widely used in Karnataka, namely: Oral media, internal media, corporate annual reports, corporate advertisements, corporate events and exhibits, corporate information on social media.

Keywords: Corporate communication media, oral media, internal media, corporate advertisements, corporate events and exhibits, corporate annual reports, social media

I. Introduction

Corporate communication plays a crucial role for all organisations or corporate enterprises, as the successful growth of any organisation or company depends on how well it is projected in the eyes of its relevant stakeholders. Corporate communication has made a remarkable appearance in India for the last two decades with the growth in corporate enterprise both in private and public sectors. The emergence and international influence on corporate communication could be seen in our country as well. Private multinational companies, Indian owned companies and even public sector undertakings or government enterprises have recognized the relevance of PR/Corporate communication. The traditional PR units in the organisational structure have been transformed into corporate communication (media) units, alongside other important departments to cater to the needs of the new corporate realities.

Corporate communication, as an industry has contributed to the growth and prosperity of the economy particularly in the sphere of image building, public opinion & brand development. Corporate communication professionals have specific roles in building relations with various stakeholders. Corporate communication has been defined by Van Riel as “an instrument of management by means of which all consciously used forms of internal and external communication are harmonized as effectively and efficiently as possible with the overall objective of creating a favourable basis for relationships with groups upon which the company is dependent”. (Riel, 1995) And Balmer J.M.T. and Gray E. defined corporate communication as “the process through which stakeholders perceive the company’s identity and image and reputation is formed.” (Balmer & Gray, 1998)

II. Purpose

There are number of studies in the discipline of mass media analysing mass media habits and media usage patterns. In the field of PR we have number of studies on usage patterns and audience responses to various PR media tools. Seldom have they attempted to analyse the other PR organisational media in totality. Therefore, the present study is new and the first of its kind which aims to focus specifically on corporate communication and its media types, access and usage patterns in Karnataka. The purpose of this study is to find out as to which corporate communication media is used by the people in Karnataka; the corporate communication media access and their usage patterns.

III. Literature Review

Corporate communication media habits, usage have not been seriously subjected to academic investigations; there are couple of studies, wherein some attempt has been made to understand corporate communication media usage. Megha Trivedi’s study on competitive advantage through corporate communication deals with the impact of corporate communication on corporate image building. (Trivedi, 2014) .

In Mahesh Chandra Guru’s study on corporate communication in public and private corporate houses of Karnataka state; corporate communication media habits usage and pattern have been seriously studied among corporate communication professionals in select public and private sector undertakings, namely - BEML, BHEL, Mphasis and Biocon. (Guru & Raghavendra, 2013) However, the above 2 research studies have not addressed specifically the role of corporate communication and its impact on corporate communication media usage pattern among the general public beyond the relevant publics. Therefore the present study aims to take this initiative and focus on the stated objectives.



IV. Research Questions

RQ1: What are the corporate communication media accessed by the people in Karnataka?

RQ2: Which corporate communication media was widely accessed and used?

RQ3: Which district in Karnataka is better exposed to corporate communication media?

V. Methodology

The study used survey method to collect information from people across Karnataka, in 4 districts namely – Bengaluru, Mysuru, Kalaburagi and Dharwad. Stratified survey method was used to collect information from different districts in Karnataka, as it is the most cost effective method of research in the social sciences research.

In the present study, data was collected through questionnaires prepared for a major research project. The data was collected from 150 respondents each randomly selected from the 4 districts in Karnataka namely - Bengaluru, Mysuru, Kalaburagi and Dharwad. Hence, data was collected from 600 respondents across Karnataka. A percentage analysis was tabulated and used to infer the findings and conclusions.

