

Effective Communication Strategies for Business Workers in the Digital Era: A Study in the Context of Thailand

Nattanun Siricharoen¹

Abstract

The qualitative research conducted in May 2023 by a group of eight informants enrolled in the Bachelor of Business Administration Program at Huachiew Chalermprakiet University in Thailand provides valuable insights into effective communication strategies for business professionals in the digital era. The study's primary objective was to investigate communication strategies that are applicable across various industries. Notably, the study aimed to create a communication model that could be relevant beyond the academic context. The research methodology employed involved conducting focus group discussions and utilizing content analysis techniques. These methods allowed the informants to openly share their experiences and insights related to communication strategies. Additionally, the study paid special attention to non-verbal cues, such as gestures, expressions, and body language, which added depth to the analysis, recognizing the multifaceted nature of effective communication. The study identified nine key communication strategies that offer a comprehensive framework for enhancing communication skills. These strategies encompass choosing the right media, ensuring clarity and conciseness, practicing active listening,

¹ Associate Professor, Faculty of Communication Arts/Huachiew Chalermprakiet University, Thailand
E-mail: nattanun2004@yahoo.com

maintaining a professional tone, considering timing, following up on communications, utilizing visual aids, incorporating empathy, and actively seeking feedback.

Keywords: Effective Communication Strategies, Create a communication model, Choosing the right media, Ensuring clarity and conciseness, Practicing active listening

1. Introduction

Effective workplace communication is crucial for the happiness and success of individuals in their work, as well as for the overall success of the organization or company they work for. Communication skills are essential in any business. Based on the experiences of researchers working in various organizations, such as mass communication educational institutions and the industry, for over 35 years, it is understood that effective communication is essential for project success. It is important to assign someone responsible for ensuring that everyone possesses the necessary skills, experience, and practice for effective interpersonal communication and coordination with a large number of people, both within and outside their organization. Lack of expertise in these areas may lead to work failures. It is essential for researchers to stay updated and correct in their field of study. Research is an ongoing process, and new information, discoveries, and advancements are constantly being made. As a researcher, it is important to aim to stay updated with the latest knowledge in this field in order to align with the business situations of the new social era. I have been assigned to teach students in the Business Administration Program, part 2/2022, at the Faculty of Business Administration, Huachiew Chalermprakiet University. All the

students enrolled in this course are already working full-time and have many years of work experience. Therefore, conducting a qualitative research study would be valuable in obtaining in-depth research results based on the real experiences of this group of informants. It can be expected that research results will have practical applications in the business operations of all departments, as effective communication aids in achieving greater success. This is why researchers are interested in studying and researching this subject.

2. Research Objectives

This study wants to cause the discovery of information that comes from real experiences of the group of informants as follows:

2.1 To explore effective communication strategies in the business industry.

2.2 To create an effective communication style for professionals across all sectors of business in Thailand in the digital era.

3. Literature Review

Communication is the process of building relationships among people in an organization, particularly in the context of internal communication. It can affect human behavior at the individual or group level, as well as at the organizational level (Huczynski & Buchanan, 2013; McKenna, 2012; Robbins & Judge, 2014). The research conducted by Sutaphong, et al. (2020) presents communication strategies to manage cultural diversity in organizations during the Thailand 4.0 era. These strategies include efficiency enhancement strategies, corporate communications, follow-up and feedback strategies, and the utilization of information technology and social media as guidelines to strengthen and achieve success in multicultural organizations

in the era of Thailand 4.0. Saphabpong (2020) conducted research on internal communication factors that affect the performance of university faculty. The study provided a guideline for developing internal communication strategies that positively impact faculty members' performance. Through interviews and group discussions involving 145 faculty members from all faculties, the research revealed that most faculty members utilize both formal and informal communication channels in their daily work. This communication significantly influences cognition, positive thinking, behavior, attitude towards work, and morale. Internal communication also affects feelings at work, including meetings and training sessions related to university goals and policies, which in turn enhances operational efficiency. To foster positive attitudes, it is crucial to establish effective communication channels that encourage the free expression of opinions. The research found that the process of participating in performance feedback and evaluation greatly influences performance efficiency according to the majority of professors. The research conducted by Nopparat (2018) shed light on a significant factor contributing to communication obstacles and problems within business organizations. The study revealed that messengers lacking persuasive speaking and writing abilities were primarily responsible for these challenges. In light of this finding, it is crucial to convince the audience to be receptive to messages, including discrete communication. Furthermore, the research conducted by Aikorn (2015) focused on another communication problem prevalent in organizations—top-down formal communication. This type of communication primarily involves conveying policy, operational guidelines, information, and announcements. Aikorn's study indicated that informal and verbal communications were overshadowed by this top-down approach. However, with the advent of popular applications like LINE and Facebook, the communication landscape has undergone a notable

