

Causes and Effects of Communication : Case Study of San Miguel Corporation

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ABSTRACT

The climate in an organization is a determining factor for many collaborators, which makes them want to stay in the institution. It is necessary to realize when a collaborator understands a message, the type of language used by their boss or supervisor is decisive at the time of the interrelation. One of the bad experiences that a collaborator can experience in his company is that superiors use offensive language. "Communication destroys the company from within," says Kuberappa and Kumar (2015) in an article published by LinkedIn. This study was based on data obtained from a mass consumption company, Industries San Miguel, which produces, distributes, and markets soft drinks in different cities of Peru. The controversy arises in what is the proportion or scope of "communication" within the organizational climate. For this, the investigation began with the question: What is the influence between organizational communication and the workplace climate on workers? Noise is generated in an organization due to the inadequate handling of information that is produced by the interaction of the different groups, making it difficult to understand the veracity of the information. The interdependence between communication and information may lie in the persuasive nature of the communication process.

Keywords: Communication, San Miguel Corporation, Security Problems.

1. Introduction

As a strategic recommendation, Men and Yue (2019) suggest that the vision of the employee is where conflicts and misunderstandings tend to be created. The author recognizes that it is a complex process. However, if the corporate strategy is not aligned with the vision of the worker, it will lead to the creation of reporting channels that disrupt the information and, consequently, the general perception of the work environment. Hjelmqvist (2021) determines six key factors to have positive results through communication: the role of leaders, face-to-face communication, integration, training, corporate identification, and the "inside out" policy, where benefits and/or alternatives begin with the worker and his family. He determines that these six factors worked through transparent communication strategies consistent with the culture. Finally, Lin et al. (2019) develop an investigation for their degree regarding the same variables that are proposed to be evaluated in this work: work environment and internal communication, focused on the management of the municipality of Chaclacayo evaluating 156 of its workers. His study objective was demonstrated by 63.7%, and he was able to determine that 52% of the sample perceived that assertive and operative communication would create a favorable work environment. Similarly, the study showed that 93% said

that transformational leadership was an issue of concern and required attention.

2. Problem Statement

At present, we are aware that companies are increasingly concerned that the collaborator is and feels good within the organizations. For this reason, there is a clear tendency of these to look for strategies that can contribute to it, and we are used to working with all types of people. Diversity in companies is increasing since we are in a globalized world; however, there is a group of collaborators who, due to the nature of their activity, do not require a higher degree of instruction since their activities are operational, and this forces companies to generate particular communication strategies that allow direct, fluid communication, with an easy-to-understand language. Given the market trend to gain market presence as a company recognized for its good organizational climate through transparent communication practices, Industries San Miguel is interested in knowing if the communication strategy used with this group of collaborators is really contributing that they feel good when carrying out their activities and if they understand the importance of their work in relation to the company's strategies. For this reason, this research seeks to demonstrate the existing influence between

organizational communication and the organizational climate in order to provide practical and relevant information for managers of human management and/or corporate communication when proposing strategies for their areas for the coming years.

3. Research Questions

Based on the study background and the problem statement, this study attempts to find answers for the following questions:

1. How does internal communication affect the organizational climate of the workers of Industries San Miguel?
2. What is the impact of the formal communication network on the organizational climate of San Miguel workers?
3. What is the impact of the informal communication network on the organizational climate of San Miguel workers?

4. Literature Review

According to Robbins and Judge (2009), communication is present about 70% of the time a person spends awake interacting with himself and others; and in turn, the main form of interaction of the human being to satisfy her innate social needs. For Lunenburg (2010), communication implies the transfer of information and meaning from one person to another. It is the process of transmitting information and understanding between individuals. The way of relating to data, ideas, values, etc. A transaction between a minimum of two people. For Hellriegel and Slocum (2009), it implies the ability to transmit, understand and receive ideas, thoughts, or others verbally or nonverbally to accurately transfer information. With this premise, the importance of communication in everyday life is understood; however, how is it applied in a work environment? To do this, we must understand what functions it performs within a company. According to Lunenburg (2010), for communication to be successful, it is not enough that it fulfills a function but also, it must manage the exchange of meanings of the message, such as time management - managing the receiver's perception so that he pays attention to the message. Work environment and allow better information reception, manage to mean – understand symbols and language to use with the public to achieve the correct encoding of the message; and manage trust – create an environment of trust and openness between people, in order to replicate it throughout the organization and achieve more effective communication. The interest of organizations in organizational communication is based on the need to enhance communication skills and how it affects organizational performance. It allows guiding the

behavior of each member and establishing functional personal relationships that allow them to work together towards an objective (Cortez & Johnston, 2020).