VI. Analysis and Discussion

6.1 Demographic profile

A total of 600 samples were randomly selected for the study, of which 150 each were selected from 4 districts namely Bengaluru, Dharwad, Kalaburagi and Mysuru. Across gender, majority of the respondents were males (59.8%) and females were 40.2% respectively. The age group wise, comparison revealed that 37.0% of the respondents were in the age group of 29-39 years, 36.8% of them were in the age group of 18-28 years, 22.5% of them were in the age group of 40-50 years and remaining 3.7% of them were in the age group above 51 years. Majority of the respondents (73.8%) were between the age group of 18-39 years. The educational qualification profile of the respondents showed that, about 43.7% of the respondents were post graduates, 32.8% were graduates, 13.2% were PUC and 10.3% were others with degrees like diplomas, PGDBM, etc. In the present study, all the respondents were literate. Occupation wise, majority of the respondents i.e. 32.2% worked in the private sector, 21.2% were in government service, 10.8% worked in the agriculture sector, around 16.7% were self-employed, 16.7% worked in other sectors and 7.5% worked in the public sector. Majority of the respondents worked in private sector.

6.2 Corporate Communication media access and usage

Corporate communication media is a new trend within the parlance of the corporate system and mainstream public relations activity of India, and more-so in Karnataka. Therefore, an attempt is made here to examine corporate communication media habits, access and usage pattern. The following corporate communications media were selected and analysed: Oral media: Management speeches, Internal media: house journals, printed literature, corporate website, corporate annual reports, corporate advertising, corporate events and exhibits, corporate information on social media.

Table 1, Corporate communication media access and usage.

| Corporate communication media type | | | Districts | | | | Total | Test statistics | |
|--|------------|--------|-----------|---------|------------|--------|-------|--------------------|--------------------|
| | | | Bengaluru | Dharwad | Kalaburagi | Mysuru | | | |
| Oral media: Management speeches | Yes | F | 79 | 117 | 137 | 72 | 405 | CV=.382; P=.000 | |
| | | % | 52.7% | 78.0% | 91.3% | 48.0% | 67.5% | | |
| | Time spent | < 1 hr | F | 70 | 111 | 47 | 64 | 292 | CV=.356; P=.000 |
| | | | % | 88.6% | 94.9% | 34.3% | 88.9% | 72.1% | |
| | | 1-2 hr | F | 7 | 4 | 79 | 6 | 96 | |
| | | | % | 8.9% | 3.4% | 57.7% | 8.3% | 23.7% | |
| | | 2-3 hr | F | 2 | 2 | 8 | 0 | 12 | |
| | | | % | 2.5% | 1.7% | 5.8% | 0.0% | 3.0% | |
| 3 hr+ | F | 0 | 0 | 3 | 2 | 5 | | | |
| | % | 0.0% | 0.0% | 2.2% | 2.8% | 1.2% | | | |
| Internal media: House Journals, printed literature | Yes | F | 83 | 44 | 138 | 95 | 360 | CV=.456; P=.000 | |
| | | % | 55.3% | 29.3% | 92.0% | 63.3% | 60.0% | | |
| | Time spent | < 1 hr | F | 58 | 27 | 37 | 76 | 198 | CV=.274; P=.000 |
| | | | % | 69.9% | 61.4% | 26.8% | 80.0% | 55.0% | |



