

**The Impact Of Effective Communication On Business Success In The Case Of Galkaio Water Company (GALWA)**

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**Abstract**

Communication is the process of sharing ideas, information, and messages with others. The most basic communication methods that are known to man are speech and non-verbal expressions such as facial expressions and body language. The objective of the study is to assess the impact of effective communication on business success in Galkaio Water Company in Galkaio.

According to the problem the researcher used both quantitative and qualitative method, Galkaio Water Company have a total of 110 workers 79% of the total manpower which means 87 individuals will be included in this study. A stratified sampling technique will be applied to assess the problem.

Findings one of the key findings confirmed that communication plays a role in the business success that organization gains and major Factors that affect communication not to achieve its goal include Cultural differences, Language differences, Aggressiveness( emotionality), and Difference in attitude toward communication

Conclusion and recommendation, Communications affect production, employee motivation, and employee participation, therefore the company should strategy to maintain and increase communication to maximize company productivity.

## Introduction

Communication is the procedure of exchanging ideas, information, and messages with others. The most simple communication methods known to individuals are non-verbal expressions such as words, facial expressions, and signs.

Effective communication also helps to increase employee productivity by creating teamwork within the organization. It also helps organizations reduce employee turnover.

Good business communication is important to improve the overall effectiveness of various business structures because it affects proper coordination between employees and employers or between organizations and customers.

Communication is one of the most fundamental goals of an organization. Managers can make good decisions, make careful plans, create solid organizational structures, and build good relationships with colleagues. Communication is essential to achieving management and organizational effectiveness. Ethical communication helps employees become more engaged and understand their work better. Clear, specific, and timely delivery of information prevents organizational problems from occurring.

The ability to speak, listen, and effectively or effectively understand verbal and non-verbal meaning is one of the most important skills managers must possess to maintain or maintain effective communication in an organization. In addition, for business growth. Basic business communication skills are usually learned or developed by observing other competent

people and thus modeling personal behavior based on observations by other professionals.

Communication is an important management component of any association. Whether it is informing employees of new policies, preparing for natural disasters, keeping the entire organization safe, and listening to employees, effective communication is an essential component of effective management. To be successful, organizations must have comprehensive policies and strategies in place to communicate with customers, employees, and stakeholders, as well as the community as a whole (SHRM, 2022).

Poor or miscommunication can lead to quarrels and infidelity in the workplace. This may end the deal or damage your reputation. However, in this competitive environment, companies cannot afford such losses (Cullinan, 1996: 329).

The concept of poor communication is a root cause of high staff turnover and isn't new to us at business. Everyone looks for new occasions somewhere else when they are not taking part in the vision and mission of their present employer. Conversely, **the positive impact of good communications at work** includes better business performance, higher productivity, and improved customer service, as well as higher staff retention numbers and lower costs of staff turnover.

In the business organization with whom we have worked, we have quickly discovered that poor communication is the crucial thing damaging the ability to retain staff, improve business performance, and leapfrog

competitors. Therefore, in every business place, the most common challenge is the lack of effective communication in the workplace that disengage employees today. Inconsistency of communication starts at the top; it is often a case of relying on rumors to spread the word as the message is screened.

Lack of clarity creates inconsistencies, and people begin to assume meaning and relay accurate information. Trusting on technology to distribute messages, Email, and intranet are faceless communication channels. Especially when having a difficult message to share, one of the biggest challenges to effective communication in the workplace is stepping out and speaking to people face-to-face. The case when you are investing in new technologies and systems, but crosses over into less technical areas, too. People tend to get into the habit of talking to everyone as if they were talking to someone of equal knowledge. When this happens, the audience does not understand and soon stops listening.

In times of change, managers can become obsessed with the goals of the change project and not listen to people. Instead of developing a partnership approach and encouraging cooperation and interaction, people's worries and needs are "denied". People tend to turn it off when they feel ignored. From senior management to team leaders to supervisors, if

you do not make communication a management function, your employees will get the impression that your organization's values do not encourage conversation, exchange of ideas, and innovative thinking. Therefore everyone should consider effective communication as one of the most important in a business entity and when challenges appear effective communication in the workplace is crucial, the belief that everyone can communicate effectively is, maybe, the most damaging. Some managers lack the ability when it comes to communicate and is not able to help others to express themselves. Many staff feels difficulty when they are asked to express opinions, especially in front of senior staff, and facilitating their involvement sensitively is a skill not all leaders may have.

