

Impact of Corporate Communication On Employee Motivation

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Abstract- Corporate communication is responsible for all corporate communications involving a corporate identity. The goal of corporate communication is to nurture and enhance the reputation of the company, because reputation significantly affects the business success of the company (Argenti, 2009). Motivation is one of the most important concepts in human resource development. In most organizations, it is common to hear that a particular employee is not sufficiently motivated and therefore his or her contribution to the organization is negligible. This is why companies spend huge amounts of money on organizing training and recreational events to motivate their employees (Cook, 1980)

Index Terms- corporate, company, business, training, motivated.

I. INTRODUCTION

The subject of this research was the impact of corporate communication on employee motivation. Al-Razi Hospital, established in 1954 with its headquarters in Tripoli, Libya, was selected for the study. The hospital has 625 workers of different profiles, 225 of them medical technicians, 125 doctors, 45 psychologists, 64 social workers, and the rest are staff. Out of the total number of employees, 367 were men aged 27-64, and the rest were women aged 24-50. This paper focuses on the impact of corporate communication on employee motivation. The case study is based on a case study of employees at Al Razi Hospital, Tripoli, Libya.

II. EMPLOYEE MOTIVATION

Motivation can be defined as the process of initiating, directing, and maintaining an activity toward a goal. Motivation determines the level, direction and length of effort at work. Motivation theory seeks to explain what drives people to work and how the process of motivation unfolds. These theories can be divided into two groups: Content Theory and Process Theory. Among the theories of content, the most famous are Maslow's theory of the hierarchy of needs (Maslow, 1943), Herzberg's two-factor theory (Herzberg, 1965), are well known among other process theories. Professional orientation takes place within the subsystem of employee registration, information, selection and deployment of employees, introduction to work, advancement in work, technological changes and monitoring of human resources. There are predictions that there will be a significant improvement in the vocational guidance function in all aspects, especially in the

area of education and training. One does not get a job to stay in the same workplace and at the same level, but seeks promotion, personal success, change for the better. The professional selection of candidates for promotion must be the same as the selection and deployment of new people, and it involves proposing candidates, evaluating their traits, making decisions and monitoring their career development. Motivation is one of the most important concepts in human resource development. In most organizations, it is common to hear that a particular employee is not sufficiently motivated and therefore his or her contribution to the organization is negligible. This is why companies spend huge amounts of money on organizing training and recreational events to motivate their employees. Motivation can be understood as the desire or urge an individual must have. For example, when faced with a task, the motivation is to do it and determine whether or not a particular person will perform the task as required. Absence of motivation leads to lower performance and loss of competitiveness of the organization which results in loss of resources for the organization. It is for this reason that HR managers emphasize that employees should have a high level of motivation to do the job. Motivation theories seek to explain why employees are more motivated and satisfied with one type of job than another. It is essential that managers have a basic understanding of the motivation to work because highly motivated employees are more inclined to produce a product or service of superior quality than employees who lack motivation. The attractiveness of an organization, that is, the attraction of belonging to a particular group, depends on the individual satisfaction of each member of the group with the job they perform. In contrast, organizations often encounter aggressive behaviors that aim to impose power.

III. CORPORATE COMMUNICATIONS FUNCTIONS

Communication has four main functions within a group or organization (Cees & Fombrun, 2007):

1. Control,
2. Motivation,
3. Emotional expression and
4. Information.

Communication controls member behavior in several ways. Organizations have authority hierarchies and formal guidelines that employees are required to follow. When, for example, employees are required to first file a complaint with their CEO, follow a job description, or comply with company rules,

communication performs a controlling function. However, informal communication also controls behavior. When working groups "harass" a member who produces too much and makes the rest of the group look bad, they informally communicate and control the member's behavior. Communication encourages motivation by explaining to employees what needs to be done, how to do well, and what can be done to improve performance. Forming specific goals, feedback on progress toward goals, and reinforcing desired behaviors stimulate motivation and require communication. For many employees, their work group is the primary source of social interaction. Intra-group communication is the basic mechanism by which members show either their frustration or their sense of satisfaction. Communication, then, provides a release for the emotional expression of feelings and for the fulfillment of social needs. The final function that communication performs relates to its role in facilitating decision making. It provides the information individuals and groups need to bring in by uploading data to identify and evaluate alternative choices. There are several steps to establishing effective communication, such as (Argenti, 2009):

1. increasing awareness of communication,
2. use and understanding of the verbal message,
3. use and understanding of non-verbal cues,
4. listening and responding to others in a thoughtful way,
5. careful listening is the key to effective listening,
6. not making conclusions before hearing what the other person has to say.
7. interruption of the interlocutor,
8. A deep understanding of human interaction.

