



**AN IN-DEPTH EXAMINATION OF EFFECTIVE COMMUNICATION BETWEEN
MANAGEMENT AND EMPLOYEES IN MICRO- AND SMALL- AND MEDIUM-
SIZED ENTERPRISES: SPECIFICALLY, IN MAHARASHTRA**

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Abstract-

Effective communication in the workplace is essential for good organizational performance. Managers with excellent communication skills can convey their ideas clearly so that subordinates understand what is required from them and can positively contribute to the organization. In contrast, a lack of communication can lead to employee frustration, lower productivity, absenteeism, and increased employee turnover rate. It is communication should be a two-way process. More than simply keeping employees informed about the latest business developments, communication should be a step-by-step process that involves the exchange of information between two or more parts at all organizational levels. Communication significantly affects the level of the utilization of human resources, not just in terms of the development efforts of a company. An effective communication stream is particularly important when the character of work requires cooperation between a few employees. It is likewise utilized when information stream should be attached, when a better understanding of a declaration should be accomplished, and when basic efforts should be composed. The examination of the research results shows the very frail activity of the associations identified with the education of managers in the zone of communication. These focus to additionally revealed inadequacies, for example, the finding that practically 43% of the interviewed associations announced that their officials were not given space to talk at gatherings. The given methodology constructs communication barriers, which may, atleast reason critical problems related to the competitiveness of their companies.

Keywords:Communication, Effective, Employee Frustration, Lower Productivity, Absenteeism



1. Overview

The viable usage of authoritative strategies and human resources (HR) policies relies upon open two-path communication among management and employees. Upward communication enables employees to point to the inside inconsistencies and issues that plague their associations. It impacts workforce and operational choices, just as changes in policies and procedure. Descending communication serves to furnish employees with mandates, strategy explanations, and performance criticism.

Further, management communication can build POS by enabling managers to depict general objectives and strategies and to give required data on an auspicious premise that enables employees to do their occupations. Such communication can decrease employees' tension and vulnerability in regards to authoritative change while invigorating the rise of inventive thoughts and hindering the improvement of oblivious conformity. Without an open two-way communication line among management and employees, ranking directors may end up withdrawn from their employees, belittle (or miss) rising issues, and create strategies that are skewed with the impression of their employees. Successful communication with management ought to be especially viable in expanding POS since abnormal state managers define policies and objectives and accordingly are considered by lower-level employees as unequivocally illustrative of the association.

Open communication with management may flag that the association thinks about the prosperity and qualities the commitment of its employees, in this manner expanding POS. A few parts of management's communication, for example, nature of data got from management, positive occupation related criticism, and discussions about support, just as employees' fulfillment with communication, have been observed to be decidedly identified with POS. In any case, no examinations to date have inspected the directionality of the connection between communication with management and POS, free of the dimension of management.



Albeit authoritative support hypothesis proposes that management communication prompts POS, high POS may lead employees to see that managers take part in increasingly positive communications. Employees see managers as operators of the association and subsequently may translate the receptiveness of their communication as characteristic of the association's support. Be that as it may, the other way of impact is likewise conceivable. That is, POS may prompt a progressively positive impression of management communication. The method of reasoning for this switch relationship can be found in affirmation inclination writing.

2. CONSEQUENCES FOR EMPLOYEE PERFORMANCE IN MSMES

In the organizational setting, technology development might be connected to performance and development through enhancements in proficiency, efficiency, better security through appropriate human factor plan, natural quality, and so on. Technology advancements in SMEs are conceivable in the structure of items, forms, supply chains, etc. In contrast to the composed sectors, SMEs are not outfitted with complex technology, organized condition, or wellbeing and wellbeing rehearses.

Frequently in an SME, laborers need to work in unfriendly working conditions. This prompts mishaps, damage, and item misfortune in Maharashtra association. Each business has an obligation towards every employee to guarantee, similarly as is sensibly practicable, that the employee is, while at work, safe from damage and dangers to wellbeing. An employee's discernment will reflect how they accept that security is to be esteemed in the association.

