



# An evaluation of professional ethics in organizational culture development in the light of corporate communication

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**Abstract:** *The goal of this study is to examine the influence corporate communication has on the growth of organisational culture's relationship to professional ethics. One of the most vital components of an organisation that aids in luring top talent and maintaining employee motivation is organisational culture. In order to increase staff productivity and maintain their happiness, management of an organisation must focus on creating a warm and rich work atmosphere. When it comes to helping an organisation's employees understand its purpose and strategy, corporate communication is successful. Conversely, a vital component that encourages workers to maintain transparency is professional standards. Employers can motivate their staff by serving as role models for them during this process through effective relationship management. A team can strengthen its bonds through business communication, which is also a crucial component of team development. By fostering an attitude of professionalism among workers and fostering corporate communication, an organisation can grow. This study's secondary data was gathered from a variety of reliable sources, including press articles and sites like Google Scholar. To produce an accurate outcome after data collection, qualitative analysis is used.*

**Key words:** *professional development, ethics, culture , growth of organisation.*

## 1. INTRODUCTION:

This study gives a short overview of business communication and its significance. Corporate communication has intricate relationships with people, products, and services. International businesses are aware of how crucial company dialogue is. All working workers of a corporate house are treated fairly and with regard when there is effective corporate communication. The "DNA" of the company, its work, culture, strengths, and weaknesses can all be identified with the aid of effective communication. Corporate communications managers create effective contact with customers and stakeholders to execute growth. Because it makes it possible to reach and accomplish corporate success, communication in a corporate setting plays a "multi-factor role."

## 2. LITERATURE REVIEW

### 2.1 Introduction

This study uses a variety of sources, primarily secondary sources, to give a comprehensive concept of business communication. By analysing the data, it is possible to conclude that effective corporate communication improves the working atmosphere. Seebacher (2022) asserts that business communication improves public relations and raises aorganisation's brand growth.



Figure: 1 Importance and power of corporate communication

(Source: Self-Developed)

## 2.2. Functions of corporate communication in culture development of organisation.

Business growth depends greatly on corporate dialogue. It facilitates the development of strong relationships with partners, customers, the media, and the broader public. Building a plan that can cope with negativity and create a positive company environment is beneficial, claim Trébuq & Belghit (2021). Marketing and customer communication are supported by business communication strategies, which increase client collaboration and cooperation. In order for the corporate organisation to implement the plans and strategies, it guarantees successful plans and strategies. According to Roosinda (2021) it establishes a link between staff dialogue and quality management that aids in the accomplishment of organisational goals and objectives.

Making wise choices is linked to the significance of business communication within corporate organisations. It controls staff performance and working practices, making it a crucial decision-making instrument. According to Joseph, A., & Gupta, (2022), corporate field managers frequently communicate with workers and the workforce to foster loyalty to the company and management as well as to develop confidence and trust. According to Logan (2021), encouraging and effective corporate communication creates a strong connection between employees and the management team, which inspires and motivates workers. Employee engagement in organisational tasks and decision-making processes increases with good management-employee dialogue.

## 2.3 Active Communication in culture growth.

(Referenced in Rubio-Tamayo, Gertrudix Barrio, and Garca Garca, 2017)

The two sides must be involved in order to have a successful communication because, as the above figure illustrates, communication is a two-way process. In addition to providing company safety and security, corporate communication gives a sustainable environment for business. Strategic internal and exterior preparation is one way that CC aids in improving relationships with the media. This study gives readers a general concept of the function of CC and a thorough analysis of the benefits and drawbacks of CC. Overton-de Klerk & Muir claim that by the year 2022, CC will have contributed to a business culture that values ethics and equality.

Why Ethics Matter in Corporate Communication: Ethics are important in all areas of communication within corporations. Before the 1970s, Joep Cornelissen asserts, there wasn't a distinct discipline like "business communication" because there weren't many players. Cornelissen has further claimed that during those GMJ Indian Edition, June 2018, Student Research 4 days, companies had to restrict their communication to the press. At the time, an organisation's interaction with its stakeholders was referred to as "public relations." But later, the parties concerned pushed for more information.

At this juncture, things started to become a little more challenging. Stakeholder communication was no longer limited to the "public relations" realm as other disciplines such as corporate design, corporate advertising, media relations, investor relations, internal communications with employees, crisis management, etc. started to encroach on this field. It is unclear how much ethical behaviour can be maintained in such a broad and complicated field where it's important to find an equilibrium between all internal and external partners as well as other business-related factors. The problem of ethics and corporate profit emerges in a capitalism system where advancing ethics in corporate communication encounters persistent issues.

