



ISSN: 0976-3031

Available Online at <http://www.recentscientific.com>

CODEN: IJRSFP (USA)

International Journal of Recent Scientific Research
Vol. 9, Issue, 1(K), pp. 23639-23640, January, 2018

**International Journal of
Recent Scientific
Research**

DOI: 10.24327/IJRSR

Research Article

COMMUNICATION, EMPLOYABILITY AND PROFESSIONALISM

Saptorshi Das*

KIIT School of Management KIIT Deemed to be University Bhubaneswar Odisha

DOI: <http://dx.doi.org/10.24327/ijrsr.2018.0901.1506>

ARTICLE INFO

Article History:

Received 17th October, 2017
Received in revised form 21st
November, 2017
Accepted 05th December, 2017
Published online 28th January, 2018

Key Words:

Communication, Profession, Success.

ABSTRACT

Show us a young man or woman who doesn't wish to thrive, prosper and consistently succeed in the professional world. Probably not very possible. Each one of us dreams to excel in our respective professional fields, to go far ahead of the others in the rat race, to earn money, name and fame. It is fair. We should all be propelled by our ambitions and aspirations. And work persistently hard to realise them. This paper highlights that to be part of this competitive world and win over all professional hazards and adversities, to emerge successful and financially stable, mundane bookish knowledge is no longer enough. A sound knowledge of the theories, techniques and area-specific skills is definitely a necessity, but not merely sufficient. What adds to this knowledge and raises its appeal and oomph factor is an even more sound base in communication skills. This paper focuses on the importance of communication skills that make that most crucial difference between getting hired, and fired.

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INTRODUCTION

The importance of communication cannot be undermined. As a student, apart from the need to correctly write answers on answer scripts, efficiency in oral communication, speaking and listening, also plays a very vital role in the continuous development of the student's academic and professional success. As a student ventures out of school, the competence in oral communication makes a huge difference in the individual's capability of social adjustment and in building good interpersonal relationships. Those lacking in good communication skills are often considered dull and unsmart by those around them and thereby lack good friends. With poor social skills, as time proceeds, many of them gradually become introverts, or even antisocials, sometimes even resorting to violence and aggression due to lack of conflict management skills.

Good communication skills can really impress, besides aiding in sound psychological development of an individual. And of course, proficiency in communication skills ensures professional success as well. Communication is valued by employers as a vital competency every graduate should definitely possess, and its role in getting employed and thereafter achieving professional success at every step cannot be defined in simple terms. Workplace communication skills encompass competent oral and writing skills, the ability to

work in teams with ample team-spirit and cooperation, mingling with those from diverse backgrounds, cultures and regions, and in crisis and adversities, passing through them with courage and acumen of mind. The individual and the organisation he/she belongs to, thrives and prospers on effective communication skills.

An organisation's success depends on its communication channels, helping develop strong partnerships and successfully promote its best features and assets, paving way for the organisation's widely spread reputation and credibility. What is business after all? It is nothing but another kind of interpersonal communication, in which employers and employees, consumers and sellers rely on their proficiency to effectively communicate to promote and expand business. Technical and theoretical skills are no doubt important for success but they are added to by sound communication skills. And thorough professionals should have instilled in them the skills and knowledge needed to maximize every opportunity to communicate with team members, superiors, clients, and customers.

So what are the other important purposes of effective communication for professionals? There are many. First, motivation. The right messages sent through the right channel at the right time can take care of a crisis, motivating people to put in all their efforts together for success. Employees are

*Corresponding author: Saptorshi Das

KIIT School of Management KIIT Deemed to be University Bhubaneswar Odisha

triggered by motivation to ensure smooth and efficient running of the organisation. Motivated employees also contribute in their own ways to increased production, sales, and profits.

Second, impression. Good communication skills, reflected through good oral communication, can greatly impress the client, and many a times the best of deals are cracked through good oral communication skills.

Third, raising employee morale. Raised morale comes from motivation and this leads to greater work zeal. A business ground is fickle whereon the morale of the employees is never stable - rising and falling with situations and circumstances. The management should keep motivating the employees for greater morale and thereby greater fervour to work.

Fourth, business proposal. A well-written business proposal can work wonders in bringing business. However, good business ideas require capital, and this capital is obtained from three significant sources - loans, self-investment, or finding an investor to. □

Other purposes and functions of good communication skills include facilitating lucrative business meetings, smooth functioning of the management, better decision-making and problem solving, customer satisfaction, enhanced productivity, greater innovations and creativity, and finally, unity amongst co-workers, with conflicts, controversies and disagreements easily sorted out.

To conclude, communication is the ladder that leads to good business. It builds stable personal and professional relationships. Listening, speaking, reading and writing, all these four techniques cumulatively contribute to improve communication. Good oral presentations and speeches with colleagues, clients, suppliers, or general public, proper reading of business documents, effective writing in business reports, letters, proposals, notices, e-mails, research papers, all contribute to professional success.

Good communication skills go a long way in ensuring success in professional lives and happiness in personal lives. Some are born with them. Some imbibe these in them with time and experience. Good communication skills prevent misunderstandings, remove miscommunication and conflict, create beautiful, amicable and warm relationships in life. It leads to greater productivity at the workplace and power-packed performances which have a profound impact on the company's bottom line. All these and more, make communication skills a necessity we cannot do without, for success and happiness.

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How to cite this article:

Saptorshi Das.2018, Communication, Employability And Professionalism. *Int J Recent Sci Res.* 9(1), pp. 23639-23640.
DOI: <http://dx.doi.org/10.24327/ijrsr.2018.0901.1506>
