
THE FUTURE AND CHALLENGES OF CORPORATE COMMUNICATIONS

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Abstract

In the researcher point of view there are three crucial concepts in corporate communication research there are corporate identities, reputation and composition of communication .It requires an interdisciplinary approach to find adequate answers to questions vital for both corporate communication practice and academic world. The “how” challenge deals with tools for communication professionals to work with Big Data then besides masters of algorithms in addition to their traditional tools. Finally, the “who” challenge reflects the changing role of communicators in the emerging new world of communication.

Keywords: *corporate identity, corporate reputation, corporate communication*

Introduction

In managing and organizing internal and external communication without involvement of corporate communication, it create favorable point among the shareholder which depending upon company. It is the messages issued by a corporate organization, body, or institute to its audiences, such as employees, media, channel partners and the general public. Corporate communication helps organizations explain their mission, combine its many visions and values into a cohesive message to stakeholders. The thought of corporate communication can be seen as an integrative communication structure linking stakeholders to the organization. Three principal clusters of task-planning and communication form the backbone of business and the activity of business organizations. These include Management, marketing and Organizational communication. Management communication takes place between management and its internal and external audiences. Without management communication organization and marketing communication not working. Marketing communication gets the bulk of the budgets in most organizations, and consists of product advertising, direct mail, personal selling, and sponsorship activities. Organizational communication consists of specialists in public relations, public affairs, investor relations, environmental communications, corporate advertising and employee communication.

Objectives

- To review the corporate communication.
- To examine the internal and external communication
- To know the responsibilities of the corporate communication
- To identify the future and challenges those exist in the corporate communication.

Research Methodology

The paper is based on secondary data. The data have been collected from internet sources, articles newspapers, etc.

History of Corporate Communication

In the 1950s, organizational communication focused largely on the role of communication in improving organizational life and organizational output. In the 1980s, the field turned away from a business-oriented approach to communication and became concerned more with the constitutive role of communication in organizing. In the 1990s, critical theory influence on the field was felt as organizational communication scholars focused more on communication's possibilities to oppress and liberate organizational members.



The Responsibilities of Corporate Communication are

- To increase the profile of the "company behind the brand"
- To minimize deviation between the company's desired identity and brand features.
- To delegate tasks in communication.
- To formulate and execute effective procedures to make decisions on communication matters.
- To mobilize internal and external support for corporate objectives.
- To coordinate with international business firms.

Internal Corporate Communications

Internal corporate communications are those messages that are conveyed to employees and shareholders that have an interest in the production side of the business. On the other hand, external communications are those messages meant for the consumer of the goods or services the company produces. It includes the following

- The company's mission statement
- Employee manuals and handbooks
- Employee newsletters, e-newsletters and e-mails
- Information contained on the company intranet
- Trainings and seminars
- Unwritten communication such as corporate cultural norms
- Communication given to shareholders (who may also be consumers)

External Corporate Communications

External forms of communication can include the following:

- Annual reports
- Websites
- Face book, Twitter and other social media
- White papers, case studies, by-lined articles
- External newsletters and email blasts
- Mass media advertising and direct mail
- Blogs
- Brochures and printed sales materials
- Promotional items

Communication Networks

Networks are another aspect of direction and flow of communication. It has shown that communication patterns, or networks, influence groups in several important ways. Communication networks may affect the group's completion of the assigned task on time, the position of the de facto leader in the group, or they may affect the group members' satisfaction from occupying certain positions in the network. Communication network most important in the every business.

Findings

The paper shows that corporate identity is an important issue of all growing companies. Its development and management has become a key dimension within an organization's strategy. The paper highlights that corporate identity extends beyond the company's logo and name. It covers all forms of internal and external communications of the company. It further discusses the implications for corporate identity change or adaptation in the context of market and other environmental alterations and how it leads to attaining competitive advantage.

Conclusion

It conclude that it has consist three types of communication are very important that is Management, Marketing, Organisational Its aim to communicate the same message to all its shareholders, to transmit coherence, credibility, and ethic. Communication teams, directors and consultancies need to be able to integrate ethical behavior, coherence, emotion, transparency and responsibility in the corporate communication standards of the organizations in order to be at the forefront.

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