The primary aim of business is survival, so to survive, business companies must not only design effective communication techniques but must also make a considerable profit which refers to as "the cost of staying in the business" In making sufficient sales volume, a business organization must devise a sound communication system which will be used to evaluate their sales performance.

Therefore, this research intends to undertake and examine the impact of effective communication on Business success in the case study of Galkaio Water Company in Galkaio.

### 3.1 Research design

According to the problem, the researcher used both quantitative and qualitative methods, the quantitative method helped the researcher to use statistical measurements to analyze and interpret the study after reaching the respondents and distributing them questionnaires, while the qualitative aided the researcher to interpret ideas gathered through interviews to the key informants logically and reasonably.

### 3.2 Types and Sources of Data

All the necessary data has been gathered from the primary source such as employees and managers of the company and secondary sources which are available in the personnel department such as documents, records, reports, and magazines within the company. The primary data will be gathered from fill the questionnaire and interview responses of different levels of

$n$  = no. of samples

$N$  = total population

$e$  = error margin/margin of error

-It is computed as

Give  $N = 110$

$E = 5\%$

What will be the sample size ( $n$ )

### 3.4.2 Sample technique

A stratified sampling technique will be applied to assess the impact of effective communication on business success in Galkaio Water Company in Galkaio.

The reason that the student researcher used a stratified sampling technique is to gather different data about effective communication on business success from different departments who has different responsibilities within the company. The researcher first divides the population into subgroups ( strata) based on different departments within the company, which are Human resources, production, and financial departments, After dividing the population into

managers in the company and also the secondary data will be collected from documents and records that are related to the human resource development practice of the company.

### 3.4 Populations

Galkaio Water Company has a total of 110 workers 79% of the total manpower which means 87 individuals will be included in this study. The respondents were the general manager and personnel department head of Galkaio Water Company to be interviewed since good information can be generated from them.

#### 3.4.1 Sample size

Slovin's formula is used to calculate the sample size ( $n$ ) given the population size ( $N$ ) and a margin of error ( $e$ ). It's a random sampling technique formula to estimate sampling size whereas:

strata, the researcher draws a sample from each department using simple random sampling, which means the researcher select employees from each department by chance.

### 3.5 Data collection method

Although there are different methods of data collection, the researcher uses primary data collection tools such as questionnaires and interviews, which are appropriate instruments for the researcher to collect original data from employees and managers of Galkaio Water Company about the impact of effective communication on business success. The student researcher uses a questionnaire for gathering

various information from different employees of the company about human resource activities. The researcher developed a questionnaire, which contains 19 questions, 14 of which are closed-ended questions and the rest 5 are open-ended questions.

In addition to the questionnaires, the student researcher interviewed the general manager of Galkaio Water Company and the personnel department head by using the direct interview method and unstructured interview questions. Moreover, the student researcher uses secondary data from the company personnel department documents. And also the researcher uses books available and reviewed to increase the knowledge of the researcher on the topic being studied.

### 3.6 Method of data analysis

In this section, the researcher analyzes the information collected from the primary data through interviews and questionnaires. Primarily, a total of 87 questionnaires were distributed to all samples selected for the study. However, if the questionnaire is not filled and returned and thus it will be rejected due to incomplete and missing data. The researcher presented to analyze and interpret complete data by using descriptive analysis methods, which is more description of words with the help of tables to analyze data and compute percentages to show proportion. The researcher will use the descriptive analysis method because the data type of the study is

qualitative, so, the descriptive method is better to describe the qualitative type of data.

### 3.7 Data Presentation and Interpretation

After the data were processed and analyzed well, it was presented by using tables, charts, and graphs with their figures and interpreted conveniently accordingly

### 3.8 Ethical Considerations

In this study, the researcher has first taken a letter supporting field data collection from the University and then contacted the respondents to get permission for data collection. And the sector has ensured its permission for the data collection process. Then, before starting data collection, the researcher explained the purpose of the study to participants and ensured their consent. A signed informed consent will be made with the interviewee on a written statement of the purpose of the study and potential benefits of the study to the community. and in questionnaires, consent will be made, but the researcher will leave signed consent for facilitating the discussion process.

