



Role of communication in management

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Abstract: The present paper deals with the role of communication in the management. The communication plays a vital role in the management. The aim of the management is to get the work done by the people in its best quality with low cost. This can be achieved with effective communication. Effective communication helps to create healthy environment which leads to the success of the management. The communication helps in various functions such as guiding, directing, controlling, sharing, coordinating etc. If the process of communication takes place systematically, then it helps to achieve desired goals.

Key Words: Barriers, Communication, Management, Role, Ways to make communication effective.

Introduction:

Globalization has influenced the field of management. The rapid developments in technology, education, organizational expectations, wide interactions at world level and business practices have impact on management. The management needs to utilize the available resources to accomplish the management objectives. Communication plays a significant role in creating good relations with management and human resources. Therefore, communication skill has become one of the most essential skills in the management. The success and failure of the management depends to a large scale on the ability to communicate.

Meaning of Management:

Management thinkers have defined the term management according to its nature. According to F. W. Taylor management is the act of knowing what one wants to do and then sees that is done in the best and cheapest way. For Henri Fayol management is to forecast, to plan, to organize, to command, to coordinate and control activities of others. Peter F. Drucker describes management as a multi-purpose organ that manages business, managers, workers and their work. The term management is widely discussed by various management theorists. On the basis of their definition it can be asserted that management works to achieve the objectives of the organization and for that maximum utilization of the resources is done. The systematic efforts to accomplish objectives requires the art of coordinating work activities.

Functions of management:

Management performs various functions such as planning, organizing, staffing, leadership, motivation, coordination, communication, control etc. Management considers human