

EFFECT OF INTERNET COMMUNICATION STRATEGIES ON ORGANIZATIONAL PERFORMANCE: THE MODERATING ROLE OF ORGANIZATION STRUCTURE.

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Abstract

The purpose of this research was to examine the antecedents of internal communication (IC) and organizational performance within the construction sector in Ghana. Although much has been done on communication, the issue of internal communication (i.e. horizontal and vertical) and organizational performance has received little recognition in context. The moderating role of organizational structure between horizontal and vertical communication on organizational performance was also measured. The study employed the explanatory sequential technique. The respondents were conveniently sampled from seven construction firms. The data was analyzed using SPSS. Reliability and validity tests were conducted, which make the data suitable for further predictions. Gender, age, education, and years of employment were all used as control variables. The findings revealed that horizontal communication has a significant positive effect on organizational performance; and vertical communication positively and significantly influences organizational performance. The moderating relationship revealed that organizational structure has a significant influence between horizontal and vertical communication. This result of the analysis reaffirms the agenda setting theory, which states that management and employees can determine how information can be communicated to each other. This study provides the first insight into the horizontal and vertical communication within a non-western context. In reference to practice, the research provided detailed guidelines to organizations within the construction industry and other similar companies on the effect of IC on organizational performance. An interesting area identified in this research to benefit from future studies is the integration of horizontal and vertical communication between employees and management. Further research can be employed to enhance or determine this in detail.

Keywords: Ghana, horizontal, vertical communication, organizational structure, and performance.