

Impact of ‘Internal Communication Channel Richness’ on Employee Task Performance of Banking Sector Employees in Sri Lanka

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Effective communication is considered very important in enhancing the productivity and performance of the employees in the workplace. There is limited research on the impact of internal communication channel richness on employee task performance in the Sri Lankan context. Thus, this study intends to contribute to fill the literature gap by looking into the effect of internal communication channel richness on employee task performance in the banking sector. The purpose of this study was to determine the impact of internal communication channels richness on employee task performance in the banking sector in Sri Lanka. The study was quantitative, cross-sectional study and standard questionnaire was used to collect primary data. Questionnaires are distributed to a sample of 205 of middle level and top-level employees who are currently working in the Bank of Ceylon branches in Gampaha district. The collected data analyzed with the support with of SPSS encoding reliability, validity, descriptive statistics, correlation and regression analysis. It was found to be that there is a significant moderate positive relationship between communication channel richness and employee task performance. By drawing from rich scholarly history on internal communication channel richness researcher has identified the main four determinants as dimensions of channel richness: multiple channels, language variety, immediacy of feedbacks and personalness. The present study would provide the direction to HR policy makers, employees, supervisors and to future researchers.

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