One dispute involved Nestle India's choice to put millions of Indians' health at risk by adding MSG to their dried noodle product "Maggie."

If one makes an effort to distinguish any kind of differences between the ethical challenges of the past and those of the present, they may find that they still have a significant impact on today's issues. Social media is to blame for making it difficult for corporate organisations to handle the controversies that are currently gaining traction on new media.

However, every corporate ethical issue is comparable in that it results from the organisation's criminality and power battle.

When delving thoroughly into the nature of ethical issues in corporate organizations, it is essential to critically evaluate the judgements made as a result of the company's or, more exactly, the people behind the company's corruption and arrogance.

And over time, this method of approaching a decision that causes an ethical discussion has remained the same. Humans make choices on behalf of organizations, but groups do not. It is possible for individuals to hide their identities by using terms like managing committee, management, and company choices. Rushworth Kidder veered off into the self-facets of moral decision-making in *How Good People Make Tough Choices: Resolving the Dilemmas of Ethical Living*. Kidder argues that the "right-right" conflict gets more focus than the typical "right-wrong" conflict by going beyond the typical "right-wrong" conflict.

People frequently switch to another ethical position after learning that their original position is mistaken. However, they find it challenging when GMJ Indian Edition, June 2018, Student Research 5 all of their decisions must be supported by their beliefs. Kidder draws comparisons between things like "justice versus mercy" and "truth versus loyalty," among others. The impact of a person's personal choices can be seen in every social decision they make. This means that each task has unique traits of its own. When both options are feasible, individuals are more reliant on their own opinion.

### **3. Aims/ Objectives of Study :**

Aims of this Research

This study's primary goal is to recognise the value and influence of business communication in corporate organisations.

#### **Objectives of this Research**

- To explore the effectiveness of CC
- To evaluate the uses of effective CC
- To analyze the connection between managers and the workforce
- To analyze the advantages and disadvantages of CC

### **4. Research Questions/ Hypothesis:**

How to overcome the challenges of making effective corporate communication?

What are the issues that interrupted to have effective communication?

What is the contribution of CC to business development?

What are the advantages of CC? 5. Data Collection and Data Analysis

The value of accurate information and data in this study makes it imperative to collect appropriate and precise data that reveals the significance of corporate communication and its effects on corporate structure. Data gathering, according to Kuzlu et al. (2022), is a crucial step in completing this study project. Primary, secondary, and mixed data gathering methods are three parts of the data collection procedure. Data analysis is the process of examining how information is gathered. It comes in two flavours: qualitative data analysis procedure and quantitative data analysis.

## 5. COLLECTION OF DATA:

Surveys were extremely important in the initial data gathering procedure. The main data used in this procedure. This study, which involved 25 participants, involved an interview procedure, a face-to-face interview, and field visits. Finding accurate information about business communication is made easier by using this method. Tambs (2021) claims that this method improves the authenticity and transparency of information processing and data analysis. It provides a superior justification and description, which increases the authenticity of the study process. A clear understanding of corporate communication and its beneficial effects can be gained by visiting the corporate headquarters and conducting conversations with corporate managers. This data collection procedure aids in the completion of this study with the assistance of 25 individuals.

## 6. ANALYSIS OF COLLECTED DATA AND INTERPRETATION OF RESULTS:

In order to perform open and honest research and create a method for determining the effect and function of corporate communication in the corporate sector, it is important to analyse the data collected through questionnaires and interviews. An analysis is the process of gathering data and information from field questionnaires, talks with corporate staff members, and online conversations with those linked to a corporate industry. Give a notion of the preparation for the data gathering and analysis procedure, according to Aguinis et al. (2021). Better results for a research project come from reviewing the data that has been gathered.

## 7. FINDINGS REVEALED FROM STUDY:

The power of corporate communication

Through this study's findings, it is possible to conclude that corporate communication gives the corporate team protection and security, allowing any organisation to have an edge over competitors. Effective staff and employee dialogue generates fresh perspectives on any business issue. Researchgate claims (2022). Better comprehension of company knowledge and abilities results from corporate communication. In order to improve company strategy and facilitate the growth of practices, any organisation. In order to increase employee output and efficacy at work, CC entails motivating and uplifting staff members.

