

The Effect of the Internal Organization Communications' Effectiveness through Employee's Performance of Faculty of Management Science, Suan Sunandha Rajabhat University

Authors : Malaiphan Pansap, Surasit Vithayarat

Abstract : The purpose of this study was to study the relationship between internal organization communications' effectiveness and employee's performance of Faculty of Management Science, Suan Sunandha Rajabhat University. Study on solutions of communication were carried out within the organization. Questionnaire was used to collect information from 136 people of staff and instructor and data were analyzed by using frequency, percentage, mean and standard deviation and then data processing statistic programs. The result found that organization communication that affects their employee's performance is sender which lack the skills for speaking and writing to convince audiences ready before taking message and the message which organizations are not always informed. The employees believe the behavior of good organization communication has a positive impact on the development of organization because the employees feel involved and be a part of the organization, by the cooperation in working to achieve the goal, the employees can work in the same direction and meet goal quickly.

Keywords : employee's performance, faculty of management science, internal organization communications' effectiveness, management accounting, Suan Sunandha Rajabhat University

Conference Title : ICEBMM 2016 : International Conference on Economics, Business and Marketing Management

Conference Location : Prague, Czechia

Conference Dates : March 30-31, 2016