Top management is frequently in charge of the execution of wellbeing improving frameworks and the improvement of a security situated culture. The effect of laborer conducted on security and reasoned that preparation and fortification of wellbeing practices help in anticipating mishaps on the work floor. They additionally recommended that in-house security projects are incapable without deliberate evaluation.



Wellbeing cognizance alludes to a person's very own consciousness of security issues[9]. This mindfulness takes a shot at both a subjective and a conduct level. Typically, wellbeing cognizance sanctions the practices that encourage operational security. Persuasive inspiration (conveying a security situated vision) imparts the significance of wellbeing and rouses employees to think about wellbeing.

It brings issues to light of wellbeing issues and furthermore propels them to sanction practices arranged on security. Scholarly incitement (provoking employees to consider better approaches to improve wellbeing) makes employees consider what practices could improve security and widens their insight base concerning wellbeing focused practices. POS may give a significant connection between management communication and performance, as to prove by the social trade approach. Social trade hypothesis alludes to "intentional activities of people that are spurred by the profits they are relied upon to bring and normally do in reality bring from others." This point of view keeps up that, in light of the standard of correspondence, employees endeavor to reimburse with expanded exertion and commitment to their associations the gathering of unmistakable and socio-emotional rewards. Besides, and by this thinking,

POS interceded the connection between management communication and employee full of feeling a responsibility to the association. Employees with high POS have been found to have a more noteworthy felt commitment to helping the association achieve its goals, more grounded emotional duty to the association, and expanded anticipation of remuneration for superior, and these results have reliably been observed to be related with expanded in-job and additional job performance in Maharashtra.

3. Micro, Small and Medium Business Enterprises in India

The momentum research talks about the improvement of the MSME sector in India. It demonstrates the grouping and business structure of MSMEs in India. This is pursued with the examination of the job of MSMEs in monetary advancement of India from the perspective of development rate in several foundations, employment, speculation, and generation yield and



fare performance. It features the intrigue dimension of the Central Government in the improvement and development of the Indian MSME sector. Micro, Small and Medium Enterprises (MSMEs) are generally gotten back to the bone of the Indian economy. As per the online authority gateway of MSME, this sector is the biggest employment giving sector in India utilizing more than 600 lakhs people in India".

As of late, it has risen as the most powerful sector showing incredible development by contributing 10% of offers in GDP of India, contributing 40% to add up to economy trades, creating around 7500 things and including in Technology Upgradation and usage (55% of MSMEs included) specifically. This sector contains specialty units with fluctuating sizes that range from minor to medium dependent on the dimension of speculation.

The vast majority of these likewise go about as auxiliary units for enormous scale industry. The accompanying area characterizes each kind of units in the small scale sector. MSMEs are regular in nature of working, management and administration on account of its size and budgetary quality.

The greater part of the MSMEs is family possessed organizations over the world. Consequently, their working is very constrained to the initiative of the leader of the family. There is not any design found in its structure. The majority of the MSMEs have a basic, level structure as opposed to a hierarchal one.

It is normally a 'limited show,' and this single individual, the business person or the proprietor assumes the job of promoting, HR, just as fund head. Just those MSMEs that are likewise included in assembling may have a different practical head to review the everyday generation movement. Be that as it may, even for this situation, the proprietor has a total association in the equivalent and remains an ultimate choice producer.

Just when a firm develops to end up medium measured from small and become enormous from medium estimated, the structure gets increasingly hierarchal and less level. The organizational



structure of MSMEs likewise relies upon the kind of business that they are associated with. For instance, exchanging firms have a compliment structure when contrasted with that at a manufacturing firm. Most inventive firms have progressively created organizational structures as far as a number of offices when contrasted with a normal movement.

4. Strategy for Human Capital Management of MSMEs

The journey of employee management is turning into the most testing issue for business visionaries. High weakening rate, non-appearance, and relocation of workforce constrain the business to reexamine about employee management. The business performance and market presence must be conceivable by the accomplished work power. These accomplished workforces are the human capital for the associations.

