



THE IMPORTANCE OF COMMUNICATION IN HIERARCHY FROM THE POINT OF VIEW OF MARKETING MANAGEMENT

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Abstract

The purpose of this research is to determine the effectiveness of formal communication in hierarchical organizations. In this study, qualitative research methods are utilized and they are analyzed in relation to theories of organizational communication. These theories are applicable to organizational structure as well as to communications regarding the organization. Due to a hierarchical organizational structure communication becomes difficult. As a result, the company's goals, the schedule of its programs, and some of its decisions are not aligned with what is expected. Due to the long-lasting bureaucratic processes, unequal socialization was also a contributing factor. By applying technology to hierarchical organizational structures, it has been possible to solve effectiveness problems within them, according to research theory and the field of study. By integrating information technology into the organization's work program, all problems can be solved. Due to the rapidly changing business environment, many researchers have been interested in change management. Managing effectively requires communication. Managing effectively requires effective communication (Planning, Organizing, Staffing, Directing and Controlling). The flow of information in business communication is constant. A key element of communication is feedback. The size of organizations has grown dramatically in recent years. Several people are involved in it. Organizations have multiple levels of hierarchy. Management of an organization becomes more difficult when there are more levels. In order to direct and control the people in the organization, communication plays a crucial role. A company needs to have effective communication among its top leadership and its subordinates as well as with society at large (for example, between management and trade unions). A company's success depends on effective communication. There should be no communication gaps in any organization.

Keywords: *Communication, Marketing, Management Theory*

Introduction

Regardless of the size, geography, or mission of any organization, business communication skills are critical to its success. Every organization's external image and internal culture are deeply interconnected. This determines how the organization communicates. Informing, persuading, building positive relationships, and promoting goodwill are all possible with good business communication practices. A business can survive only if it accepts the rapidly evolving global challenges, and if it structures and implements communications processes efficiently and effectively. In the current climate of culture, technology, and competition, communication is increasingly challenging.

Any business is heavily dependent on communicating effectively and efficiently. In order to achieve organizational success, managers and employees must communicate effectively. It is beneficial to employee engagement in the organization they work for. It is vital for employees to be given a sense of belonging to the company as a whole when formulating a communication strategy or policy. Throughout the communication process within an organization, it is critical to have a comprehensive understanding of the various structures and processes involved in it. One of the biggest challenges facing organizations today is persuading staff to work effectively towards the organization's goals. Huczynski and Buchanan (2001) acknowledge this. The authors refer to a study conducted by Katherine Burke (1999) in which it was concluded that companies do not pay adequate attention to communication, resulting in absenteeism, turnover, low productivity, and work disputes.

As a factor contributing to business performance and productivity, communication is of paramount importance to management theory and practice. A key component of organizational success, according to Beardwell and Holden (2001), is the establishment of effective communication. Communication is critical to Organizations on the theory that if employees understand the Organization's decisions and the reasons behind them, they will be more motivated to work. When management makes a change request, they are more likely to accede. Organizational communication plays a crucial role in the efficient, effective, and moral operations of the organization. Flowing communication up and down the hierarchy affects the decisions made within the organization. The importance of effective communication is thus recognized today as the foundation of organizations (Witherspoon, 1997; Von Krogh et al., 2000).

To attract new customers, companies invest five to ten times more than they do to retain and satisfy existing ones, according to Kotler and Armstrong (2006:18). Keeping and growing their existing customer base, then, offers significant economic benefits to organizations. It is therefore crucial for organizations to retain and grow their customers Schultz & Shultz, (2004:3). With the focus on building and maintaining relationships with customers (O'Sullivan, 2008:5), marketing communication has undergone a radical change, resulting in alternative marketing practices, such as integrated marketing communication (O'Sullivan, 2008; Schultz & Schultz, 2004), customer relationship management (Kotler & Armstrong, 2006), and services marketing (Baker, 2000).