| | | | | | | | | | | | | | |
|---------------------------------------|--------------------------|---------------------------------------|--------------------------|------------------|----------------|-------------------|---------------|-------|--------------------|--------------------|--------------|------------------------|--------------------|
| | | 1-2 hr | F | 21 | 14 | 71 | 15 | 121 | | | | | |
| | | | % | 25.3% | 31.8% | 51.4% | 15.8% | 33.6% | | | | | |
| | | 2-3 hr | F | 2 | 3 | 21 | 2 | 28 | | | | | |
| | | | % | 2.4% | 6.8% | 15.2% | 2.1% | 7.8% | | | | | |
| | | 3 hr+ | F | 2 | 0 | 9 | 2 | 13 | | | | | |
| | | | % | 2.4% | 0.0% | 6.5% | 2.1% | 3.6% | | | | | |
| Corporate website | Yes | < 1 hr | F | 75 | 81 | 133 | 110 | 399 | CV=.211 P=.000 | | | | |
| | | | % | 50.0% | 54.0% | 88.7% | 73.3% | 66.5% | | | | | |
| | | 1-2 hr | F | 53 | 49 | 75 | 89 | 266 | | | | | |
| | | | % | 70.7% | 60.5% | 56.4% | 80.9% | 66.7% | | | | | |
| | | 2-3 hr | F | 19 | 30 | 17 | 18 | 84 | | | | | |
| | | | % | 25.3% | 37.0% | 12.8% | 16.4% | 21.1% | | | | | |
| | 3 hr+ | F | 3 | 2 | 26 | 1 | 32 | | | | | | |
| | | % | 4.0% | 2.5% | 19.5% | 0.9% | 8.0% | | | | | | |
| | Corporate website | Time spent | 3 hr+ | F | 0 | 0 | 15 | 2 | 17 | CV=.257; P=.000 | | | |
| | | | | % | 0.0% | 0.0% | 11.3% | 1.8% | 4.3% | | | | |
| | | | Districts | | | | | | | | Total | Test statistics | |
| | | | | Bengaluru | Dharwad | Kalaburagi | Mysuru | | | | | | |
| Corporate communication media type | | | Yes | < 1 hr | F | 66 | 27 | 128 | 89 | | 310 | CV=.489; P=.000 | |
| | | | | | % | 44.0% | 18.0% | 85.3% | 59.3% | | 51.7% | | |
| | 1-2 hr | F | | 49 | 17 | 39 | 70 | 175 | | | | | |
| | | % | | 74.2% | 63.0% | 30.5% | 78.7% | 56.5% | | | | | |
| | 2-3 hr | F | | 14 | 7 | 11 | 15 | 47 | | | | | |
| | | % | | 21.2% | 25.9% | 8.6% | 16.9% | 15.2% | | | | | |
| | 3 hr+ | F | 2 | 3 | 50 | 3 | 58 | | | | | | |
| | | % | 3.0% | 11.1% | 39.1% | 3.4% | 18.7% | | | | | | |
| | Corporate annual reports | Time spent | 3 hr+ | F | 1 | 0 | 28 | 1 | 30 | CV=.355; P=.000 | | | |
| | | | | % | 1.5% | 0.0% | 21.9% | 1.1% | 9.7% | | | | |
| | | | Corporate Advertisements | Yes | < 1 hr | F | 73 | 70 | 112 | | 124 | 379 | CV=.327; P=.000 |
| | | | | | | % | 48.7% | 46.7% | 74.7% | | 82.7% | 63.2% | |
| 1-2 hr | | | F | | 54 | 36 | 34 | 99 | 223 | | | | |
| | | | % | | 74.0% | 51.4% | 30.4% | 79.8% | 58.8% | | | | |
| 2-3 hr | F | 15 | 28 | | 14 | 19 | 76 | | | | | | |
| | % | 20.5% | 40.0% | | 12.5% | 15.3% | 20.1% | | | | | | |
| 3 hr+ | F | 4 | 6 | 19 | 2 | 31 | | | | | | | |
| | % | 5.5% | 8.6% | 17.0% | 1.6% | 8.2% | | | | | | | |
| Corporate Events and exhibits | Time spent | 3 hr+ | F | 0 | 0 | 45 | 4 | 49 | CV=.371; P=.000 | | | | |
| | | | % | 0.0% | 0.0% | 40.2% | 3.2% | 12.9% | | | | | |
| | | Corporate information on Social media | Yes | < 1 hr | F | 67 | 30 | 127 | | 100 | 324 | CV=.486; P=.000 | |
| | | | | | % | 44.7% | 20.0% | 84.7% | | 66.7% | 54.0% | | |
| | | 1-2 hr | | F | 47 | 25 | 31 | 75 | | 178 | | | |
| | | | | % | 70.1% | 83.3% | 24.4% | 75.0% | | 54.9% | | | |
| 2-3 hr | F | 12 | | 3 | 73 | 15 | 103 | | | | | | |
| | % | 17.9% | | 10.0% | 57.5% | 15.0% | 31.8% | | | | | | |
| 3 hr+ | F | 6 | 2 | 9 | 8 | 25 | | | | | | | |
| | % | 9.0% | 6.7% | 7.1% | 8.0% | 7.7% | | | | | | | |
| Corporate information on Social media | Yes | 3 hr+ | F | 2 | 0 | 14 | 2 | 18 | CV=.307; P=.000 | | | | |
| | | | % | 3.0% | 0.0% | 11.0% | 2.0% | 5.6% | | | | | |
| Corporate information on Social media | Yes | 3 hr+ | F | 87 | 88 | 134 | 105 | 414 | CV=.274; P=.000 | | | | |
| | | | % | 58.0% | 58.7% | 89.3% | 70.0% | 69.0% | | | | | |



