

Research Paper

On

A Study of Corporate Communication at Oil & Natural Gas Corporation

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ABSTRACT

Technology is encompassing every walk of life and most of the business houses far and wide utilize the process of corporate communication in its routine business activities enjoying the latest technology trends like blogs, social networking and so on. The research paper focuses the corporate communication process used by ONGC Management to strengthen their organization. It further highlights the areas where the organization has to put their efforts to make the communication process more effective.

KEYWORDS

Web 2.0, Wiki, Blog, Corporate social responsibility, Communication audit

INTRODUCTION

Corporate communication includes Advertising, Marketing, Public relation but they all function under managed perspective. Corporate communication is managing an organization internal and external communication. Corporate Communication is about managing the signals a company sends to its stakeholders and how they react to them. It is also critical that a company considers not only what is communicated to external stakeholders, but also what is communicated internally. Corporate Communication is designed for everyone working in the field of communications, from the expert to the novice. It includes theoretical articles, descriptions of methodologies as well as hands-on examples.

Effective corporate communication involves not only the message itself, but also the medium that carries and delivers it. It's these two components of a communication that dictate whether employees will receive and understand it. Communication mediums can be classified into two methods: the sender pushes the message to the receiver (e.g., sending an e-mail) or the receiver pulls the message from a source (e.g., reading an intranet post).

CORPORATE COMMUNICATION AND PUBLIC RELATION

Corporate communication began as public relation in major corporations. Corporate communication developed as a communication practice in an industry setting within major

corporations as direct spin off public relation. The business aspect came later with advertising, branding and marketing responsibilities assumed by the corporate communication department, sometimes called corporate relation with major industries. Lee is known for his contributions to corporate communication and public relations management. He established that -

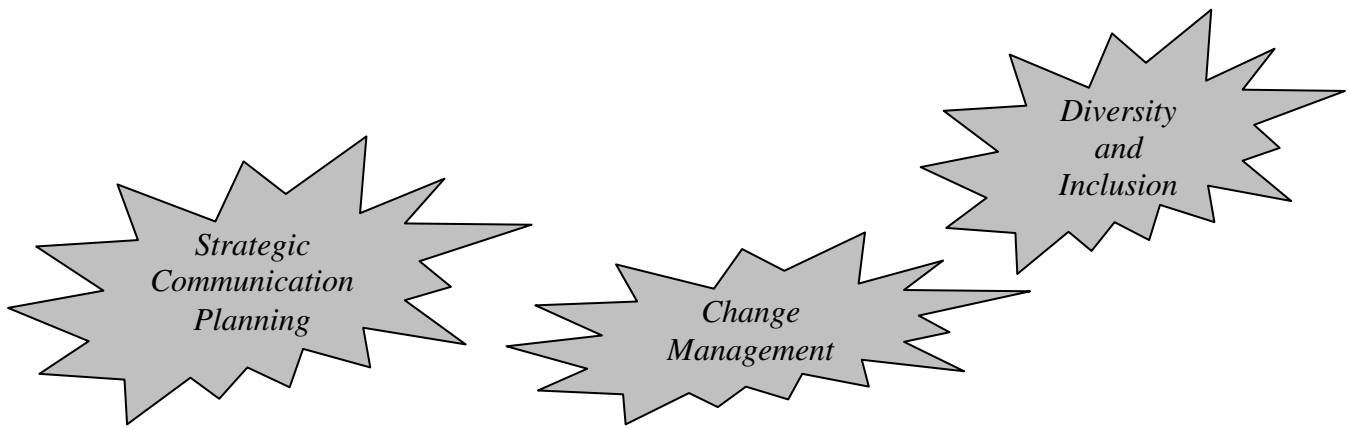
1. Business and Industry alignment with the public interest is acting socially responsible manners.
2. Counseling top management directly and only developing communication.
3. Building a network of news contact to maintain effective media relations.
4. Bringing internal and external communication to a `Human level for all audience`.

FACET OF CORPORATE COMMUNICATION

- Managing communication or fulfilling the communication management function.
- Dealing with controlled and uncontrolled media.
- Serving both internal and external audiences.
- Advocating communication strategies and tactics.
- Branding image and reputation.
- Branding products and services.
- Monitoring the responses from audience and markets.
- Counseling and advising senior executives.
- Managing issues and responding to crisis situation.
- Organizational image creation and maintenance.
- Organizational presence building and monitoring.

CORPORATE COMMUNICATION TRENDS





CORPORATE COMMUNICATION COMPASS

Corporations: Departments with the task such as community relation and marketing communication are dealing with an organization reputation and services to clients.

Non profit Agencies: Options ranging from membership organization to social and cultural groups, hospital and health care agencies offer public relation opportunities where fund raising is always involved.

Entertainment, Sports and Travel: Commitments in these areas are usually concerned with promotion of events. Publicity is an important part of practitioner duties here.

Government and Military: Here communicators focus on promotion of political issues, information dissemination about government activities to citizens and information distribution to and about the military.

Education: Higher education opportunities cover relationship with faculty, administration, students and general public promoting the college image and raising funds

International: With today's almost instantaneous global communication, intriguing new areas have opened. These areas are particularly desirable for bilingual or multilingual practitioners who are familiar with many cultures.