All the data collected is used for academics only therefore Hard copy complete questionnaires and computer data are kept confidential, under lock and key, Data is stored during the study on a computer which has a code of access known only to the researcher Paper and data stored on the computer will be kept confidential.

## 4.2 Demographic Profile of Respondents

**Table 4.2.1 Analysis of Sex of Respondents from the effective communication**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	67	77.0	77.0	77.0
Female	20	23.0	23.0	100.0
Total	87	100.0	100.0	

The above table showed that 67% of the respondents are Male, and 20% of the respondents are Female,

and this result shows that the majority of employees working in companies are Male.

**Table 4.2.2 Analysis of Age of Respondents from the Effective Communication**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 25-30	7	8.0	8.0	8.0
30-35	28	32.2	32.2	40.2
35-40	34	39.1	39.1	79.3
40-45	16	18.4	18.4	97.7
above 50	2	2.3	2.3	100.0
Total	87	100.0	100.0	

The above table showed that 8% of the respondents are between 25-30years, 32.2% of the respondents are between 30-35 years 39.1% of the respondents are between 35-40 years, 18.4% of the respondents are between 40-45

years, and 2.3% are above 50 years old so that these results show that the majority of employees are working in companies are in between 35-40 years and they are Middle age.

**Table 4.2.3 Analysis level of education of the respondents from the Effective Communication**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Secondary	3	3.4	3.4	3.4
Diploma	27	31.0	31.0	34.5
First Degree	35	40.2	40.2	74.7
Master degree	22	25.3	25.3	100.0
Total	87	100.0	100.0	

The above table showed that 3.4% of the respondents are in the secondary level of education, 34.5% of the respondents are in the diploma level of education, 40.2% of the respondents are in the First-degree level of

education, and 21.8% of the respondents are Master's degree level of education so that this shows that the majority of employees of those companies are First Degree level of education than the other educational level.

**Table 4.2.4 Analysis of work experience of the respondents from the Effective Communication**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid less than 5 years	51	58.6	58.6	58.6
5-10 years	29	33.3	33.3	92.0
11-15 years	5	5.7	5.7	97.7
16-30 years	2	2.3	2.3	100.0
Total	87	100.0	100.0	

Source 2023

The above table showed that 58.6% of the respondents are less than 5 years, 33.3% of the respondents are in between 2-5years, 5.7% of the respondents are between 5-8 years, and 2.3% of

the respondents are between 8-11 years so that this result shows that the majority of the respondents are less than 5 years work experience.

**Table 4.2.5 Analysis of Marital Status of the Respondents from the Effective Communication**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Single	6	6.9	6.9	6.9
married	24	27.6	27.6	34.5
Divorce	36	41.4	41.4	75.9
widowed	21	24.1	24.1	100.0
Total	87	100.0	100.0	

Source 2023

The above table showed that 6.9% of the respondents are single, 27.6% of the respondents are married, 40.2% of respondents are Divorce, 20.7% of the respondents are widowed and 4.6%

of the respondents are others so this result shows that the majority of the respondents in those companies are Divorce than the other marital status.

**Table 4.2.6 Analysis of Information from Management**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Through weekly meeting	13	14.9	14.9	14.9
through visiting workplace	25	28.7	28.7	43.7
By phone calls	17	19.5	19.5	63.2
Social media	21	24.1	24.1	87.4
From other friends	11	12.6	12.6	100.0
Total	87	100.0	100.0	

Source 2023

Based on the above table, it is shown that Fourteen point nine percent (14.9%) of the respondents indicated that getting information from managers through weekly meetings, twenty-eight point seven percent (28.7%) of the respondents indicated that getting information from managers through visiting at the workplace, nineteen points five percent (19.5%) of the respondents indicated getting information from

managers by phone calls, twenty-four point one percent (24.1%) of the respondents indicated that getting information from managers through social media while (12.6%) of the respondents getting information from managers through other friends so that the majority of the respondents getting information from the managers through visiting at the workplace.

**Table 4.2.7 Analysis Level of Communication between Managers and Employees**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Good level	41	47.1	47.1	47.1
Moderate level	33	37.9	37.9	85.1
Bad level	9	10.3	10.3	95.4
other levels	4	4.6	4.6	100.0
Total	87	100.0	100.0	

Source: Survey 2023

Based on the above table, it is shown that 47.1% of the respondents indicated that Good communication between managers and employees of the company, 37.9% of the respondents indicated that moderate level of communication among the managers and the

employee of the company 10.3% of the respondents indicated that Bad level of communication between managers and employees and 4.6% of the respondents indicated that other level of communication between managers and employees so that the



majority of respondent's results showed that there is Good level of communication among the managers and their employees of the company.