| | | | | | | | | |
|------------|--------|------|-------|-------|-------|-------|-------|--------------------|
| Time spent | < 1 hr | F | 66 | 63 | 31 | 80 | 240 | CV=.335; P=.000 |
| | | % | 75.9% | 71.6% | 23.1% | 76.2% | 58.0% | |
| | 1-2 hr | F | 13 | 12 | 19 | 13 | 57 | |
| | | % | 14.9% | 13.6% | 14.2% | 12.4% | 13.8% | |
| | 2-3 hr | F | 5 | 12 | 33 | 8 | 58 | |
| | | % | 5.7% | 13.6% | 24.6% | 7.6% | 14.0% | |
| 3 hr+ | F | 3 | 1 | 51 | 4 | 59 | | |
| | % | 3.4% | 1.1% | 38.1% | 3.8% | 14.3% | | |

Majority of the respondents i.e. 67.5% of them listened to oral media like management speeches etc. Further, district wise comparison revealed a significant association (CV=.382; p=.000), between the respondents of various districts listening to oral media. While analysing the time spent on oral media, it was found that 72.1% of the respondents spent less than 1 hour, 23.7% of them spent 1-2 hours, 3% of them spent 2-3 hours and remaining 1.2% of them spent more than 3 hours listening to management speeches etc. Further, Cramer's V revealed a significant association (CV=.356; p=.000) between time spent and districts. Also, it was found that respondents from Kalaburagi (91.3%) spent more time listening to oral media and Mysuru (48%) respondents spent the least time listening to oral media. (See Table 1).

The study found that more than 60% of the respondents read internal media like house journals, printed literature, etc. The district wise comparison revealed a significant association (CV=.274; p=.000), between the respondents of various districts reading internal media like house journals, printed literature, etc. While analysing the time spent on reading internal media (house journals, printed literature, etc.), it was found that 55% of the respondents spent less than 1 hour, 33.6% of them spent 1-2 hours, 7.8% of them spent 2-3 hours and remaining 3.6% of them spent more than 3 hours reading internal media like house journals, printed literature, etc. Further, Cramer's V revealed a significant association (CV=.274; p=.000) between time spent and districts. Also, it was found that respondents from Kalaburagi (92%) spent more time reading internal media like house journals, printed literature, etc. and Dharwad (29.3%) respondents spent least time reading it. (See Table 1).

More than 66.5% of the respondents visited corporate websites. The district wise comparison revealed a significant association (CV=.211; p=.000), between the respondents of various districts visiting corporate websites. While analysing the time spent on visiting corporate websites it was found that 66.7% of the respondents spent less than 1 hour, 21.1% of them spent 1-2 hours, 8% of them spent 2-3 hours and remaining 4.3% of them spent more than 3 hours visiting corporate websites. Further, Cramer's V revealed a significant association (CV=.257; p=.000) between time spent and districts. Also, it was found that respondents from Kalaburagi (88.7%) spent more time visiting corporate websites and Bengaluru (50%) respondents spent least time visiting corporate websites. (See Table 1).

The study revealed that 51.7% of the respondents read corporate annual reports. The district wise comparison revealed a significant association (CV=.489; p=.000), between the respondents of various districts reading corporate annual reports. While analysing the time spent on reading corporate annual reports it was found that 56.5% of the respondents spent less than 1 hour, 15.2% of them spent 1-2 hours, 18.7% of them spent 2-3 hours and remaining 9.7% of them spent more than 3 hours visiting corporate websites. Further, Cramer's V revealed a significant association (CV=.355; p=.000) between time spent and districts. Also, it was found that respondents from Kalaburagi (85.3%) spent more time reading corporate annual reports and Dharwad (18%) respondents spent least time reading corporate annual reports. (See Table 1).

