

The Effect of Organizational Communication on Employee Work Passion

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Abstract

Organizational communication is imperative for the functioning of any type of organization. When an organized collection of individuals work interdependently within a relatively structured, organized and an open system to achieve common goals and get involved into communication, it is known as organizational communication. Organizational communication facilitates the free flow of information and is more adaptable to the changes and transformations that may take place within the internal and the external environmental conditions. The communication process assists in the generation of resources from the external environment to accomplish the goals of the organization. When understanding organizational communication, it is vital to acquire an understanding of process, source, message, channel and receiver.

This research addressed the requirements and preferences of employees from their employers, and as a result, it explains the relationship between organizational communication and employee work passion in Ghana's private universities. Organizational communication has an impact on employees' choices to stay or quit a firm. There is a justification that organizational communication and employee work passion are inextricably linked. The study drew 372 respondents from a random sample, of whom 371 were used in the analysis. This study used a correlational research design and bivariate analysis in SPSS version 23 on self-constructed questionnaires, yielding Cronbach Alpha values of 0.855 for organizational communication and 0.901 for employee work passion. The results of the study showed that there is a *moderate significant positive* relationship between organizational communication and employee work passion ($r=.332$, $p=.000$, $N=371$). The study shows that organizational communication has a *positive* impact on employee work passion in private universities in Ghana. Faculty members and staff at private universities interact nicely within their institutions. This was proved by the study's findings, which revealed that organizational communication was good.

The implication is that a moderate relationship in organizational communication needs an improvement to bring about significant advancement in the employee work passion. This is

because when information about the universities' policies, best practices, procedures and management decisions are made known to staff and faculty members, it makes them feel good which will stimulate their passion for the work. The concept of organizational communication is a way to describe and explain the organizations. When employees undergo a training program, they communicate with the trainers as well as the colleagues to enhance their knowledge and information. While engaged in the performance of job duties, the workforce communicates with the supervisors, managers, directors and the leaders. Communication is a fundamental aspect within the organization, it takes place either in a written form or in an oral form.

Organizational communication must be kept at a respectable standard or strengthened to a very good level. This necessitates ongoing training and development of professional soft skills among faculty and staff personnel. To further this understanding, more research into the construct of employee work passion in relation to organizational communication is recommended.

Keywords: *private universities, organizational communication, employee work passion*