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IMPACT OF EFFECTIVE BUSINESS COMMUNICATION USED BY HUMAN RESOURCE MANAGEMENT IN PUBLIC AND PRIVATE SECTOR ORGANIZATIONS

Abstract

This study investigates the Impact of Effective Business Communication used by Human Resource Management (HRM) in both public and private sector organizations in local context. Human Resource Management is a very significant and vital aspect of any organization. It is HRM, which trains their staff to communicate with their clients in a friendly and kind way. The communication, vehemently builds up the integral rapport between the organization and its clientele. The research problem in the present study is which sector applies more effective communication techniques that strongly contribute to the development and progress of the organization. The research objective is to ascertain the major causes for the progress of the organization due to its effective communication process. The study was limited to the selected public and private sector organizations, which were randomly selected for the present study. Methodology applied in the study was based on both primary and secondary data. Tools used for collecting primary data were administering structured questionnaires among the selected respondents, having interviews with them and observing their activities and behavior whereas secondary data were collected from the relevant documents of the selected institutes. Results obtained through the study apparently indicate that private sector is more efficient and effective in its business communication process than the public sector and as a result the private sector has become more popular among the clientele. Hence, at present, the respective clients seem to have developed a great tendency and enthusiasm towards the private sector enterprises due to its modern trends and strategies utilized in the business communication process.

Key words:

Effective Business Communication, Human Resource Management, Public and Private Sector