OBJECTIVE OF STUDY

- To study the treated area of corporate communication in the organization.
- To analyze the corporate communication process.

RESEARCH METHODOLOGY

RESEARCH PROBLEM

Corporate communication is one of the most accessible means of communication, as the departments are interrelated with each other. Hence it is essential that no miscommunication occurs flanked by the employees of various departments but it has been observed that corporate communication does not receive the attention in the organization as vital. Hence a need was felt to have a deep insight of this topic.

DATA COLLECTION

Primary Sources: The opinion is studied from different management personnel via personal interviews and questionnaire.

Secondary Sources: The secondary data is collected from periodicals, articles, recorded and available printed manuscripts viz. newspapers, annual reports, magazines etc.

Research Design: Descriptive Research Design. It is concern with describing the characteristics of a particular individual or a group.

Sampling Technique: Random Stratified Sampling as the set up of the organization is too large and it is difficult to collect information from all the employees.

Sampling frame: Tel Bhawan ONGC, Dehradun

Sampling Unit: ONGC employees

Sampling Size: 80

DATA ANALYSIS & INTERPRETATION

Q1. From the below mentioned personality type, tick the behavior that applies to you most.

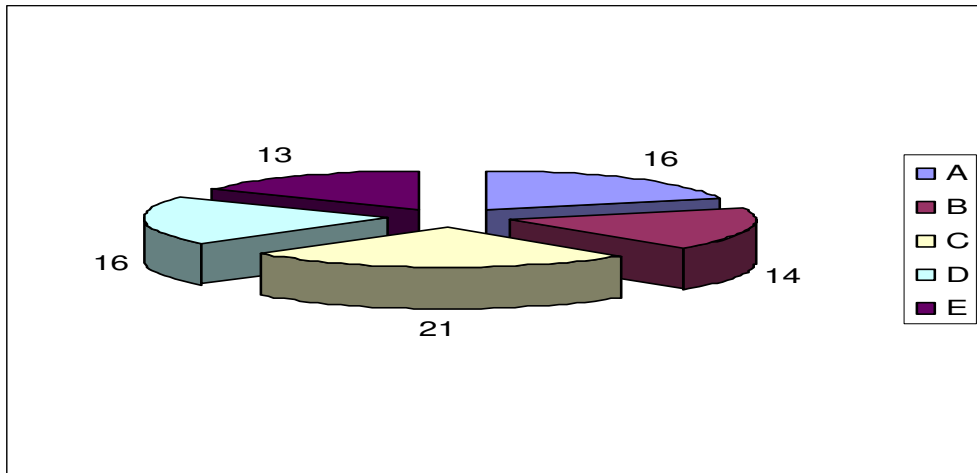
A – I almost neglect reading.

B - I communicate only through via E-mail.

C - I repeat question until a clear answer is obtained.

D - I am not found easily.

E - I react through E-mail.



Null Hypothesis:

H₀: Frequency does not depend on scaling.

Expected frequency= Total Frequency/ no. of scaling= 80/5=16

Scaling	Frequency	Expected	O _i -E _i	(O _i -E _i) ²	(O _i -E _i) ² / E _i
A	16	16	0	0	0
B	14	16	-2	4	0.25
C	21	16	5	25	1.56
D	16	16	0	0	0
E	13	16	-3	9	0.56
Total	80	80			2.37

$\chi^2_{cal} = 2.37$

$\chi^2_{0.05}$ for 5 d.f.=11.07

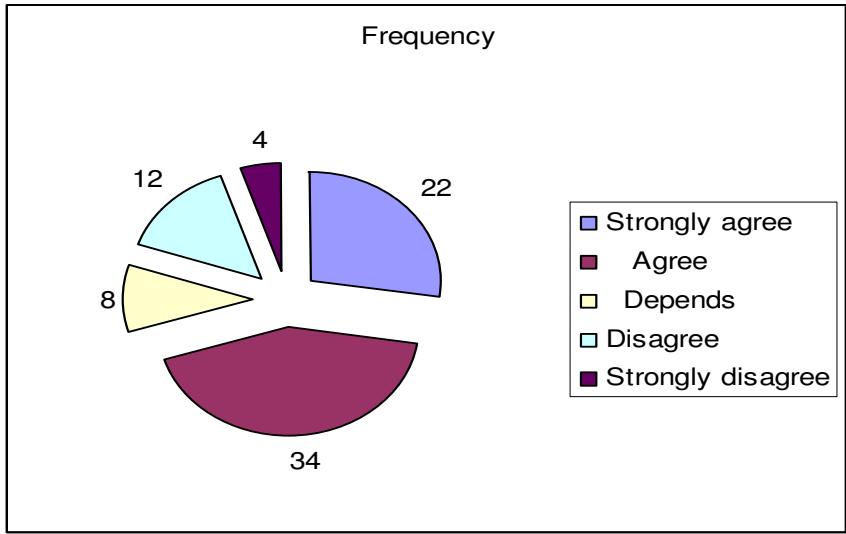
χ^2_{cal} is less than χ^2_{tab} . Means H₀ accepted.

