

# Effective Communication Role in Accomplishing Operational Excellence in Pharmaceuticals

Venkateswara Reddy Boya, K. S. Sekhara Rao

**Abstract:** To define, understand communication and its process, to discuss various types and forms of communication and how an effective communication will help in accomplishing operational excellence in pharmaceuticals. This research has been conducted to study the role of an effective communication in accomplishing Operational Excellence in Pharmaceuticals. This research was also carried out to prove, how an effective communication will play an important character in achieving Operational Excellence in an Organization. A good communication system among all the employees in the organization will always lead to better performance and better yields. An effective communication system always helps the Organizations in achieving the goals and objectives. A research questionnaire on role of an effective communication in accomplishing operational excellence in pharmaceuticals was developed to test the hypotheses on direct interview basis. Total 100 people were interviewed on the above topic. The questionnaire was presented with multiple choices like Strongly Agree, Agree, Can't Say, Disagree and Strongly Disagree. 56% (56 people) of the people Strongly agreed that effective communication system will help in accomplishing Operational Excellence in the Organization, 27% (27 people) of the people Agreed, 6% (6 people) of the people responded Can't Say, 5% (5 people) of the people disagreed and however, 6% (6 people) of the people Strongly disagreed that effective communication system will help in accomplishing Operational Excellence in the Organization. Finally, the research study concluded that a perfect communication plays a dynamic role in achieving Operational Excellence in Pharmaceutical Industry.

**Index Terms:** Operational Excellence, Pharmaceuticals, Communication, Organization, Performance.

## I. INTRODUCTION

The communication is defined as “An art of conveying information from one to the other” or “An expression of thoughts and emotions through words & actions” or “Exchanging ideas from one to the other” or “It is the process of interaction among people” or “Communication means to influence others”. Communication plays an important role in harmonizing employees and the goals of the company. It is the process of sharing message from one to another. Communication process flow goes like receiving a message from a sender via a media. This way, communication can happen across massive distances in time and space. Communication requires that the communicating parties share

an idea or message. The communication process is complete once the receiver has understood the message of the sender clearly. Feedback is very important for effective communication between parties. Communication is mainly of two types. One is Internal and the other is External. Again, Internal communications is of two types like Formal and Informal. Formal communication includes downward, upward & horizontal wherein informal communication is a grapevine. Coming to External communication, it deals with government bodies, customers & public. Perfect communication is vital at each stage of a company. The capability to perfectly communicate is difficult to various people, and it is a talent that involves preparation [1]. Establishments which cannot develop good communication system would like a man without a head. If the communication is effective it benefits organizations to strengthen its employees to reach organizational [2]. Groups and individuals are connected to an organization with communication phenomenon and organizational structure is constituted through communication [3]. Collective authenticity is happening between members of organization via communication. Communication at organizational degree helps to transfer organizational objectives and goals to employees and intra-organization groups [4]. Communication is perhaps one of the most commonly quoted sources of relational struggle when it is poorly passed out. If there is no proper communication system among the people in the organization it may lead to many of the problems. Many people are not bothered to listen to what others say. They only do what they feel like doing. [5]. Ineffective communication is a big problem within an organization which causes failure of good plan. Most of the complications in the organization occur due to poor communication. Communication is the source of information used by majority of the managers in making decisions which affect the organizational growth. Managers depend on employees to get the information needed to make decisions. Research has shown that Managers used as much as 80% of their time in verbal interaction with other people [6]. Leaders know that the workers who work with passion are more productive workers and they ultimately benefit their organizations [7].