Literature Review

Communication

As O'Hair et al. (2011) point out, communication is a process that involves interactions in order for goals and objectives to be achieved. Communication is only effective when it involves verbal or non-verbal expressions. In addition to written and spoken communication, non-verbal communication includes postures, gestures, facial expressions, and even dressing. In order to transmit a message, the components of the message must be encoded (formed in a way that allows them to be understood by the receiver) in either spoken or non-verbal ways. A verbal cue may consist of selecting appropriate words and sounds and vocalizing them. Non-verbal cues, such as gesturing, smiling, laughing, and nodding, are nonverbal cues. The messages are then distributed through a medium or channel (e.g. telephone calls, videoconferencing, letters, memos, emails, meetings, group interactions, web pages, etc.) to the final recipient, who is the one in charge of determining whether the communication occurred or not. In literary theory, communication is described in numerous definitions or descriptions.

Earlier management theorists did not give communication much weight, but in recent years, communication has come to be recognized as a distinct component of both theory and practice. The communication process is defined by Greenberg and Baron (2000) as "The process by which individuals, groups, and organizations (i.e., the sender) transmit a message (i.e., the message) to others (i.e., the receiver). Houston (1999) explains how communication is about having the right information available at the right time to the right people. Furthermore, she describes communication as a transfer of knowledge, which is divided into three different categories: internal knowledge of an organization, external knowledge, and employee knowledge. Management theory involves understanding and perceptual processes, both of which are too vast to cover in this paper.

Hierarchy Communication

In a formal organization, hierarchical communication refers to information exchange and influence between individuals, managers, and employees. Through communication to employees, managers offer five different types of information: job instructions, job rationales, organizational policies and procedures, performance feedback, and organizational goals. Additionally, employees are responsible for discussing themselves with their managers, their problems with their co-workers, and what needs to be done.

These are multiple levels in an organization. beginning from top leadership and its subordinates as well as with society at large (for example, between management and trade unions). Communication with employees down the line. Companies with an authoritative management style are characterized by this type of communication. Employees communicate with upper management at all levels. Its primary purpose is to inform top management of what is happening at the lower levels. To evaluate the efficiency of organizational communication in general and downward communication in particular, top management should apply this tool (Miljković, Rijavec, 2008). According to the hierarchy in the

organization, communication also did not eliminate the possibility of a tool or media, such as a computer, being used. The computer is used for communication purposes through the internet. It is a global communication network that has a fast connection, is not limited by space and time, and is technologically advanced.

Therefore, hierarchical communication tends to emphasize rules that are more appropriate for a formal communication environment in the company or organization. Organizational culture is indirectly reflected in communication. Nevertheless, the substance concerned with the interests, needs, and desires of each member organization also affected the smoothness of communication.

Marketing Management

In a competitive market, communication in an organization is crucial to success. Misunderstandings and misinterpretations lead to an increase in wasted resources due to failed internal or external communication. When employees misinterpret information, the most common communication challenges arise. The communication challenges can be attributed to a lack of training across the organization. How employees interpret available information determines the performance of the organization. It is the responsibility of leaders and managers to ensure that information is communicated and interpreted accurately. Each organization is entitled to determine its own communication structure. There is an overwhelming amount of documentation, rules, systems, and laws guiding and guiding modern organizations. In order for organizations to function, perform, and avoid legal repercussions, such documentation is essential. Documentation should be accessible to all members of the organization, as it helps them perform their daily tasks. Recent technological advances have allowed people to communicate more efficiently. It is possible to collect all the knowledge within the organization into one place and share it with authorized people regardless of time and location using information communication technologies (Cizrelioğulları & Babayiğit, 2017).

Importance and Purpose of Communication

Our existence as members of a civilized society is dependent on communication, as is the function of an organization. An organization would not exist without communication. Therefore, communication is essential to the function of an organization. Management functions can be performed only through communication. Communication is the key to management, coordination is the key to staff, and planning and control are the keys to staff. Organizational actions are almost exclusively preceded by communication.

Purpose of Communication

For instruction: It is closely related to the commanding nature associated with the instructive function. Almost, on the whole, it is directive. In this way, the communicator

provides the next level with the necessary directives and guidance to enable them to accomplish their tasks. The instructions flow downwards in this case.