Interpretation:-

“C” is the behavior that applies most in our case.

Q2. Use of technology while communicating at a same level.

Scaling	Strongly agree	Agree	Depends	Disagree	Strongly disagree
Frequency	22	34	8	12	4



Null Hypothesis:

H₀: Frequency does not depend on scaling while communicating at a same level.

Expected frequency= Tot. Frequency/no. of scaling= 80/5=16

Scaling	Frequency	Expected	O _i -E _i	(O _i -E _i) ²	(O _i -E _i) ² / E _i
Strongly agree	22	16	6	36	2.25
Agree	34	16	18	324	20.25
Depends	8	16	-8	64	4
Disagree	12	16	-4	16	1
Strongly disagree	4	16	-12	144	9
Total	80	80			36.50

$\chi^2_{cal} = 36.50$

$\chi^2_{0.05}$ for 5 d.f.=11.07

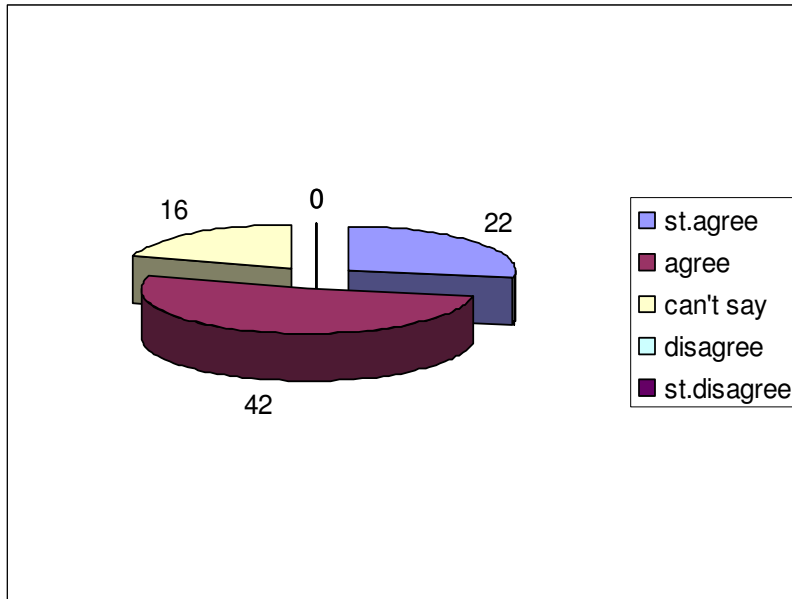
χ^2_{cal} is greater than χ^2_{tab} . Means H₀ rejected.

Interpretation:-

Majority of the employees feel that use of technology is more than sufficient while communicating at the same level. They also use paper for communication when required.

Q3. The process of communication is transparent in ONGC.

Scaling	Strongly agree	Agree	Can't say	Disagree	Strongly disagree
Frequency	22	42	16	-	-



Null Hypothesis:

H₀: Frequency does not depend on scaling.

Expected frequency= Tot. Frequency/no. of scaling= 80/5=16

Scaling	Frequency	Expected	O _i -E _i	(O _i -E _i) ²	(O _i -E _i) ² / E _i
Strongly agree	22	16	6	36	2.25
Agree	42	16	26	676	42.25
Depends	16	16	0	0	0
Disagree	0	16	-16	256	16
Strongly disagree	0	16	-16	256	16
Total	80	80			76.50

$\chi^2_{cal} = 76.50$

$\chi^2_{0.05}$ for 5 d.f.=11.07

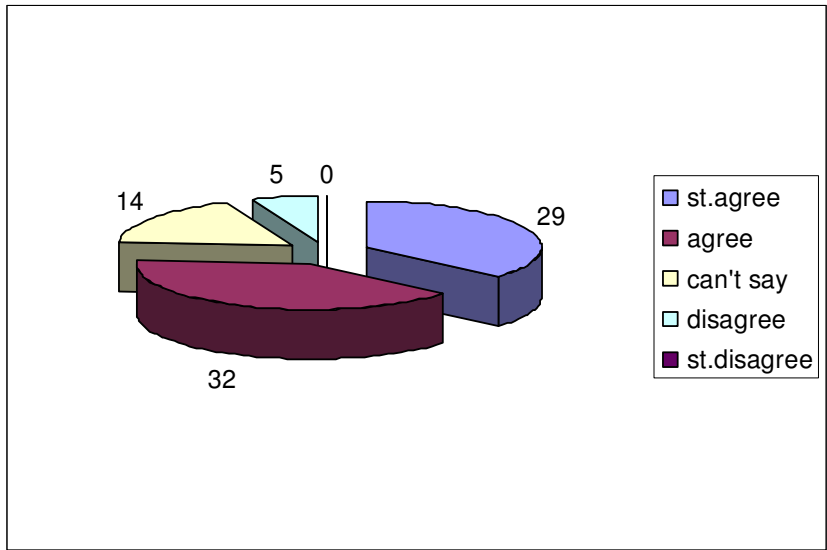
χ^2_{cal} is greater than χ^2_{tab} . Means H₀ rejected.

