



# **ROLE OF COMMUNICATION AS A TOOL FOR ENHANCEMENT OF HUMAN RESOURCE COMPETENCIES IN THE DIGITAL ERA**

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## ***ABSTRACT***

Effective organizational communication is very critical not only for career success, employee motivation and job satisfaction but also for the growth and success of an organization in today's world. This study mainly aims to

- Describe the dimensions and process of organizational communication.
- Discuss the relevance of communication in enhancement of human resource competencies in an organization.
- Elaborate the key components of communication in the digital era.
- Discuss the implications of Information Technology in organizational communication.

The process of communication is incumbent upon exchanging facts, concepts, belief or feelings between two or more persons and feedback is an indispensable component of communication. The effective organizational communication implicates getting a truthful message from one person to another. Developing or enhancing the human skills, particularly the communication skills to match the new, fast changing industrial era is the need of the hour. Motivating the human resources to high levels of performances will lead to their assured commitments to the organization. The key components of electronic communication that influences the today's workplace are the internet along with intranets and extranets, electronic mail, handheld gadgets, blogs, videoconferencing, group support networks and telecommuting. The way in which organizational members communicate has been radically changed by information technology.

**KEYWORDS:** Communication, Competencies, Components, Information Technology, Internet