Factors that Affects Communication Apprehension Levels in Employees of Multinational Organizations in Bangkok

Bhumphat Gilitwala, Dr. Rawin Vongurai, Dr. Ruangyout Sanposh

Abstract

Due to globalization, communicating with people from different background has become very common. As communication is vital to an organization’s success, this study finds what causes communication apprehension in employees of multinational organizations in Bangkok. The study was conducted through questionnaire survey and analyzed using SPSS.

Perfectionism level in an individual was found to be the factor that affected communication apprehension level the most followed by fear of negative evaluation. Face protection orientation, social desirability and prior success had low effects on communication apprehension levels.

Keywords

Communication apprehension; multi-national organizations

Full Text:

PDF

Refbacks

There are currently no refbacks.

2.2 Factors Affecting Employee Motivation in the Workplace. Why do we need motivated employees? The answer is survival (Smith, 1994). According to some previous researches, it is seen that factors that affect the employees of different organizations in a negative way are- insufficient wage and job security, limited training programs, lack of new opportunities etc. Moreover, with the pace of time several other factors have been revealed those are negatively affect employee motivation and performance. That’s why there are different researches made by researchers to determine the factors that motivate the employees in a positive way and as a result of these researches too many factors have been found (Mak & Sockel, 2001; Ve Factors Affecting Motivation among Background of the Organization under study: The Organization under study is a Vietnam-based one, engaged in the provision of consultancy services for construction companies. It provides investment and project management consultation services, architectural design, interior/exterior design consultancy services, infrastructure and hydro electrical project design consultancy services and supervisory services. III. RESEARCH METHODOLOGY: The Research Problem: • There is a dip in the performance level of employees, coupled with higher attrition rates. • The quantity of finished projects has decreased than that of the previous financial year. The study also focused on de-motivation factors affecting employee performance negatively. A sample of individuals was selected and was interviewed with self-administrated questionnaire to obtain primary data. Multiple studies in different countries and across industries show that employees who are passionate about their jobs and the organizations in which they work are in the minority. • How the employees rank the importance of ten factors that motivated them in doing their work: 1=most important, 10=least important? • Where the employees desire to see themselves after 10 years of working? The survey was conducted on employees of different levels and on employees with different experience. The research was conducted in Dhaka region mainly.