Interpretation:-

Majority of employees are agreed that the process of communication is transparent in ONGC.

Q4. ONGC uses communication networks to make the working relationship better among employees.

Scaling	Strongly agree	Agree	Can't say	Disagree	Strongly disagree
Frequency	29	32	14	05	-



Null Hypothesis:

H₀: Frequency does not depend on scaling.

Expected frequency= Tot. Frequency/no. of scaling= 80/5=16

Scaling	Frequency	Expected	O _i -E _i	(O _i -E _i) ²	(O _i -E _i) ² / E _i
Strongly agree	29	16	13	169	10.56
Agree	32	16	16	256	16
Depends	14	16	-2	4	0.25
Disagree	5	16	-11	121	7.56
Strongly disagree	0	16	-16	256	16
Total	80	80			40.37

$\chi^2_{cal} = 40.37$

$\chi^2_{0.05}$ for 5 d.f.=11.07

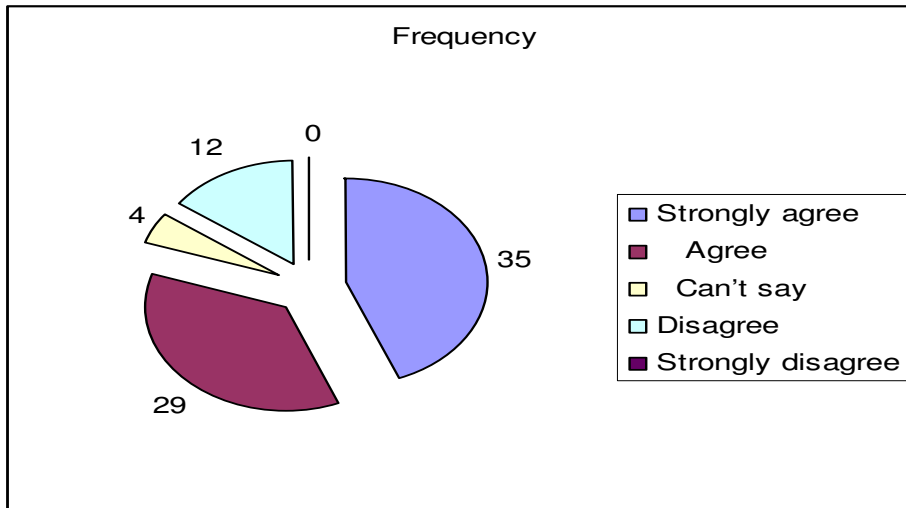
χ^2_{cal} is greater than χ^2_{tab} . Means H₀ rejected.

Interpretation:-

Most of the employees agree that ONGC use communication networks to make the working relationship better among employees.

Q5. People feel comfortable communicating in groups of their own affinity.

Scaling	Strongly agree	Agree	Can't say	Disagree	Strongly disagree
Frequency	35	29	4	12	-



Null Hypothesis:

H₀: Frequency does not depend on scaling.

Expected frequency= Tot. Frequency/no. of scaling= 80/5=16

Scaling	Frequency	Expected	O _i -E _i	(O _i -E _i) ²	(O _i -E _i) ² / E _i
Strongly agree	35	16	19	361	22.56
Agree	29	16	13	169	10.56
Depends	4	16	-12	144	9
Disagree	12	16	-4	16	1
Strongly disagree	0	16	-16	256	16
Total	80	80			59.12

$\chi^2_{cal} = 59.12$

$\chi^2_{0.05}$ for 5 d.f.=11.07

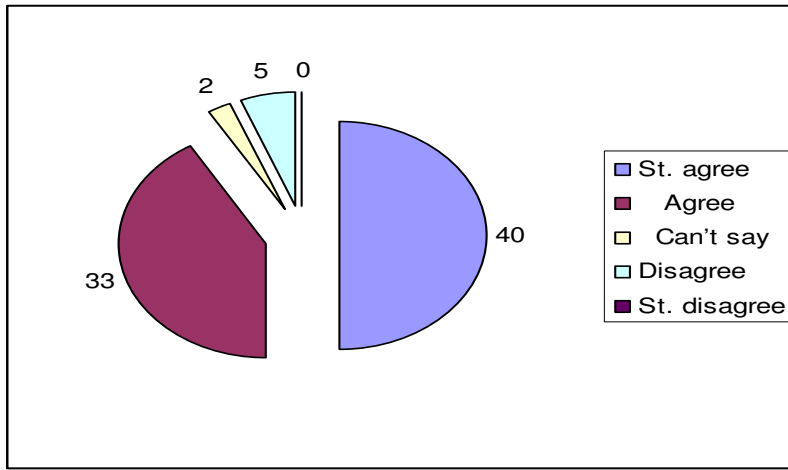
χ^2_{cal} is greater than χ^2_{tab} . Means H₀ rejected.

Interpretation:-

Majority of the employees feel comfortable communicating in groups of their own affinity.

Q6. Nurturing and helping subordinates is encouraged here through communication process.