Because interpersonal communication takes place whenever we interact with other people, we learn communication skills from birth. The result of communication is the communicator's responsibility to try something else if he does not get the result he wants in communication. Whether the message is right or wrong communication is an effective means of creating trust.

IV. RESEARCH RESULTS

The subject of this research is the impact of corporate communication on employee motivation. Al-Razi Hospital, established in 1954 with headquarters in Tripoli, Libya, was selected for this research. The hospital has 625 workers of different profiles, 225 of them medical technicians, 125 doctors, 45 psychologists, 64 social workers, and the rest are staff. Of the total number of employees, 367 were men aged 27-64, and the rest were women aged 24-50 (Libya, 2009).

During the preparation of this research, a separate questionnaire was prepared in order to collect the data required for the research. The first part of the questionnaire contained four questions that addressed the demographic characteristics of the respondents. The rest of the questionnaire is divided into three

parts. The first part focused on internal business communication and contained eleven questions. Respondents were offered closed-type responses on a five-point Likert-type scale, namely:

1. I disagree at all,
2. I generally disagree,
3. neither agree nor disagree,
4. I generally agree,
5. I totally agree.

The second part of the questionnaire examined respondents' views on the state of corporate culture. On the same principle, respondents were offered answers to eleven questions. The third part of the questionnaire examined the motivation of employees in the same model for the previous two parts of the questionnaire. 250 printed questionnaires were prepared and distributed to employees in all departments of the hospital; 207 fully completed questionnaires were selected for the survey. The research focuses on the impact of corporate communication on employee motivation in the case of Al Razi Hospital, Tripoli, Libya, where the survey was conducted in September 2019. The IBM SPSS statistical program (frequencies, descriptives, chi-square test, association measures) was used to analyze the data collected. The paper is based on general and specific hypotheses that are derived from the subject of the research. The general hypothesis was: "Better motivated workers have higher productivity, and this is what internal corporate communication can contribute most to." Specific hypotheses that was used in the research are:

H1: "If there is internal corporate communication with individuals within the organization, then those individuals will be more interested in performing their tasks better."

H2: "If there is timely, credible and transparent communication in the organization then the organization will be more successful and productive."

H3: "If the organization is more successful and productive due to internal corporate communication, the employees in the organization will be more motivated to work."

H4: "If there is good internal communication in the organization, then it increases the confidence of employees towards their superiors."

The Table 1 shows the value of the association measures ($G = .376$, $p < 0.05$) indicating that the relationship is positive and moderate, that is, if more respondents accept the assertion that the Employees are motivated to perform their tasks effectively and efficiently, the more it supports the assertion, positioning itself as successful and productive. Knowledge of the level of acceptance of the first claim improves the prediction of acceptance of the second claim by 37.6%. Pearson's (Pearson's R coefficient) linear correlation $r = .235$, $p < .05$ indicates that there is a statistically significant positive weak relationship between the tested variables.

Table 1. Significance of correlation of tested variables

Symmetric Measures

	Value	Asymp. Error ^a	Std. Approx. T ^b	Approx. Sig.	
Ordinal by Ordinal	Gamma	.376	.092	3.754	.000
	Spearman Correlation	.260	.068	3.856	.000 ^c
Interval by Interval	Pearson's R	.235	.074	3.464	.001 ^c
N of Valid Cases		207			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Based on the examination of the general hypothesis, several respondents accepted the claim that Employees are motivated to perform their tasks effectively and efficiently, so that most of them support the claim that the organization is positioned as successful and productive. Pearson's R coefficient of linear correlation $r = .235$, $p < 0.05$ showed that there was a statistically significant positive weak correlation of the tested variables, and we conclude that the general (basic) hypothesis was confirmed.

On similar way, all other hypothesis was confirmed. Based on the examination of the first special hypothesis, several respondents accept the claim that Internal Corporate Communication is directed at individuals, and supports the claim that Employees are interested in tasks. Pearson's linear correlation coefficient $r = .115$, $p < 0.05$ indicates that there is a statistically significant positive weak correlation between the tested variables, and we conclude that the first particular hypothesis was confirmed. Based on the examination of the second specific hypothesis, several respondents accepted the claim that Organizational Communication is timely, credible and transparent, and supports the claim that the organization is positioned as successful and productive. The Pearson linear correlation coefficient $r = .683$, $p < 0.05$ indicates that there is a statistically significant positive strong relationship between the tested variables and we conclude that the second special hypothesis was confirmed.