**Table 4.2.8 Analysis Company increase communication between managers and employee**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Building strong leadership	33	37.9	37.9	37.9
Trained employee	21	24.1	24.1	62.1
Participation of decision	14	16.1	16.1	78.2
Motivation of employee	19	21.8	21.8	100.0
Total	87	100.0	100.0	

Source 2023

Based on the above table, it shown that 37.9% of the respondents, showed that to increase communication among managers and employee is to build strong leadership, 24.1% of the respondents to Trained Employees, 16.1% of the respondents confirmed that to increase communication between managers and employee is to the participation of decision, And

the rest of the respondents 21.8%) of the respondents shown that to increase communication between managers and the employee is to the motivation of employee, So that the majority of the respondents said that to increase communication between managers and employee is to building strong leadership.

**Table 4.2.9 Analysis of good qualities of leaders in your company**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	55	63.2	63.2	63.2
No	32	36.8	36.8	100.0
Total	87	100.0	100.0	

Source 2023

Base on the above table shows that 51.7% of the respondents confirmed that there is a good quality of leaders of the company and another number 48.3% of the respondents said that there

is no good quality of leaders of the company so This table shows that the majority of respondents said that the company has good quality of leader.

**Table 4.2.10 Importance of communication of the company**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	55	63.2	63.2	63.2
	No	32	36.8	36.8	100.0
	Total	87	100.0	100.0	

The above table shows that 63.2% of the respondents believed that communication is very Importance for the company and the other number of respondents 36.78% showed that

communication is not important in the company. So that the majority of the respondent’s results indicated, that communication is important for the company.

**Table 4.2.11 Types of Communication in Organizations**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Verbal Communication	24	27.6	27.6	27.6
	Non-Verbal Communication	19	21.8	21.8	49.4
	Both types of Communication	44	50.6	50.6	100.0
	Total	87	100.0	100.0	

Source: Survey 2023

The above table shows that 27.6% of the respondents indicated in our company uses a verbal type of communication, 21.8% of the respondents showed that the company uses a Non-verbal type of communication and 50.6% of the respondents said in our company uses both

types of Communication Verbal and non-verbal type of communication. So that the majority of the respondents said that our company uses both types of communication verbal and non-verbal type of communication.

**Table 4.2.12 Channels of Communication**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Formal Communication	68	78.2	78.2	78.2
	Informal Communication	9	10.3	10.3	88.5
	Mix channel	9	10.3	10.3	98.9
	I don't know	1	1.1	1.1	100.0
	Total	87	100.0	100.0	

Source: Survey 2023

Based on the above table, indicates that 78.2% of the respondents declared that the channel of communication is formal communication, 10.3% of the respondents showed that the channel of communication is informal communication, 10.3% of the respondents said that the channel of

communication is a mixed channel and 1.1% of the respondents declared I don't know. So that the majority of the respondents confirmed the channel of communication is formal communication.

**Table 4.2.13 Functions of Communications in the Company**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Deep Emotion of employee	25	28.7	28.7	28.7
Motivation of Employee	17	19.5	19.5	48.3
Control Over employee Performance	28	32.2	32.2	80.5
employee awareness	17	19.5	19.5	100.0
Total	87	100.0	100.0	

Source: Survey 2023

The above table shows that 28.7% of the respondents stated that the function of communication in the company is the deep emotion of employees, 19.5% of the respondents showed that functions of communication are the motivation of employees, 32.2% of the respondents said that the Function of

communication is control over employee performance, and 19.5% of the respondents declared the function of communication of the company is employee awareness. So that the majority of the respondents Showed that the Function of communication is to Control employee performance.

**Table 4.2.14 Analysis of language differences in the company**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	54	62.1	62.1	62.1
No	33	37.9	37.9	100.0
Total	87	100.0	100.0	

Source: Survey 2023

The above table indicates that 62.1% of respondents demonstrated that language difference in the company has no impact on the effective communication of the business success, whereas 37.9% indicated that affects the

effective communication of the business success. This implies majority the majority of respondents said effective communication has a positive impact on business success.