Scaling	Strongly agree	Agree	Can't say	Disagree	Strongly disagree
Frequency	40	33	02	05	-



Null Hypothesis:

H₀: Frequency does not depend on scaling.

Expected frequency= Tot. Frequency/no. of scaling= 80/5=16

Scaling	Frequency	Expected	O _i -E _i	(O _i -E _i) ²	(O _i -E _i) ² / E _i
Strongly agree	40	16	24	576	36
Agree	33	16	17	289	18.06
Depends	2	16	-14	196	12.25
Disagree	5	16	-11	121	7.56
Strongly disagree	0	16	-16	256	16
Total	80	80			89.87

$\chi^2_{cal} = 89.87$

$\chi^2_{0.05}$ for 5 d.f.=11.07

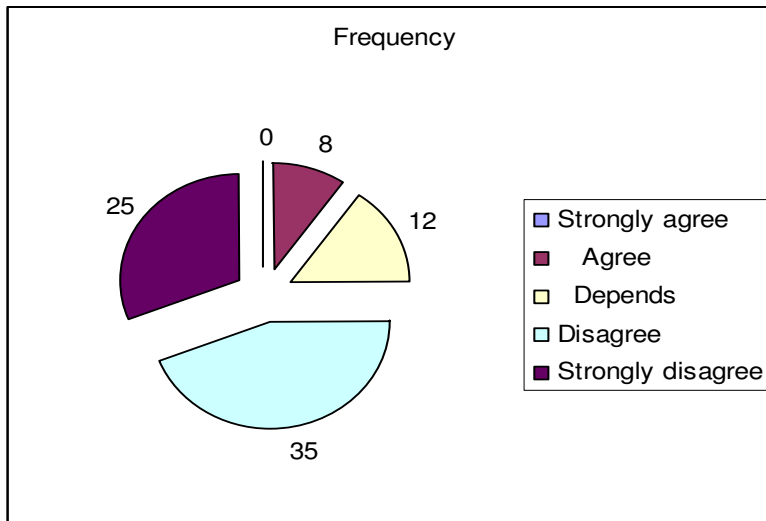
χ^2_{cal} is greater than $\chi^2_{tab.}$ Means H₀ rejected.

Interpretation:

Majority of the employees are of the opinion that nurturing and helping subordinates is encouraged here through communication process.

Q7. Use of technology while communicating from higher level to lower level.

Scaling	Strongly agree	Agree	Depends	Disagree	Strongly disagree
Frequency	0	8	12	35	25



Null Hypothesis:

H_0 : Frequency does not depend on scaling.

Expected frequency = Tot. Frequency / no. of scaling = $80/5=16$

Scaling	Frequency	Expected	$O_i - E_i$	$(O_i - E_i)^2$	$(O_i - E_i)^2 / E_i$
Strongly agree	0	16	-16	256	16
Agree	8	16	-8	64	4
Depends	12	16	-4	16	1
Disagree	35	16	19	361	22.56
Strongly disagree	25	16	9	81	5.06
Total	80	80			48.62

$$\chi^2_{\text{cal}} = 48.62$$

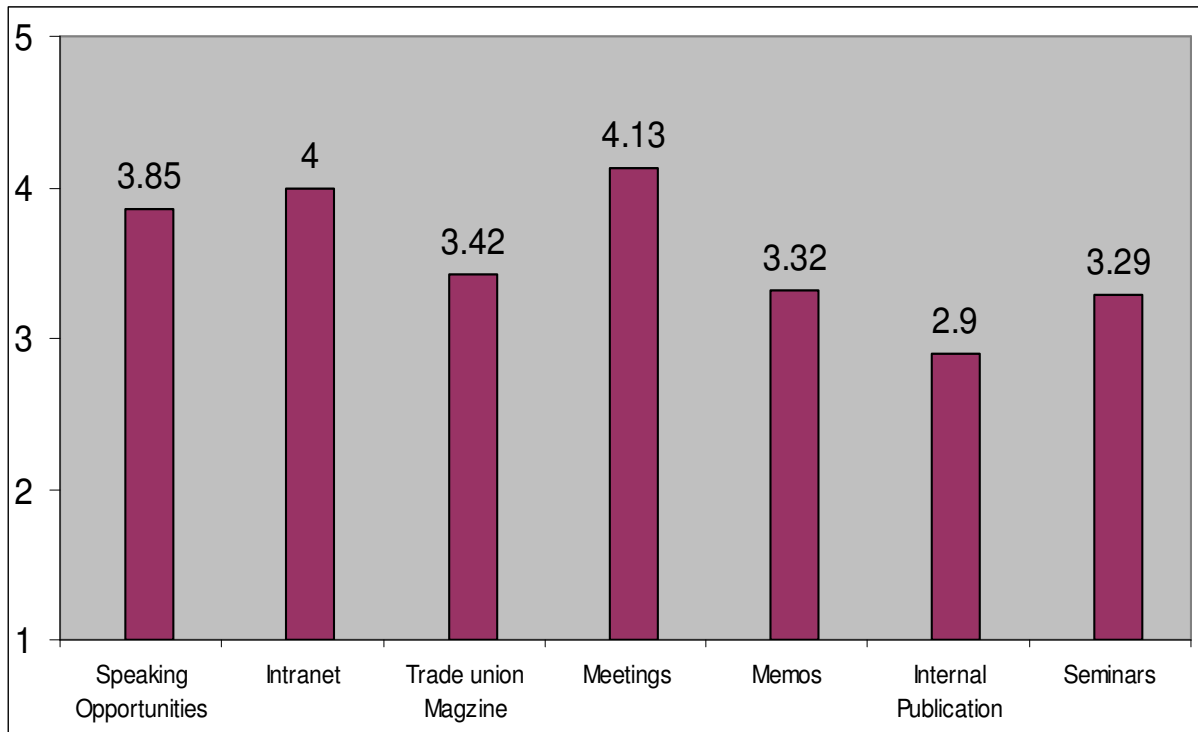
$$\chi^2_{0.05} \text{ for 5 d.f.} = 11.07$$