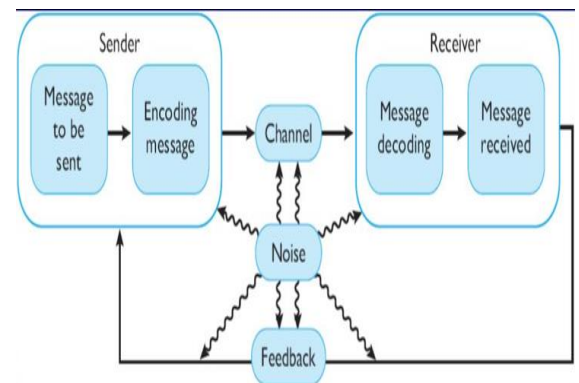


Figure 1 Source: Behaviour organizational by Robbins and Judge

5. Methodology

The population will be made up of all the collaborators of the company Industries San Miguel of the plant located in the province of Huaura, which consists of 255 workers. For this investigation, a total of 154 workers will be taken as a sample, who will be the object of the investigation. The size of the sample has been obtained using non-probabilistic criteria of intentional sampling for reasons of access and availability. The sample is made up of all the workers of Industries San Miguel, who are 154 collaborators.

6. Conclusion

When analyzing the results obtained in the present investigation through the statistical processing carried out, it is concluded that: The general hypothesis is confirmed since, according to the results obtained the Pearson r relationship coefficient is 0.648**, that is, there is a relationship of moderate influence between organizational communication and the organizational climate in Industries San Miguel 2017. That is, if organizational communication changes, it will directly affect the organizational climate of a team, according to the Pearson r found and the previous studies mentioned in the background that affirm the same. The first specific hypothesis is confirmed: Pearson's r is 0.58, which means that there is a direct relationship and positive influence between internal communication and the organizational climate within the teams of workers of Industries San Miguel. The second specific hypothesis is confirmed, although with low moderation Pearson's r is 0.498, which means that the formal communication network has a low to moderate influence on the organizational climate of the workers.

7. Recommendations

Upon effectively finding that there is a relationship between organizational communication and the organizational climate in the operative collaborators, it is recommended: Specify the communication strategy for the operating personnel through an analysis of the effectiveness of the communication actions carried out during the year. According to the effectiveness results demonstrated by each channel (formal and informal), it is denoted that the information needs are not being met satisfactorily. It is recommended that communication strategies in the organization should be disseminated through murals, replicas with small groups through representatives of the communication area or human resources, five-minute meetings at the beginning of the work day, printed material for each worker, or spokespersons as other alternatives to a formal channel. Likewise, collaborators must be part of the creation of the content that is transmitted to the rest of their colleagues. Horizontal communication can also be used as a formal channel since it is carried out between people of similar hierarchies, seeking coordination and harmony among its members. This style, in turn, can be replicated between people of different hierarchies, maintaining a sense of equality. Relaying information through leaders to their teams, Regarding the effectiveness of the formal channel, the sample showed little satisfaction with the level of information. The same may be due to the characteristics of the sample and the methods applied (emails and information meetings) since not all the staff have an email associated with the company through which to obtain information, and due to their conferences, they cannot attend all of them either. Of briefings without harming production. It is recommended to adjust the formal channel through other options that are controlled by the communications area as referred to in the previous paragraph and update the data with the institutional emails of all the operating collaborators.

8. Future research

In future research, as a first recommendation, it is proposed that the sample be larger and that people have been in the organization for a minimum period of six months. There are common characteristics that could be taken into account in future studies, namely: a) the communication skills of managers; b) a vision of communication as a common transmission among leaders; c) informal communication between leaders and co-workers; d) communication from leaders to co-workers, as this is much more developed than upward communication; e) managers at different hierarchical levels in organizations; f) leaders and co-workers, who are on a rhetorical plane.

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