**Table 4.2.15 Analysis of communications affect production**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Building motivation of employee	18	20.7	20.7	20.7
Train employee to participate	19	21.8	21.8	42.5
increase productivity	34	39.1	39.1	81.6
Give awareness to employee	16	18.4	18.4	100.0
Total	87	100.0	100.0	

Based on the above table, confirmed that respondents were asked the question “How the Communications affect production 20.7% said that the builds employee motivation, 21.8% of them is to train an employee to participate, and 39.1% of the respondents believe that increases

productivity. And the rest of the respondents 18.4% said that communication gives awareness to the employee. Therefore, this implies that the majority of the respondents said communication is to increase the productivity of the business success of the company.

**Table 4.2.16 Analysis of the Effects of Communication on Employee Performance**

Does communication effects employee performance?	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	80	92.0	92.0	92.0
No	7	8.0	8.0	100.0
Total	87	100.0	100.0	

The above table shows that 92% of the respondents believed that communication affects employee performance while 8% of the respondents said that communication does not

affect employee performance. So that the majority of the respondents declared that communication has a positive effect on employee performance

**Table 4.2.17 Analysis of the status differences between managers and employees in the company**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	86	98.9	98.9	98.9
No	1	1.1	1.1	100.0
Total	87	100.0	100.0	

Source: Survey 2023

The above table shows that status differences between managers and employees in the

company therefore 98.9% said there are differences in status between managers and

employees in the company. And rest of the respondents 1.1% supposed that there are no differences in status between managers and employees in the company. In this company,

there is variation in positions, education, and level of management which makes different statuses for employees and managers.

**Table 4.2.18. Analysis of the conditions between Managers and employees**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid High Condition	12	13.8	13.8	13.8
medium condition	46	52.9	52.9	66.7
low condition	29	33.3	33.3	100.0
Total	87	100.0	100.0	

Based on the above table, shows that 13.8% of the respondents said that there is a high condition between managers and employees, 52.9% of those respondents confirmed a medium condition among the managers and the employees and the rest 33.3% of the respondents

supposed that there is a low condition between managers and the employees. So that this table implies the majority of respondents show there are medium conditions among the managers and the employees.

**Table 4.2.19. Analysis type of Business is this company**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid partnership	86	98.9	98.9	98.9
corporations	1	1.1	1.1	100.0
Total	87	100.0	100.0	

As shown in the above table indicates that Most of the respondents 98.9%) mentioned that the type of this business is **Partnerships and it's owned by individuals, while** 1.1% of the

respondents said that the nature of this company is a **Corporations** company. According to this information from the respondents, we consider this company in a partnership.

**Table 4.2.20. Analysis level of communication role in business success in the company**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid High level	18	20.7	20.7	20.7
medium level	43	49.4	49.4	70.1
Low Level	26	29.9	29.9	100.0
Total	87	100.0	100.0	

Source: Survey 2023

According to above table, shows that 20.7% of the respondents responded that communication had a high role in resolving conflict, 49.4% of the respondents responded that the role of communication in resolving conflict is medium, while the remaining results 29.8% of the respondents responded that the role of communication on resolving conflict was low. From this, we can conclude that the majority of respondents responded that communication in resolving conflicts in business success is medium level.

**Table 4.2.21. Analysis of the functions of communication within an organization to achieve succes**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Control	25	28.7	28.7	28.7
motivation	22	25.3	25.3	54.0
information	28	32.2	32.2	86.2
emotional	12	13.8	13.8	100.0
Total	87	100.0	100.0	

According to above table, shows that 28.7% of the respondents responded the function of communication of an organization is control, 25.3% responded motivation is the function of communication within an organization, 32.2% responded the key functions of communication within an organization is information, while the

remaining 13.8% of respondents responded emotionally is the function of communication with an organization. So that the majority of the respondents said, the most important function of communication with an organization is information.

**Table 4.2.22. Analysis of the employee's attitude toward the role of communication in business success within their organization**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	45	51.7	51.7	51.7
No	42	48.3	48.3	100.0
Total	87	100.0	100.0	

Source: Survey 2023

Based on the above table shows that 51.7% of the respondents responded that an employee's attitude plays important role in business success, and 48.3% of the respondents replied that communication does not play any role in business success. Therefore, this implies that nearly all

employees believe in communication's role in business success is a good awareness by employees of the company regarding communication used in business success in the municipality.