χ^2_{cal} is greater than χ^2_{tab} . Means H_0 rejected.

Interpretation:-

Majority of the employees feel that use of technology is not more while communicating from upper to lower level. They use paper for communication instead.

Q8. From the below mention modes of internal communication, tick the modes used in your organization and rate the effectiveness on the scale of 1-5.



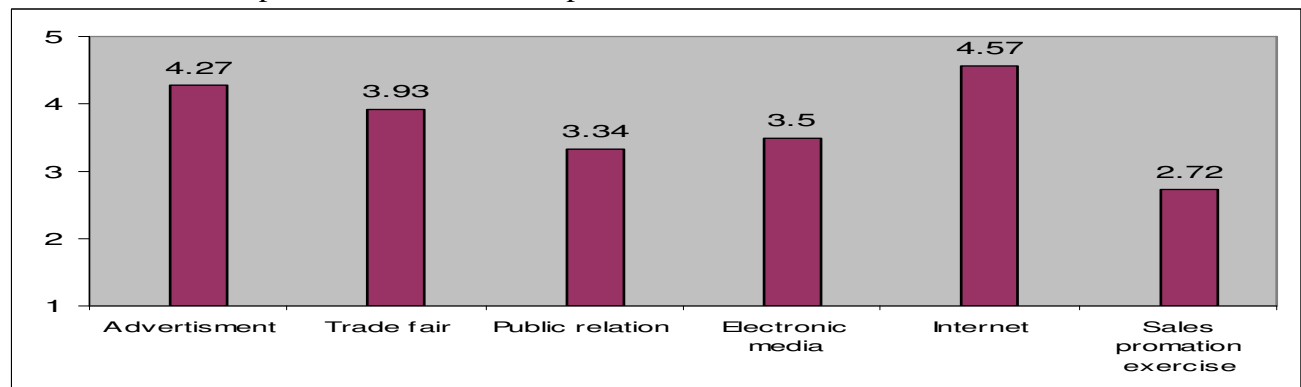
Interpretation:-

Majority of the employees are of the opinion that Meetings and Intranet are mostly used whereas internal publication and seminars are least used as modes of internal communication by the organization.

Q9. From the below mention modes of external communication, tick the modes used in your organization and rate the effectiveness on the scale of 1-5.

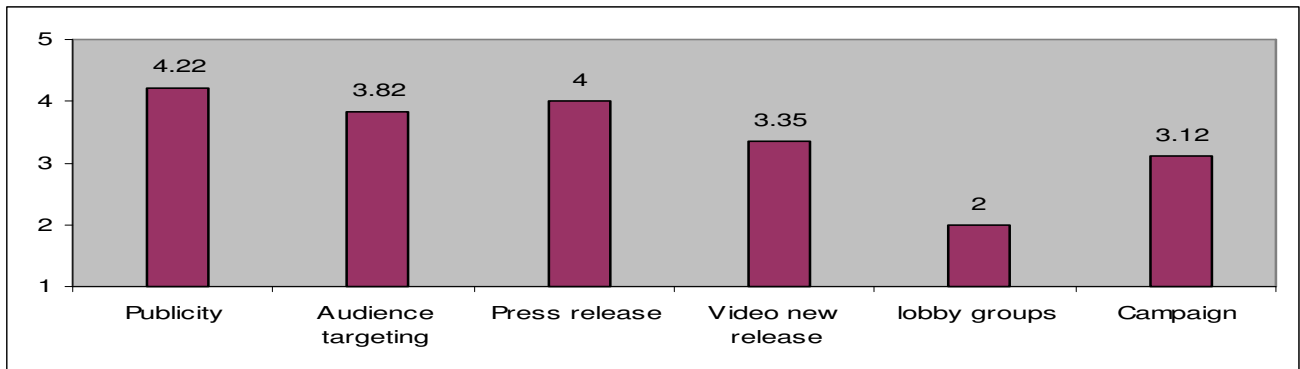
Interpretation:-

Majority of the employees are of the opinion that Internet and Advertisement are mostly used on the other hand sales promotion exercise and public relation are least used as a modes of external



communication by the organization.

Q10. From the below mentioned techniques of public relation, tick the technique which is used in your organization and rate the effectiveness on the scale of 1-5.



