

Internal Communication: Perception and Opinions of Bank employees

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Abstract

Internal communication in a simple word can be described as the function related to effective communication among employees within an organization. In case of banking sector, the role of Internal communication is much more significant, due to dynamic business environment banking sector any change raises suspicions in customer perceptions, therefore, they each require a special attention to the internal communication process. The present empirical study focuses on the strategies adopted by Management of banks to improve the effectiveness of internal medication and issues which are vital with a view to communication. The opinions and perceptions of bank employees on the internal communication have been collected through questionnaire.

Keywords: Internal Commutation, Strategies of Internal Commutation, Bank employees, Perception and opinions, effectiveness of internal communication, internal communication system.

Introduction

Internal commutation is the process responsible for effective communication among employees of any organization. As an efficient organization it is not just enough to have a good reputation, but it is also very important to maintain good working environment in the organization and possess knowledge in attracting new customers and to retain customers. In a simple word, communication means the interaction with others with the aim of exchanging information. At organizational level, internal communication is known as a communication among organization's management and employees. It is a useful instrument in facilitating supportive employees. The focus of internal communication is often to ensure that employees can support a decision and understand how it impacts on their work. Through the present study paper, author has focused on the opinions and perceptions of bank employees and their opinions about the issues which are significant to communicate.

Need for the study

Banking sector is a service oriented entity where the full hearted commitment and efforts of

employees are essential for its safe financial operations. Considering the skills and competencies required for human resources in the banking sector. It is believed that for its successful and most effective operation by delivering the maximum possible output a factor like effective internal communication is very significant.

Banking is a service sector, where commitment and efforts of employees are required for every financial operation. By considering the skills and competencies, which are essential for the development of human resources in banking organization, achieving to success and its most effective functions by delivering the maximum output, and effective internal communication is very significant. Any organization can be benefited of the internal communication with employees in any situations; therefore the effective internal communication system is essential in the banking sector to excel. An effective internal communication is the hallmark of a good banking service. It is important to understand the opinions, perceptions of bank employees regarding internal communication. And it is also important to know whether the internal communication strategies implemented in bank offices are effective and producing better results in day to day banking functions. Apart from this, there have been several research study papers, articles, etc. Pertaining to internal communication in various sectors, but there are no such studies which are related with internal communication in bank offices, especially in the Indian context. The present study is intended to fulfill his research gap

Objective of the study

Considering the need of study the present study has been carried out with the following objectives:

1. To examine the strategies adopted by Management of bank to improve the effectiveness of internal communication
2. To identify the issues which are significant with a view to communication