**Table 4.2.23. Analysis of the employee's relationships in their day-to-day activities in the organization**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid superior	22	25.3	25.3	25.3
co-workers	44	50.6	50.6	75.9
subordinates	21	24.1	24.1	100.0
Total	87	100.0	100.0	

As shown in the above table, 25.3% of the respondents responded that they have a high relationship with their superiors, 50.6% of the respondents replied that they had a high relationship with their co-workers and the remaining 24.1% of the respondents responded that their relationship was with their

subordinates. This shows that almost half of the employees highly interact with their superiors in their day-to-day activities. Therefore, the majority of respondents reply there is a high relationship with their co-workers so that they may face conflict with their superiors and that is not a good sign for business success.

**Table 4.2.24 Analysis Factors that affect communication to Achieve its Goal**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Cultural difference	15	17.2	17.2	17.2
language difference	22	25.3	25.3	42.5
emotionality	21	24.1	24.1	66.7
difference in attitude towards communication	27	31.0	31.0	97.7
others	2	2.3	2.3	100.0
Total	87	100.0	100.0	

The above table shows that. 17.2% of the respondents replied that cultural difference was a constraint to communication, 25.3% of respondents responded that language difference was the greatest constraint to communication, 24.1% of the respondents replies that aggressiveness(emotionality) was among the constraints to communication, 31.1% of the respondents responded that difference in attitude towards communication was a constraint to communication, and the remaining 2.3% of respondents reply others factors affects communications to achieve its goal. This indicates that even if there were various

constraints of communication to achieve its goal (resolving conflict); the majority of employees put the attitudinal differences towards communication as a major constraint.

**Discussion**

To find out that effective communication is important for the variation of business success. The data collected from the primary source fields were the questionnaire analysis done through descriptive and inferential analysis. The researcher used the SPSS method of data analysis and presentations. The presented data was in tabular form. The data analysis and interpretation

were based on the finding of the researcher, which was also based on the research questions as well as research objectives. Below are the data presentations and analysis of research findings.

The result of the gender basis according to the respondents showed that 67% of the respondents are Male, 20% of the respondents are Female, and this result shows that the majority of employees working in companies are Male.

The active employees working in the companies showed that 8% of the respondents are between 25-30 years, 32.2% of the respondents are between 30-35 years, 39.1% of the respondents are between 35-40 years, 18.4% of the respondents are between 40-45 years, and 2.3% are above 50 years old so that this result shows that the majority of employees are working in companies are in between 35-40 years and they are Middle age.

The education level of the employees working in GALWA according to respondents showed that 3.4% of the respondents are in the secondary level of education 34.5% of the respondents are in the diploma level of education 40.2% of the respondents are in the First-degree level of education, and 21.8% of the respondents are Master's degree level of education so that this shows that the majority of employees of those companies are First Degree level of education than the other educational level.

The work experiences of the GALWA Staff showed that 58.6% of the respondents are less than 5 years, 33.3% of the respondents are in between 2-5 years, 5.7% of the respondents are between 5-8 years, and 2.3% of the respondents are between 8-11 years so that this result shows that the majority of the respondents are less than 5 years work experience

The employee's marital status according to the respondents showed that 6.9% of the

respondents are single, 27.6% of the respondents are married, 40.2% of respondents are Divorce, 20.7% of the respondents are widowed and 4.6% of the respondents are others so that this result shows that the majority of the respondents in those companies are Divorce than the other marital status.

According to GALWA Employees respondents' getting information from managements shows that Fourteen point nine percent (14.9%) of the respondents indicated that getting information from managers through the weekly meeting, twenty-eight point seven percent (28.7%) of the respondents indicated that getting information from managers through visiting the workplace, nineteen points five percent (19.5%) of the respondents indicated getting information from managers by phone calls, twenty-four points one percent (24.1%) of the respondents indicated that getting information from managers through social media while (12.6%) of the respondents getting information from managers through other friends so that the majority of the respondents getting information from the managers through visiting at the workplace.

The level of communication between managers and employees as indicated by respondents show that 47.1% of the respondents indicated that Good communication between managers and employees of the company, 37.9% of the respondents indicated that moderate level of communication among the managers and the employee of the company, 10.3% of the respondents indicated that Bad level of communication between managers and employees and 4.6% of the respondents indicated that other level of communication between managers and employees so that the majority of respondent's results showed that there is Good level of communication among the managers and their employees of the company.