## II. THEORETICAL BACKGROUND

In the past, several studies have shown that various features of good organizational communication like high occurrence, honesty and exactness, performance

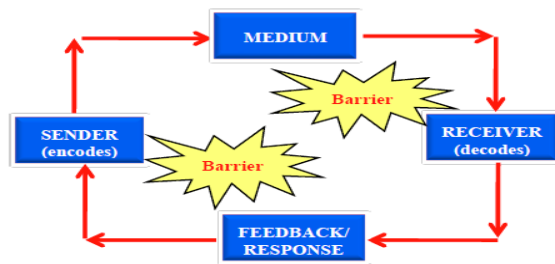


Revised Manuscript Received on July 05, 2019

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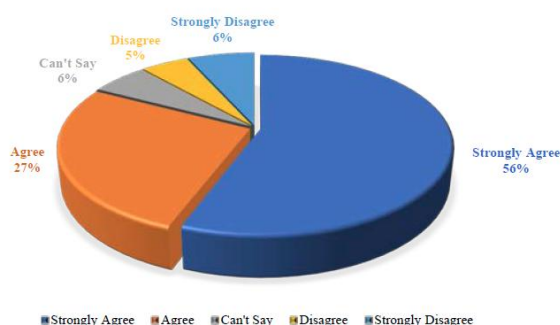
response and measures are absolutely associated to employee's cheerfulness in their jobs [8]. In the year 1990 Mr. Kreps demarcated organizational communication as the process from where employees gather relevant information about their organization and the changes occurring within the organization. The communication in the Organization has two aims [9]. The first aim is to notify the staff about their jobs [10]. Factories communication is defined as conveying updates about the job function from company to employees and vice versa [11]. The second aim is to build a group in the organization [12], [13], [14].



**Fig 1. Pictorial presentation of communication process.**

## III. METHOD

An effective communication system always helps the Organizations in achieving the goals and objectives. A research questionnaire on role of an effective communication in accomplishing operational excellence in pharmaceuticals was developed to test the hypotheses on direct interview basis. Total 100 people were interviewed on the above topic. The questionnaire was presented with multiple choices like Strongly Agree, Agree, Can't Say, Disagree and Strongly Disagree. 56% (56 people) of the people Strongly agreed that effective communication system majorly affect Operational Excellence in the Organization, 27% (27 people) of the people Agreed, 6% (6 people) of the people responded Can't Say, 5% (5 people) of the people disagreed and however, 6% (6 people) of the people Strongly disagreed that effective communication system affect Operational Excellence in the Organization. (Figure-1).



**Fig 1. Graphical presentation of survey**

## IV. DISCUSSION

It is not important that how brilliant you are or your ideas but it is valueless unless you pass it positively with others. Because of this motive, perfect communication is decisive at each level in the organization. For many people, the art of perfect communication is quite difficult and it is an ability that

needs good preparation. If the effective communication is in place in any of the organizations that can make organization operations most successful. Some studies say that communication has positive association with many of organizational yields like work satisfaction, overall performance, dedication and organizational behavior. In any organization, perfect communication is a great contributor to perform organizations to reach their goals. This study was conducted at M/s Credo Life Sciences Private Limited, Hyderabad, Telangana. Credo Life Sciences is a Pharmaceutical company. The study proves how an effective communication is crucial in attaining Operational Excellence in Pharmaceuticals. Different ways of communication system used at Credo Life Sciences are by email communication, Telephonic communication, verbal communication, inter office communication, stick notes and communication by conducting meetings. There are 14 departments at Credo life sciences. They are R&D, AR&D, QC, Microbiology, QA, RA, Production, Warehouse, Engineering, Liaisoning, Purchase, Marketing, Human Resources and Finance. All these departments will communicate on daily basis to perform their activities to meet the Organizational goals and objectives. Without right communication among the people, it is very difficult to achieve Operational Excellence in the Organization. Management review meetings are conducted on monthly basis to review the progress of the set goals and pass the instructions based on the outcome of the meeting. Plant head conducts daily and weekly meetings to review the progress of the monthly targets. Based on the completion of the individual tasks, he guides and motivates the teams to fulfil the targets on timely manner. When there is proper communication within the organization, productivity goes up. On the other side, lack of communication leads to confusion, misunderstanding and bad rapport. Communication will help people to understand their job responsibilities and to enhance their performance. Many technical or general problems can be resolved through effective communication. A good team can be always be built only through effective communication. In a Pharmaceutical company, there are different levels of communication. They are internal communication and external communication. Internal communication is always within the Organization. It is done on a daily basis in order to meet the targets. It plays a vital role in achieving Operational Excellence. Operational Excellence and communication are always interlinked. External Communication is without side vendors and customers. Without effective communication in any organization, it is impossible to achieve Operational Excellence. One of the best examples is Marketing department in Pharmaceutical Company. It is the back bone of any Pharmaceutical company. Operational Excellence of a Pharmaceutical company majorly depends on its Marketing Department. For all the marketing positions, people with excellent communication skills and negotiation skills are often recruited. In domestic Pharmaceutical marketing, Medical representatives communicate with doctors in order to prescribe their products. A doctor can only prescribe a medicine basing upon how effectively a Medical Representative presents or communicates his company's range of products. Company's product brochures are also used as an effective way of presenting and communicating with doctors in order to market the

