OBJECTIVES OF THE STUDY

1) To identify shortcomings in current definitions, understanding and usage of Organisational Communication / Corporate Communication / Managerial Communication.

2) To understand the current levels of efficiency and synergy in respect to communication happening within organisations today.

3) To determine the vital parameters that constitute Holistic Organisational Communication.

4) To determine benefits that accrue to all stakeholders of the Organisation due to efficient and synergy based Holistic Organisational Communication.

5) To establish a link between efficient Holistic Organisational Communication and perceived stakeholder satisfaction of the organisation.

6) To develop a Model of Holistic Organisational Communication that shall enhance efficiency and levels of synergy across an organisation.

7) To measure the impact of the proposed Model of Holistic Organisational Communication on:
   a. Operational Effectiveness
   b. Stakeholder Satisfaction
HYPOTHESIS

A1.\( H_0 \): There are no significant differences in importance given to efficient and Holistic Organisational Communication by the critical stakeholders namely

- Internal Customers (Employees)
- External Customers

A1.\( H_a \): There are significant differences in importance given to efficient and Holistic Organisational Communication by the critical stakeholders namely

- Internal Customers (Employees)
- External Customers

A2.\( H_0 \): There are no significant differences in importance given to efficient and holistic communication by the organisations classified on

- Size
- Sector

A2.\( H_a \): There are significant differences in importance given to efficient and holistic communication by the organisations classified on

- Size
- Sector

A3.\( H_0 \): There are no significant differences across parameters that determine overall satisfaction of stakeholders namely

- Internal Customers (Employees)
- External Customers

A3.\( H_a \): There are significant differences across parameters that determine overall satisfaction of stakeholders namely

- Internal Customers (Employees)
- External Customers
A4.H_0 : There are no significant differences across the various parameters that determine efficient Holistic Organisational Communication across the stakeholders namely

- Internal Customers (Employees)
- External Customers

A4.H_a : There are significant differences across the various parameters that determine efficient Holistic Organisational Communication across the stakeholders namely

- Internal Customers (Employees)
- External Customers

A5.H_0 : There are no significant differences across the various parameters that determine Holistic Organisational Communication across organisations based on

- Size
- Sector

A5.H_a : There are significant differences across the various parameters that determine Holistic Organisational Communication across organisations based on

- Size
- Sector