For integration: This is the function that has been responsible for integrating activities. Integration is primarily concerned with the fostering of inter-relationships among the various functions of a business organization. Through the use of combination management functions can be unified.

For information: In an organization, the purpose and function of communication are to inform individuals and groups about the goals and policies of the organization. The policy is communicated by middle management to lower management. Through the middle level of the reaction, the lower level communicates with the top level. Throughout an organization, information can flow horizontally, vertically, and diagonally. One of the main purposes of communication is to keep others informed.

For evaluation: By assessing activities, evaluation and communication are used to determine the value of a task. A communication tool can be used to appraise the contribution made by individuals and teams to the organization. An adequate and effective communication process is necessary for evaluating one's own inputs or other outputs, or some ideological scheme.

For direction: To get direction from the top management or manager to the lower level, communication is necessary. Employees perform better under the direction of their supervisors. Directing others may be communicated either orally or in writing. An order may be a common order, a request order, or implied order.

For teaching: Individuals have long recognized the importance of personal safety at work. Workers must be taught and educated about personal safety on the job through complete communication. In this way, workers can avoid injuries and risks, and avoid procedures, costs, etc.

For influencing: To influence others or be influenced, a complete communication process is required. Influential and persuasive, the individual can easily persuade others. It includes giving feedback on the effectiveness of communication.

For image building: Businesses cannot operate in isolation from the rest of society. There are interrelationships and interdependences between society and the enterprises within it. The public is a major source of goodwill and confidence. Utilize communication to portray a positive image of the company in society. A company must inform the public about its goals, activities, progress, and social responsibilities through an effective external communication system.

For employee orientation: During employee orientation, a new employee will not be familiar with the organization's programs, policies, or culture at that time. Communications help employees get to know their co-workers, superiors, and the policies, objectives, rules, and regulations of the organization.

The Style of Communication in an Organization

Assertive

Individuals who assert themselves openly and firmly advocate for their rights and needs without violating the rights of others. They state their opinions and feelings in a clear and direct manner. Being assertive is a sign of self-confidence. In addition to valuing themselves, their time, and their spiritual, emotional, and physical needs, these individuals are also strong advocates for themselves while respectful of other people's rights.

Aggressive

An aggressive person is someone who expresses his feelings and opinions and advocates for his needs in a way that violates others' rights. Expressive, self-enhancing behavior that takes advantage of others.

Nonassertive

The style of communication that encourages others to take advantage of us; inhibited; self-denial.

Discussion and Conclusion

Communication is the process of sharing, interpreting, and understanding meaning. It is the responsibility of leaders and managers to ensure employees understand the information correctly. Using the intranet, employees can access all the important written information. The information available to employees must be interpreted accurately in order to lead to success. It is critical for employees to understand how and why written information is crucial. Using technology and intranets effectively is another key component. To find accurate information, employees must be able to navigate intranets. An inadequate understanding of the subject is the cause of frustration, miscommunication, and, ultimately, disengagement. It is imperative that every organization establishes short- and long-term goals and communicates them to its employees. To achieve targeted goals, well-planned strategies should be based on the mission and vision of the organization. An organization's mission explains its current position. A vision describes what the organization hopes to achieve. In order for the mission and vision to be effective, an organization must have strong values.

The values of the organization show the purpose of the organization. The organization's mission, vision, and values form a compelling combination and are essential to its success. The mission, vision, and values must run through the organization as a whole. The leadership and management of an organization are responsible for ensuring that statements are clearly communicated to everyone within the organization and that employees comprehend what these statements represent. Insufficient understanding of the organization's values, mission, and vision lead to employees becoming disengaged and losing interest in their work, which leads to reduced performance. A clear mission and vision give a sense of direction. Employees love being part of a winning team.

The success of an organization depends on its employees. An organization's organizational structure, its leadership, and its communication, purpose, and opportunity levels determine how engaged its employees are. Performance is significantly affected by how employees perceive information communicated to them. It is essential that employees are able to grasp information and know how to use it effectively. Also, how information is communicated is crucial. Communication can fuel a long-term vision for employees' work by providing them with purpose. Everyone enjoys contributing to something great.

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