products. Domestic marketing consists of different levels of people such as National Sales Manager, Regional Manager, Area Manager and Medical Representatives. The National sales manager prepares a plan to market his company's products. And this effectively communicated up to Medical Representatives. All these different levels of people quite often meet to understand the targets given by the company. Medical representatives use mobile communication as the primary source of communication in order to communicate with their hierarchies. However, when it comes to International Marketing, where a company intends to export its products to its overseas buyers, communication is done by several ways such as emails, telephones, social networking sites, company's websites and visiting the buyer in abroad. Many companies attract customers through their well-designed websites. Full information about their company and full range of their products are often displayed on their websites, so that a customer gets full information of what he is looking for. Another way of communication with the overseas buyers is through using professional networking sites like LinkedIn. This is one of the easiest forms of finding and communicating with the customers who are in abroad. In international marketing, face to face communication is not so often. In most of the cases, international marketing manager goes aboard and meets the customers or buyers in order to build up the rapport and communication. If the buyer is satisfied with the company, he gives orders. Therefore, communication plays an important role in marketing. Communication is a skill which requires training and practice. Any brilliant idea can be transformed into a success with effective communication skills.

## V. CONCLUSION

Based on the study it is concluded that the effective communication system at different management levels and hierarchy in the organization have significant impact in achieving Organizational goals and Operational Excellence in Pharmaceuticals. The study also shows that Operational Excellence and communication process is always interlinked. A research questionnaire on role of an effective communication in accomplishing operational excellence in pharmaceuticals was developed to test the hypotheses on direct interview basis. Total 100 people were interviewed on the above topic. Out of 100, 56% of the people Strongly agreed, 27% of the people Agreed, 6% of the people responded Can't Say, 5% of the people disagreed and 6% of the people only Strongly disagreed that effective communication system will help in accomplishing Operational Excellence in the Organization. Therefore, it has been concluded that the effective communication system plays a vital role in achieving Operational Excellence in any kind of organization.

## VI. ACKNOWLEDGMENT

I am deeply grateful to my Managing Director (A. Siva Rama Prasad), Directors (A. Vamsi Krishna, K. Madhava Rao and E. Vineeth Rao) of **M/s Credo Life Sciences Private Limited** for their generous support. Firstly, I would like to thank Dr. K. S. Sekhara Rao, Associate Professor & RPAC Chairman, Koneru Lakshmaiah Education Foundation, (K.L. University) Vaddeswaram, Guntur Dist., AP, India for his excellent guidance and support. I would also like to thank

My Doctoral committee members of KL Business School, Koneru Lakshmaiah Education Foundation, (K.L. University) Vaddeswaram, Guntur Dist., AP, India for their kind support. I extend my very special gratitude to my wife, daughter & late son **Master Praveen Kumar Reddy Boya**, who entered eternity on 12<sup>th</sup> November 2011. He was the one who gave me an immense inspiration and energy to continue my academics. And finally, last but by no means least, I am very much thankful, also to my colleagues of M/s Credo Life Sciences Private Limited, Hyderabad, Telangana, India.

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