The employees are dealt with increasingly like financial specialists of their capital; however, they can lease it from their employees. Human capital is profoundly shaky and is the inconsistent threat of being lost when an employee stops the Human association capital is a load of skills, learning, social and personality characteristics, innovativeness encapsulated in the capacity to perform work to deliver monetary esteem.

Human capital management empowers organizations to esteem their employees, to gauge and convey this esteem and methodically oversee it. The business people must deliver these angles to comprehend the estimation of an employee in an association. The estimation of the employee should be perceived, and steps must be taken to improve these limits and abilities.

Human capital is like physical methods for creation, for example, Processing plants and machines and one can put resources into human capital through instruction, preparing and treatment and one's yield depend incompletely on the rate of profit for the human capital one possesses. Hence, human capital is a method for creation into which extra speculation yields extra yield.



Human capital management perceives that individuals are speculators of their human capital, and this gives the principal wellspring of significant worth for an association. This ability, potential, learning base, the frame of mind towards work, and the experience must be distinguished of every employee and used for the most extreme yield. The employee's capacity and competency must be mapped opportune or through a timetable. This has been acknowledged by the enormous partnerships like Maharashtra Mining organizations. Sadly this has not been acknowledged by the micro, small medium enterprises. India is the second biggest home market for small and medium measured enterprises. As a general rule, these sectors face the difficulties for human resources like wearing down rate and maintenance of the correct labor. The issues identified with employee management, obtainment, preparing, holding and improving the incentive among laborers should be tended to by the micro, small medium enterprises, and the business people of this sector need give center around these regions. Quality, shortcoming, openings, and dangers examination is one of the essential strides for all specialty units.

5. Conclusion

The MSMEs in India face a tough situation because of extreme competition from enormous industries because of withdrawal of appropriation, lack of infrastructure, hostile to dumping policy, challenges on product standardization, total quality management, and so forth. Even though Globalization has increased competitiveness in Indian MSMEs to a certain degree, still Indian MSMEs are not enough arranged to contend with worldwide players. There has been a distinct change in the frame of mind of the Govt. from protection to promotion of the MSMEs. The Govt. has taken a few policy activities yet needs to guarantee legitimate co-appointment and implementation of such plans.

The MSMEs must change over the dangers of Globalization into opportunities through increased productivity, product enhancement, supply chain management, Research, and Development activities. Development of the SME sector, market economy, privatization, and



increased nearness of outside capital on the market of the Republic of Serbia demand changes in the relation towards employees, for example, human resources management. Deficient and inadequately used work and creational potential of employees in the Republic of India require improvement of human resources management in practice.

Progressively strict/severe competition on the market is normal for modern business, and employees with a higher degree of education/training frequently represent the upper hand of SMEs. Quality work power increases the competitiveness of SME in an accompanying manner: it responds faster on market demands and mechanical innovations; it improves the quality of product and services, and so forth.

The upper hand of SME ought to be founded on the quality of its employees, which remembers human resources management for acknowledgment of the strategy of SME. Human resources management as the bearer of the knowledge and skills in the management of human resources must be strategic accomplices that will contribute to the planning and acknowledgment of strategic plans of the SME. This capacity has a particularly critical job in SMEs, which are regularly compelled to change its business policy to the market demands. In every one of the segments, changes occurring with regards to Globalization are pinpointed. The uncommon notice might be made of industrial estates/industrial parks, industrial bunches, modernization and export promotion through the development of groups, and ongoing patterns to improve the competitiveness of MSMEs in the standard based worldwide exchanging environment regulated by the World Trade Organization (WTO).

Focus zones and push sections are stressed in terms of bearings for what's to come. Industrial estates and industrial zones are presently being termed industrial parks. More up to date drifts being sought after are extraordinary monetary zones, programming technology parks, agri-export zones, flavors parks, nourishment parks, integrated material parks, Imitation Jewelry Park, and Wooden Toys Park, and so on.

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