FACTORS INFLUENCING INTERNAL ORGANIZATIONAL COMMUNICATION AND ITS ROLE IN ORGANIZATIONAL PERFORMANCE: A CASE OF THE KENYA COMMERCIAL BANKING SECTOR

BY

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ABSTRACT

This study is about the role of internal communication in organizational performance with reference to the commercial banking sector in Kenya. According to (http://www.eng.sinergiejournal.it/pdf/87/09.pdf) “The debate in corporate communication, Organizational communication, and Public Relations literature states that internal communication is vital for organizational management and success” scholars have advocated for the strategic role of internal communication, yet failed to “provide a unifying frame of the strategic contribution of internal communication to the organization”. The aim of the study is to discuss the strategic role of internal organizational communication in the management and development of organizations. The study sought to investigate the influence of internal organizational communication on organizational performance with a focus on the banking sector in Nairobi. The study focused on four objectives which included; determining the influence of the choice of communication channels on organizational performance; establishing how leadership roles in communication influence organizational performance; determining how employee participation in communication influences organizational performance and assessing the influence of organizational culture on organizational performance.

In terms of methodology a largely quantitative research design was adopted for the study. In the process of determining the findings in relation to the effects of internal organizational communication on organizational performance with a focus on Commercial Banks in Nairobi. The sample for study was drawn from 150 top, middle and low level managers and general staff working with Kenya Commercial Bank and Barclays Banks of Kenya headquarters in Nairobi. The sampling technique applied was stratified random sampling for inclusiveness. A sample of 40% of the population of 150 was sampled to come up with 60 respondents. Questionnaires and interview schedules were used as the main data collection tools.

The major findings of the study were that; internal organizational communication is a key component in effective organizational management and that it influences its performance to a great extent. It was, however, notable from the findings that commercial banks are yet to fully embrace the fact that internal organizational communication is an indispensable tool in their management functions and hence for effective organizational performance which should be taken seriously and given priority.