The strength of the communication between managers and Employees, shown that 37.9%, of the respondents, showed that to increase communication between managers and employee is to build strong leadership 24.1% of the respondents Trained Employees, 16.1% of the respondents confirmed that to increase communication between managers and employee is to the participation of decision, And the rest of the respondents 21.8%) of the respondents shown that to increase communication between managers and the employee is to the motivation of employee, So that the majority of the respondents said that to increase communication between managers and employee is to building strong leadership.

In leadership, the respondents show that 51.7% of the respondents confirmed that there is a good quality of leaders of the company, and another number 48.3percentage of the respondents said that there is no good quality of leaders of the company so that this table shows that the majority of respondents said that the company has good quality of leaders.

Importance of Communication: 63.2% of the respondents believed that communication is very Importance for the company and the other number of respondents 36.78% showed that communication is not important in the company. So that the majority of the respondent's results indicated, that communication is important for the company.

Types of Communication shows that 27.6% of the respondents indicated in our company uses the verbal type of communication, 21.8% of the respondents showed that the company uses Non-verbal type of communication and 50.6% of the respondents said our company uses both types of Communication Verbal and non-verbal type of communication. So that the majority of the respondents said that our company uses both

types of communication verbal and non-verbal type of communication.

Channels of Communication: 78.2%of the respondents declared that the channel of communication is formal communication, 10.3% of the respondents showed that the channel of communication is informal communication, 10.3% of the respondents said that the channel of communication is a mixed channel and 1.1% of the respondents declared I do not know. So that the majority of the respondents confirmed the channel of communication is formal communication.

In the function of Communication: 28.7% of the respondents stated that the function of communication in the company is the deep emotion of the employee, 19.5% of the respondents showed that functions of communication are the motivation of the employee, 32.2% of the respondents said that the Function of communication is control over employee performance, and 19.5% of the respondents declared the function of communication of the company is employee awareness. So that the majority of the respondents Showed that the Function of communication is to Control employee performance.

Language differences: 62.1% of respondents demonstrated that language difference in the company has no impact on the effective communication of the business success; whereas 37.9% indicated that affects the effective communication of the business success. This implies majority the majority of respondents said effective communication has a positive impact on business success.

Effective communication is confirmed that when respondents were asked the question "how Communications effect production 20.7% said that the builds employee motivation, 21.8% of

them to train an employee to participate, 39.1% of the respondents believe that increases productivity, and the rest of the respondents 18.4% said that the communication gives awareness to the employee. Therefore, this implies that the majority of the respondents said communication is to increase the productivity of the business success of the company.

Communication vs employee performance: 92% of the respondents believed that communication affects employee performance while 8% of the respondents said that communication does not affect employee performance. So that the majority of the respondents declared that, communication has a positive effect on employee performance.

In the status of the differences between managers and employees in the company, therefore 98.9% said there are differences in status between managers and employees in the company; and the rest of the respondents 1.1% supposed that there are no differences in status between managers and employees in the company. In this company, there is variation in positions, education, and level of management, which makes different statuses for employees and managers.

The condition between managers and employees:- this shows that 13.8% of the respondents said that there is a high condition between managers and employees, 52.9% of those respondents confirmed medium condition among the managers and the employees and the rest of 33.3% of the respondents supposed that there is a low condition between managers and the employees. So that this table implies the majority of respondents show there are medium conditions among the managers and the employees.

The type of business in GALWA as indicated by Most of the respondents 98.9%) mentioned that the type of this business is **Partnerships and individuals own it**, while 1.1% of the respondents

said that the nature of this company is a **Corporations** Company. According to this information from the respondents, we consider this company is a partnership.

Resolving conflict: 20.7% of the respondents responded that communication had a high role in resolving conflict, 49.4% of the respondents responded that the role of communication in resolving conflict is medium, while the remaining results 29.8% of the respondents responded that the role of communication on resolving conflict was low. From this, we can conclude that the majority of respondents responded that communication in resolving conflicts in business success is medium level.

The functions of communication: 28.7% of the respondents responded the function of communication of an organization is control, 25.3% responded motivations is the function of the communication with an organization, 32.2% responded the key functions of communication with an organization is information, while the remaining 13.8% of respondents responded emotionally is the function of communication with an organization. So that the majority of the respondents said, the most important function of communication with an organization is information.