More than 63.2% of the respondents viewed corporate advertisements. The district wise comparison revealed a significant association (CV=.327; p=.000), between the respondents of various districts viewing corporate advertisements. While analysing the time spent on viewing corporate advertisements it was found that 58.8% of the respondents spent less than 1 hour, 20.1% of them spent 1-2 hours, 8.2% of them spent 2-3 hours and remaining 12.9% of them spent more than 3 hours viewing corporate advertisements. Further, Cramer's V revealed a significant association (CV=.371; p=.000) between time spent and districts. Also, it was found that respondents from Mysuru (82.7%) spent more time viewing corporate advertisements and Dharwad (46.7%) respondents spent least time viewing corporate advertisements. (See Table 1).

Also, the study found that 54% of the respondents attended corporate events and exhibits. The district wise comparison revealed a significant association (CV=.486; p=.000), between the respondents of various districts attending corporate events and exhibits. While analysing the time spent attending corporate events and exhibits it was found that 54.9% of the respondents spent less than 1 hour, 31.8% of them spent 1-2 hours, 7.7% of them spent 2-3 hours and remaining 5.6% of



them spent more than 3 hours attending corporate events and exhibits. Further, Cramer's V revealed a significant association ($CV=0.307$; $p=0.000$) between time spent and districts. Also, it was found that respondents from Kalaburagi (84.7%) spent more time attending corporate events and exhibits and Dharwad (20%) respondents spent least time attending corporate events and exhibits. (See Table 1).

Lastly, the study revealed that 69% of the respondents accessed corporate information on social media. The district wise comparison revealed a significant association ($CV=0.274$; $p=0.000$), between the respondents of various districts accessing corporate information on social media. While analysing the time spent on accessing corporate information on social media it was found that 58% of the respondents spent less than 1 hour, 13.8% of them spent 1-2 hours, 14% of them spent 2-3 hours and remaining 14.3% of them spent more than 3 hours visiting corporate websites. Further, Cramer's V revealed a significant association ($CV=0.335$; $p=0.000$) between time spent and districts. Also, it was found that respondents from Kalaburagi (89.3%) spent more time accessing corporate information on social media and Bengaluru (58%) respondents spent least time accessing corporate information on social media. (See Table 1).

Among the corporate communication media, it was found that majority of the respondents i.e. 69% used corporate information from social media, followed by listening to oral media (67.5%) and visiting corporate website by 66.5%. Corporate annual reports were the least accessed corporate communication media with only 51.7% of the respondents using it. (See Table 1).

District wise analysis (average of percentages) of corporate communication media, revealed that respondents from Kalaburagi (86.57%) are better exposed and used to corporate communications media in Karnataka, compared to other districts. (Mysuru-66.19%, Bengaluru – 54.06%, Dharwad – 43.53%). It is interesting to note that, corporate communication media have made inroads into the rural sector also. Corporate information on social media is the most popular corporate communication media among the respondents; Kalaburagi district again scores high with 89.3% of users, 88.7% depend on corporate website. However, 92% of the respondents use internal media like house journals, printed literature etc, on corporate information. Corporate advertising (82.7%), corporate website (73.3%), corporate information on social media (70%) is the most popular corporate communication media used by the respondents in Mysuru district. In Bengaluru district, information on social media is also ranked high among the respondents, followed by internal media (55.3%) and oral media (52.7%). In Dharwad district, respondents access and use oral media (78%) and corporate information on social media (58.7%).

The present study has revealed that respondents from Kalaburagi district used corporate advertising 40.2%, corporate information on social media for (38.1%), corporate annual reports (21.9%) for more than 3 hours per day, compared to other districts in the present study. In Dharwad district 94.9% of the respondents spend less than 1 hour for oral media: management speeches. Respondents in Bengaluru spend less than 1 hour on oral media (88.6%), social media (75.9%), corporate advertising (74%).