Based on the examination of the third special hypothesis, more respondents accept the statement: The success and public recognition of the organization in which I work motivates me to work more dedicatedly in it and supports the claim that: Employees are interested in continuously improving the quality of their work contribution. The Pearson linear correlation coefficient $r = .641$, $p < 0.05$ indicates that there is a statistically significant positive strong relationship between the tested variables and we conclude that the third auxiliary hypothesis was confirmed.

Based on the examination of the fourth special hypothesis, more respondents accept the claim that Good internal communication has a positive impact on the performance and

productivity of the organization and supports the claim that Employees have confidence in management. The Pearson linear correlation coefficient $r = .606$, $p < 0.05$ indicates that there is a statistically significant positive strong relationship between the tested variables and we conclude that the fourth special hypothesis was confirmed.

Based on the results obtained, we can conclude that the organization has not sufficiently developed awareness of employees about the necessary communication. It is recommended that the organization conduct training for some (or all) employees in the field of communication science, with practical examples from other organizations, in order to raise employee awareness of the importance of corporate communication.

Based on the results obtained, we can conclude that employees are not sufficiently represented in decision making at the organization level, nor can they be influenced in any way, which is the result of poor communication with and among the managers of the organization. It is recommended that measures be put in place that imply an obligation for managers to pass on all necessary information to employees in order to achieve the goals of the organization.

V. CONCLUSION

The modern world is engulfed by accelerated change as industrial technology gives way to information technology, and the traditional way of organizing is greatly transformed and adapted to the requirements of the 21st century. All this changed the concept, structure and appearance of a traditional organization. Organizations where people work are constantly changing and evolving, creating new trends and problems that require consideration and resolution. New trends and emerging circumstances also have a direct impact on human resource management such as growing competition, international business management, technological innovation, compliance with current

regulations, ethical issues, etc. Every human activity is more or less goal-oriented, purposeful and motivated by the knowledge and understanding of the needs of man and society. After all, without knowing the needs and other answers related to human resources, goals cannot be determined or determined to be achieved. Determining the vision, mission, strategy and policies of an organization is not of interest to a given business system (organization). Interest in shaping them is also present in the environment of the organization (municipality, region and society at large). It begins by exploring the situation, changes and trends present in the fields of technology, technology, economics, management and culture, both globally (at the same time, in certain areas and branches of activity in society), as well as in economic and non-economic business systems. Research should start from the present, but should also be oriented towards the future, especially since the preparation of human resources takes longer than the preparation of technical resources. Research is distributed from fundamental to applied and developmental, to concrete forms of practical application of research results. The focus of research needs should be knowledge in the future, as one of the basic productive forces of work and business. Curricula and technology, as well as the forms of their realization, should be subordinated to them, both within and outside business entities in parts and throughout the socio-economic system. The basic principle of human resource management should be: the right person, at the right time, in the right place. Modern human resources management is definitely striving for that. Namely, modern tendencies in human resource management go in the direction of cooperation and creative solving of set goals in the company. Conversely, such a relationship enhances and raises the level of personality, integrity and initiative of each employee. The role played by organizational units for human resources can best be explained by setting their main goals to be fulfilled at the organizational level as individuals or with the help of other organizational parts. Organizational innovation is one area that human resources develop. Therefore, it is important for the firm to implement support for HRM practices that can motivate and encourage employees to be innovative. For example, performance increases the evaluation of employee commitment and satisfaction

as employees are given the opportunity to discuss their work. This, in turn, leads them to pursue greater innovative activities. In a similar way, career management helps employees achieve their career goals and objectives. Employee training helps increase the knowledge, skills, and abilities that can contribute to product innovation, production processes, and management practices in daily work. Therefore, training develops the knowledge, skills and abilities of employees to do their jobs effectively that will lead to more organizational innovation. The rewards system provides financial rewards, promotion and other accolades to motivate employees to take risks, develop successful new products and create new ideas. The remuneration system encourages employees to become motivated, thereby increasing their participation in the contribution of innovative ideas, which again lead to a high degree of organizational innovation. Recruitment involves recruiting and obtaining suitable and competent candidates of external origin.

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