The Attitude of the Employees: 51.7% of the respondents responded that employee attitude plays important role in business success, and 48.3% of the respondents replied that communication does not play any role in business success. Therefore, this implies that nearly all employees believe in communication's role in business success is a good awareness by employees of the company regarding communication used in business success in the municipality.

Relationships: 25.3% of the respondents responded that they have a high relationship with their superiors, 50.6% of the respondents replied

that they had a high relationship with their co-workers and the remaining 24.1% of the respondents responded that their relationship was with their subordinates. This shows that almost half of the employees highly interact with their superiors in their day-to-day activities. Therefore, the majority of respondents reply there is a high relationship with their co-workers so they may face conflict with their superiors and that is not a good sign for business success.

The Cultural Difference: 17.2% of the respondents replied that cultural difference was a constraint to communication, 25.3% of respondents responded that language difference was the greatest constraint to communication, 24.1% of the respondents replies that aggressiveness(emotionality) was among the constraints to communication, 31.1% of the respondents responded that difference in attitude towards communication was a constraint to communication, and the remaining 2.3% of respondents reply others factors affects communications to achieve its goal. This indicates that even if there were various constraints of communication to achieve its goal (resolving conflict); the majority of employees put attitudinal differences towards communication as a major constraint.

### **Conclusion**

Based on the analysis of Information from management the respondents said that they get information through visiting workplaces, phone calls, get information through weekly meetings. And get information from other friends.

Communication is to build strong leadership, increase the motivation of the Employee, and increase participation in decisions.

The quality of leadership in the company is not so the highest and the number of respondents confirmed that there is not very good quality of leaders in the company while some minority say that there is a good quality of leaders of the company.

The importance of communication in this company, therefore the number of respondents said that communication is very Importance for the company. some others numbers said that communication is not important in the company.

In the above the respondents were asked the question of what the types of communication in organizations in the company and most respondents said that the company uses both verbal and nonverbal communication. The company uses Verbal communication. Other respondents confirmed that company staff uses Non-verbal communication.

The respondents were asked the question of what the types of communication in organizations in the company and most respondents said that the company uses both verbal and nonverbal communication. Another minority of them said this company uses Verbal communication. Another of the respondents confirmed that company staff uses Non-verbal communication. Therefore, this shows that this company mostly employed both verbal and verbal communication since workers have different personalities, which needs to satisfy each one of them neatly.

The channel of communication in the company is formal communication. However, the communication of this company is informal. While others confirmed that firms use a mixed channel of communication between managers and employees.

The functions of communications are increasing the emotion of employees deeply, increasing the motivation of employees of this company, to Control over employee performance, and creating Employee awareness.

The Language differences in the company are between managers and employees in the company. But some people believe that there is no difference in language between managers and employees in the company. This company

employs some managers from outside to increase diversity in the workplace to produce more benefits.

Communications effect production is to build employee motivation, to train an employee to participate, Communication increase productivity. Moreover, communication gives awareness to the employee. Therefore communication increases the success of the business by increasing the productivity of the company.

There were various reasons behind the poor communication of employees of Galwa and for those reasons, lack of attention and lack of awareness regarding communication use was the major for not sufficient communication of employees in Galwa.

The type of this business is **Partnerships and individuals own it**. While some other beliefs, the nature of this company is a **Corporations** Company. According to the information above, we consider this company is a partnership

### Recommendations

According to the findings from the research, the following recommendations may be useful for promoting better interactions, enhancing mutual understanding, and building better conditions between managers and employees to maximize the company's business success.

1. The company must recruit and select talented, skilled employees who actively work to maximize the company's production
2. The company must recruit fully experienced employees who have more than 10 years of experience in this field
3. To increase the communication between managers and employees to build strong leadership, increase the motivation of the employee, and increase participation in decisions.

4. Eliminate the Language differences between top management and lower staff within the company must.
5. The company must increase the use of Verbal communication and stop Non-verbal communication because this communication may lower company business success.
6. The status differences between managers and employee in the company is very high and for the company's profitability it's needed to remove this discrepancy
7. The information transmission must be through visiting workplaces and continuing meetings with the employee to motivate them.

### Suggestion for the further research

in regards to the field of communication and how effective communication changes with environmental and technological constraints, I suggest that this field needs further consideration and research as it is a broad subject that every organization needs in order to improve and be successful.

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