

Strategic Organizational Communication for Efficiency and Performance: A Managerial Perspective with Case Insights from the Banking Sector

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Preface

Communication is the cornerstone of effective organizational functioning, influencing daily operations and long-term strategic outcomes. This study was conceived to better understand the role communication plays in enhancing organizational efficiency, particularly in manager-employee interactions.

Driven by the growing need for seamless information flow in today's dynamic work environments, this research used a quantitative approach. We collected data from 75 respondents across different organizational roles using structured questionnaires. The responses were analyzed with SPSS, generating frequency tables and conducting multiple regression analysis to test the study's hypothesis.

The results confirmed a significant and positive relationship between communication and organizational efficiency. This underscores the importance of cultivating strong communication channels. It also emphasizes that managers need to provide timely and constructive feedback, and organizations must eliminate barriers to the smooth exchange of information.

By aligning with existing literature and offering practical recommendations, this research contributes to the broader discussion on organizational performance. It highlights communication not merely as a support mechanism, but as a strategic asset that organizations must actively manage and optimize.

This work reflects a commitment to bridging theory with practice. It's intended to be a useful resource for both scholars and practitioners interested in enhancing organizational effectiveness through improved communication.

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