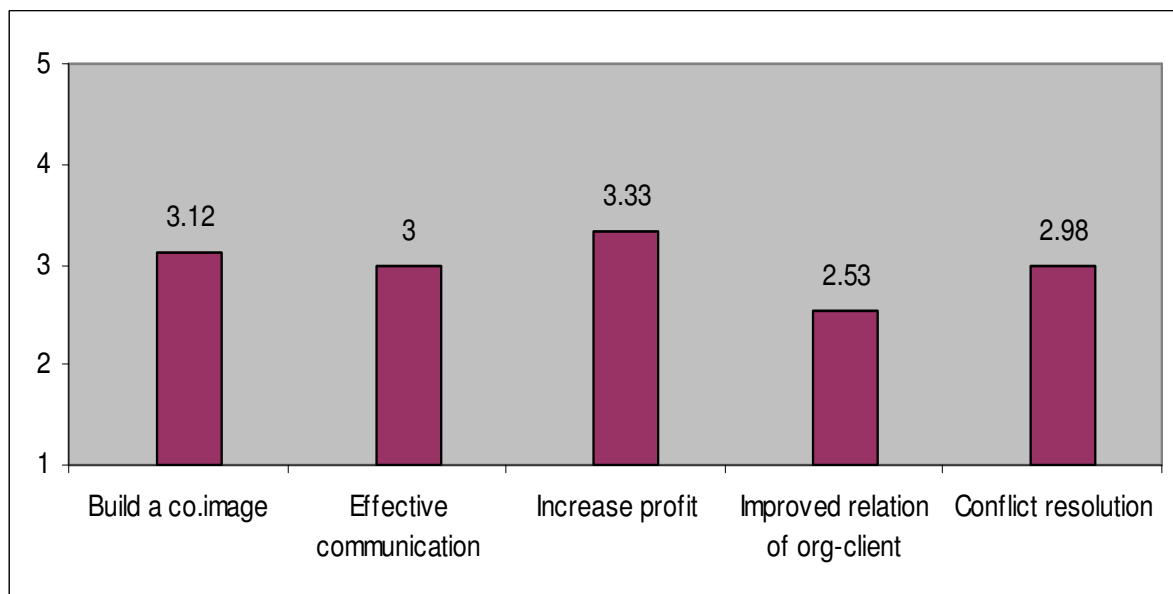
Interpretation:-

Majority of the employees are of the opinion that Publicity and Press release are mostly used whereas lobby groups and campaign are least used public relation techniques by the organization.

Q11. Following are the benefits of a good public relation policy. Rank on the scale of 1-5.

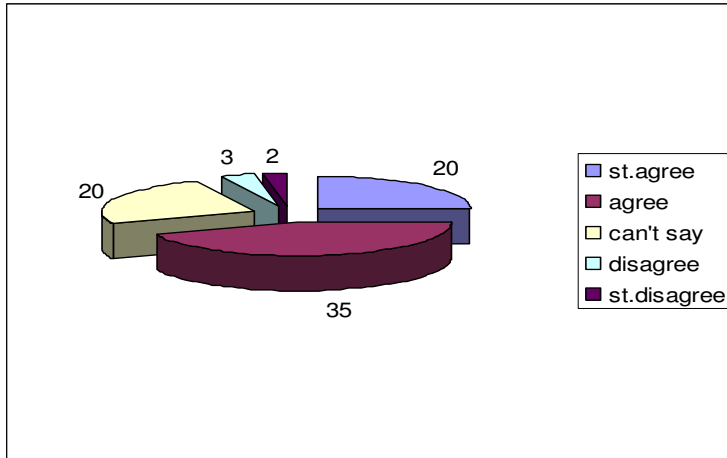
Interpretation:-

Majority of the employees are of the opinion that Increase profit is a chief benefit which organization gets through its good public relation policy.



Q12. Information flow in the context to the current financial status of the organization is provided to the employees.

Scaling	Strongly agree	Agree	Can't say	Disagree	Strongly disagree
Frequency	20	35	20	03	02

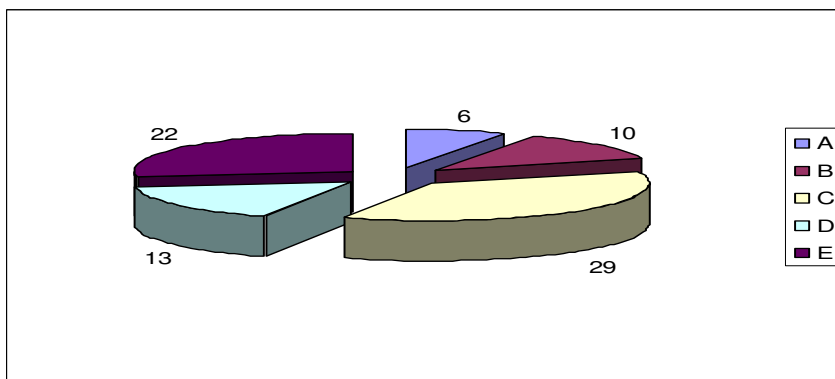


Interpretation:

Majority of the employees agree that the information flow in the context to the current financial status of the organization is provided to the employees.