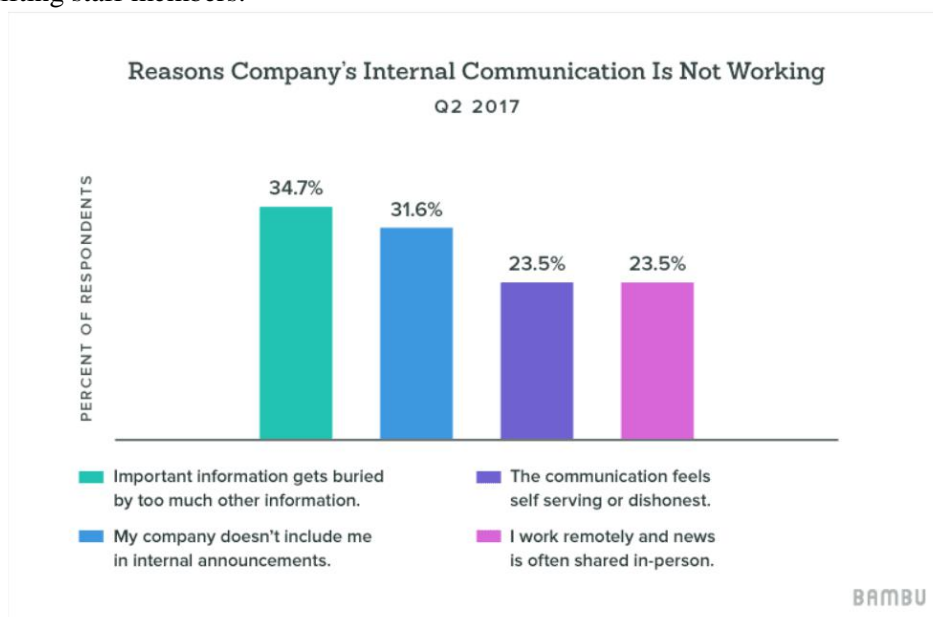


Figure 2: Different Reasons Of Corporate Communication Failure

The ability to From the boardroom to the mailroom, successful contact with employees and labourers is defined by CC for executives and managers. For the purpose of engaging in developmental activities, it forges powerful partnerships between organisations and industries. With regard to the general public, CC emphasises identity and advertising. Press conferences, ads, and press statements are just three of the three steps in the exterior communication process, which is an illustration of communication. In order to develop an image among stakeholders and consumers, CC develops its company branding. Any business can build brand reputation through CC, which gives them the chance to win consumers' confidence and trust. CC raises employee efficiency, enabling them to work more productively and profitably while also generating income.

### Organizational culture affects employee motivation

Through efficient corporate communication that strengthens organisational culture and paves the way for success, managers and leaders inspire workers. The drive of leaders in the workplace enhances "Organizational Citizenship Behavior," which has a beneficial impact on workers' performance, according to Widarko & Anwarodin (2022).