VII. Major Findings

The following are the major findings of the study

1. Kalaburagi respondents (91.3%) spent more time listening to oral media and Mysuru respondents (48%) spent least time listening to oral media.
2. Kalaburagi respondents (92%) spent more time reading internal media like house journals, printed literature, etc. and Dharwad respondents (29.3%) spent least time reading it.
3. Kalaburagi respondents (88.7%) spent more time visiting corporate websites and Bengaluru respondents (50%) spent least time visiting corporate websites.
4. Kalaburagi respondents (85.3%) spent more time reading corporate annual reports and Dharwad respondents (18%) spent least time reading corporate annual reports.
5. Mysuru respondents (82.7%) spent more time viewing corporate advertisements and Dharwad respondents (46.7%) respondents spent least time viewing corporate advertisements.
6. Kalaburagi respondents (84.7%) spent more time attending corporate events and exhibits and Dharwad respondents (20%) spent least time attending corporate events and exhibits.
7. Kalaburagi respondents (89.3%) spent more time accessing corporate information on social media and Bengaluru respondents (58%) spent least time accessing corporate information on social media.
8. Among the corporate communication media, it was found that majority of the respondents i.e. 69% used corporate information from social media, followed by listening to oral media (67.5%) and visiting corporate website by 66.5%.



9. Corporate annual reports were the least accessed corporate communication media with only 51.7% of the respondents viewing it.
10. District wise analysis (average of percentages) of corporate communication media, revealed that respondents from Kalaburagi (86.57%) are better exposed and used corporate communications media in Karnataka, compared to other districts.
11. In Kalaburagi district, corporate information on social media is the most popular corporate communication media among the respondents with 89.3% of respondents using it, 88.7% of the respondents depend on corporate website and 92% of the respondents use internal media like house journals, printed literature etc.
12. In Mysuru district, corporate advertising (82.7%), corporate website (73.3%), corporate information on social media (70%) is the most popular corporate communication media.
13. In Bengaluru district, also corporate information on social media is ranked high among the respondents (58%), followed by internal media (55.3%) and oral media (52.7%).
14. In Dharwad district, respondents access and use oral media (78%) and corporate information on social media (58.7%).
15. Kalaburagi respondents used corporate advertising (40.2%), corporate information on social media (38.1%) and corporate annual reports (21.9%) for more than 3 hours per day, compared to other districts in the present study.

VIII. Conclusion

The present study found that the following corporate communication media was widely used in Karnataka, namely: Oral media, internal media, printed literature, corporate websites, corporate annual reports, corporate advertisements, corporate events and exhibits, corporate information on social media.

Among the various corporate communication media, it was found that majority of the respondents i.e. 69% used corporate information from social media, followed by listening to oral media (67.5%) and visiting corporate website by 66.5%. Hence, it is evident that with the penetration of social media across geographies, social media is the major corporate communication media accessed by masses for corporate information. While, corporate annual reports were the least accessed corporate communication media; with only 51.7% of the respondents viewing it.

The district wise analysis (average of percentages) of corporate communication media, revealed that respondents from Kalaburagi (86.57%) are better exposed and used corporate communications media in Karnataka, compared to other districts. It is interesting to note that, corporate communication media have higher access rate in the rural sector.

The time spent in analysis shows that Kalaburagi respondents spent more time on corporate advertising (40.2%), corporate information on social media (38.1%) and corporate annual reports (21.9%) for more than 3 hours per day, compared to other districts in the present study. And respondents in Bengaluru spend less than 1 hour on oral media (88.6%), social media (75.9%), and corporate advertising (74%).

The study clearly shows the relevance of corporate communication media in Karnataka. It also confirms its place parallel to the mainstream media or mass media access. The emergence of corporate communication media is relatively, though a late comer, within the public relations domain, the present study shows that corporate communication media have taken a firm footing in Karnataka state. This may be attributed to the needs, opportunities created by the corporate industrial culture. Even in the tier 2 cities and rural districts of Karnataka, the access and usage of corporate communication media have made inroads alongside PR activities and conventional mainstream media system.

IX. Limitation and Future Research

The present study explored, as to what corporate communication media is used effectively by the people in Karnataka. The corporate communication media access and usage patterns have been studied only in 4 selected districts in Karnataka. Also a comparison was made among the 4 selected districts in Karnataka. But, this study also has its limitations of sample size, recall, consumption and diversity of the respondents. Also, the sample size was limited to Karnataka only, hence, the findings cannot be generalised for the whole country.

Future studies in this area can delve into larger sample sizes across India or even across other geographies in the world. A study on comparative analysis of mass media habits and corporate communication usage patterns can be examined for developing a new understanding in the field of corporate communication media.



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