Q13. Following are the benefits of corporate social responsibility; tick the most important one which is beneficial for your organization.

- A - It aids the retention of staff.
- B - It can move on the basis of HR.
- C - It attracts ethical investment.
- D - It can lead to a reduction in crises through recycling.
- E - It can lead to increase profitability in the long run.

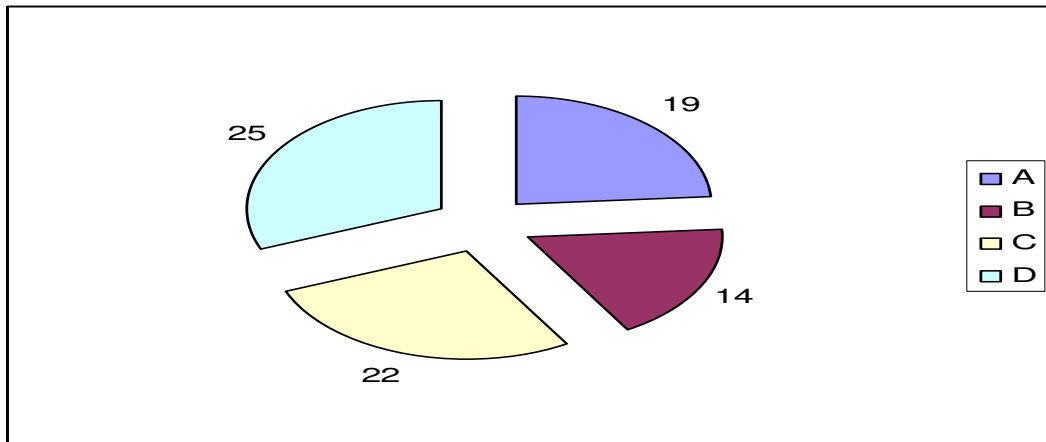


Interpretation:

Majority of the employees are of the opinion that ethical investment and increase profitability in the long run are the benefits of corporate social responsibility, which is beneficial for our organization.

Q14. Following are the characteristics of organization; tick the most important one which is important for your organization at middle level management.

- A - Maintaining Discipline.
- B - Long-term planning.
- C - Effective communication.
- D - Getting the task done.

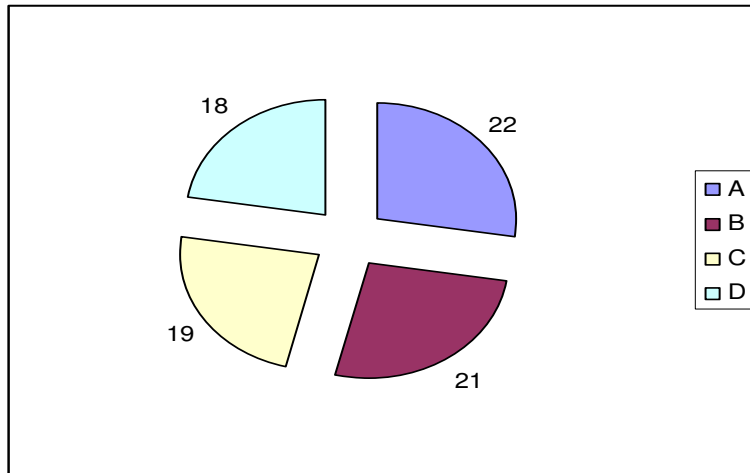


Interpretation:-

Majority of the employees are of the opinion that getting the task done and effective communication are important characteristics for our organization at middle level management.

Q15. Tick the most important one which is important for your organization at middle level management to achieve the benchmark.

- A – Learning from seniors.
- B – Self- discipline.
- C – Assertive behavior.
- D – Team building..



Interpretation

Majority of the employees are of the opinion that learning from seniors, self-discipline, assertive behavior & team building are in sequence are important characteristics for our organization at middle level management to achieve the individual target

FINDING & RECOMMENDATIONS

Findings:

- Use of technology is more than sufficient while communicating at the same level.
- Transparency and awareness regarding the communication process is quite high.
- Communication networks are being used to make the working relationship better among the employees.
- Comfortable communication in groups of their own affinity.
- Only few modes are used by the organization while communicating either internally or externally.
- Increasing profit are the benefits of good public relation policy.
- Attraction of ethical investment is the most important benefit for the organization in the field of corporate social responsibility.

Recommendations:

- Internal and External modes of communication should be used by the organization keeping in view the latest innovations.
- Training should be provided, so that other techniques of public relation prove to be beneficial for the organization.

- For the correct flow of information between the departments, top management must use corporate blogs.

CONCLUSION

Corporate communication is necessary for establishing link between the persons for prosperous business. Communication done well will result rapid economic growth. The study shows the success of corporate communication in the organization. The success is due to the communication network which makes working relationship better among the employees. Majority of respondent shows positive attitude but still the modes of communication and techniques of public relation are not free from certain loopholes like few modes and techniques are used such as speaking opportunities, advertisement, electronic media, publicity and press release which creates lack of communication among departments.

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