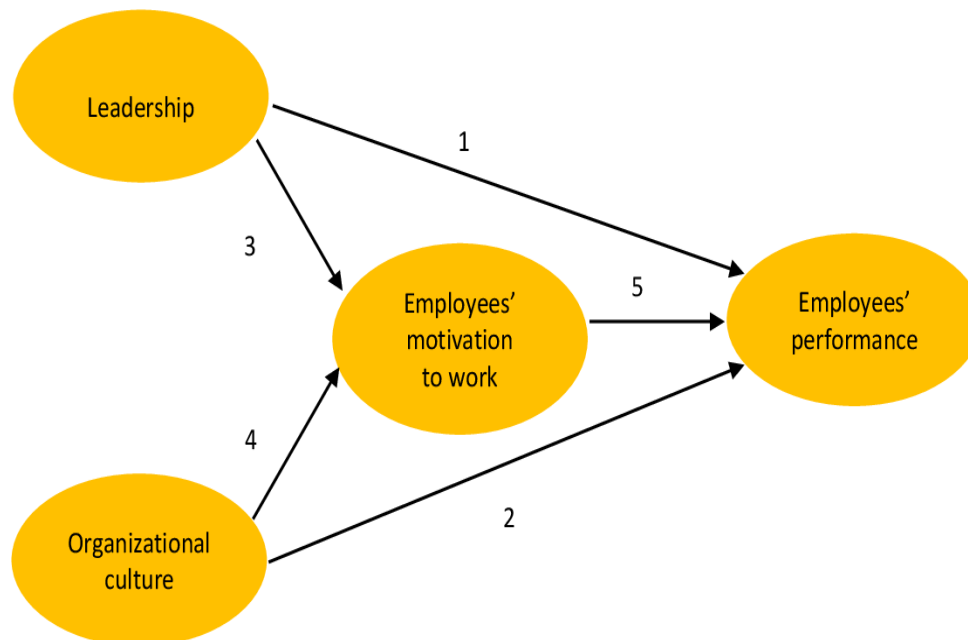


Figure 3: Factors Impacting Employee Motivation

(Source: Lolowang et al., 2019)<sup>1</sup>

Motivation fosters potentiality that is advantageous to an organisation and strengthens organisational identity, both of which are crucial for any business structure. If employees are more capable, they will produce superior work and outcomes. Motivating people helps employees and staff work more easily by lowering their emotional stress levels. Employees can unwind and feel relief through efficient CC, which improves the workplace atmosphere. A boss can guarantee a better working atmosphere for his staff through communication. So that a leader can carry out his responsibilities and duties honestly and effectively, motivation and encouragement can be the answer to serious organisational issues. New workers can develop their mental fortitude and develop an interest in their job by being motivated and encouraged. Every effective business organisation relies heavily on motivation to provide an evaluation of performance.

### Corporate communication affects the vision and mission of the company

Corporate communication improves workers' attention to their job and work practices, claim Deepa & Baral in 2021. A business organisation's internal function controls both its internal and external variables. High goals are established for it because they are crucial to the vision and purpose of the setting. Interest in their organisation is sparked by CC. It is a particular form of profit maximisation strategy that CC provided the business organisation. It has a huge effect on the organisation and aids in achieving goals and objectives. In order for an organisation to improve their profit maximisation plan, achieving goals and targets supports internal organisational well-being. This study demonstrates how corporate communication can improve corporate strategies and plans, preventing businesses from stifling their growth endeavours. Better external relationships are facilitated by outward dialogue as well as improved interior connections. Internal relationships foster a positive working environment with supervisors and staff, and exterior relationships foster a solid working connection with stakeholders, customers, distributors, and vendors.

<sup>1</sup> Lolowang, N. L., Troena, E. A., Djazuli, A., & Aisjah, S. (2019). The effect of leadership and organizational culture on employee performance that is educated by motivation (study on the implementation empowerment programs in Jayapura city). *Problems and perspectives in management*, (17, Iss. 1), 268-277. [http://www.irbis-nbuu.gov.ua/cgi-bin/irbis\\_nbuu/cgiirbis\\_64.exe?C21COM=2&I21DBN=UJRN&P21DBN=UJRN&IMAGE\\_FILE\\_DOWNLOAD=1&Image\\_file\\_name=PDF/prperman\\_2019\\_17\\_1\\_25.pdf](http://www.irbis-nbuu.gov.ua/cgi-bin/irbis_nbuu/cgiirbis_64.exe?C21COM=2&I21DBN=UJRN&P21DBN=UJRN&IMAGE_FILE_DOWNLOAD=1&Image_file_name=PDF/prperman_2019_17_1_25.pdf)

## 8. CONCLUSION:

It has been determined that business communication has a beneficial effect on how decisions are made within an organisation. Another section of the study that stands out is how it assesses how well-connected workers are to their supervisors and other top executives. Furthermore, it can be said that the data gathering and analysis process section gives a clear picture of the company structure and its communication channels. To develop a true understanding of CC, primary statistics and questionnaires are helpful. Fair and transferable thoughts about this subject are provided by primary evidence. A fair and transferable research method was created with the assistance of 25 individuals, and the material from this research is more comprehensive thanks to their cooperation. Qualitative and quantitative evaluations of data aid in making decisions and examining the information and data gathered. Quantitative data and qualitative data both offer insights into company culture and strategies and plans, respectively. The data gathering method is made very helpful and authentic by data and survey collection.

## 9. SUGGESTIONS :

Clear ideas and thoughts about corporate communication are provided by this study method. It can be concluded that implementing additional methods will improve the business communication process. Because better data and information discoveries will uncover unresolved questions, better findings will lead to better study outcomes. The research method will be improved and made simpler to correct by identifying errors and flaws. Better goals and purposes will result from addressing the research study's limitations. The study method will be improved by increasing the number of field trips, interviews, and discussions. In order for study on this subject to be successful, the structure, theories, and model will be expanded. This study will be more accurate if more time is spent on the interviewing procedure.

Effective business communication should help all managers and executives of corporations identify their competitive advantages. This study discusses the significance and function of CC and how information can become more reliable and genuine through improved data analysis. Because it can identify client interests and requirements, the corporate organisation should implement more benefits through improving communication. Because journal reviews offer accurate data and figures that improve research processes, the secondary data gathering process can be improved if it incorporates journal reviews. Any business organisation can benefit from the powerful bonds that CC can forge within the walls of the workplace. This improves the working environment, enables employees to work more productively, and boosts overall performance. A company's functionality is improved by CC, which also identifies better options and benefits that boost competing strategies and plans for business growth. The main tool in the corporate growth process is productive and successful CC.

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