transformation. Data from Aikorn's research in 2015 and Nopparat. 2018 will find that Nowadays, LINE and Facebook have become prevalent communication platforms in the workplace. These platforms facilitate two-way communication and offer features such as group conversations and the ability to block conversations when necessary. Moreover, they support a wide variety of data files, including audio and video talk. Consequently, it is evident that the communication style in the workplace has undergone significant changes. It is correct that both LINE and Facebook have become prevalent in today's digital landscape. LINE is a popular messaging app that originated in Japan but has gained significant popularity worldwide. It offers features such as messaging, voice and video calls, group chats, and a wide range of stickers and emojis. LINE has attracted a large user base, particularly in Asian countries, and has expanded its services to include various other features like news, shopping, games, and digital payments. Facebook, on the other hand, is a social media platform that has achieved global recognition. It allows users to connect with friends and family, share photos and videos, join groups, and engage with content from a wide range of sources. Facebook's user base is massive, with billions of active users across the world. It has also acquired other popular platforms like Instagram and WhatsApp, further increasing its influence and reach. Both LINE and Facebook have become prevalent in different ways and have their own distinct user bases and functionalities. However, it is accurate to say that they are widely used and have a significant presence in today's digital age.

In conclusion, based on the research conducted by Nopphon Nopparat and Samart Aikorn, it becomes apparent that effective communication within business organizations is hindered by messengers lacking persuasive communication skills and top-down formal communication. However, the rise of applications like LINE and Facebook has introduced new opportunities

for improved workplace communication, enabling two-way interaction, group conversations, and versatile data file sharing. These findings underscore the evolving nature of communication styles in contemporary workplaces.

Learn Corporation (2021) has presented the concept of internal communication, emphasizing that the larger the organization, the more thorough and clear communication must be. The aim is to foster a shared understanding and demonstrate equal recognition and attention to employees at all levels. The first strategy proposed is to ensure that all employees are informed about the organization's happenings. This helps create a sense of pride and demonstrates the organization's care for its employees. It also fosters a stronger bond with the organization, encouraging employees to overcome obstacles and achieve success together. The second strategy involves creating two communication channels to facilitate interaction between the organization and employees. However, communication should take place through a single channel to avoid confusion and data loss. Additionally, communication needs to be fast and readily accessible, using methods such as live communication platforms like the "learncorp" table, where employees can participate in monthly town hall meetings to access information about the organization, the CEO, etc.

In this research, the researchers used the theory of Goldhaber & Rogers (1980) that presented the guidelines for The Grapevine Communication Network as follows: The Grapevine Communication Theory, the grapevine in industry refers to an informal communication network within an organization, where information, rumors, and gossip spread among employees outside of formal channels. It can quickly transmit information across different levels of the organization and provide social support among employees, fostering relationships and a sense of community. However, the grapevine also has drawbacks. Since information is informal and unverified, rumors and inaccuracies can easily spread, leading to misunderstandings, confusion, and

anxiety. It can also be used to spread malicious or harmful information, damaging reputations and creating a negative work environment. To manage the grapevine effectively, organizations should provide clear and timely communication through formal channels, promote transparency, address rumors promptly, and encourage employees to rely on accurate information from official sources. Striking a balance between informal and formal communication is crucial to ensure accurate and effective information flow within the industry. Grapevine communication is commonly regarded as an informal means of exchanging information within an organization. In contrast, businesses and management professionals tend to favor formal communication channels for disseminating crucial news and official messages. Nevertheless, grapevine communication often persists in the workplace due to its roots in casual social interactions, making it a recurring phenomenon (The Indeed Editorial Team, 2013).

The Conceptual framework



Figure 1. Effective Communication Strategies for Business Workers in the Digital Era: A Study in the Context of Thailand

Source: Applied by Nattanun Siricharoen (2023)

This conceptual framework synthesizes findings from studies by Sutaphong, Saphabpong, Nopparat, and Aikorn, addressing communication challenges arising from cultural diversity, deficiencies in persuasive skills, and limitations in top-down formal communication. It acknowledges the digital transformation of communication and draws on Learn Corporation's advocacy for clear, multi-channel communication in large organizations. Furthermore, it recognizes the duality of grapevine communication—highlighting its community-building benefits alongside the risks of misinformation. This framework aims to cultivate an effective communication style in Thailand's digital era.

4. Research Methods

To conduct research on effective strategies for business worker communication, a group of eight informants enrolled in the Bachelor of Business Administration Program at Huachiew Chalermprakiet University in their second semester of the academic year 2022 were selected. The data collection for this research took place in May 2023. It's important to employ various research methods to gather comprehensive and reliable data such as Literature Review: Conducting a literature review is essential to gather existing knowledge and theories related to business worker communication strategies. It helps identify gaps in the current literature and provides a theoretical foundation for the research.

- Conducting interviews with informants can provide qualitative data and in-depth insights into their experiences and perspectives on effective communication strategies. Structured or semi-structured interviews can be conducted to gather specific information related to the research objectives.

- Focus Groups: Organizing focus group discussions with a small group of informants can facilitate interactive discussions and generate rich qualitative data. Participants can share their experiences, opinions, and suggestions for effective communication strategies within a business setting.

- Case Studies: In-depth case studies of specific organizations or teams can be conducted to examine their communication strategies and outcomes. This method allows for a comprehensive analysis of various factors influencing effective communication within a business context.

- Observation: Direct observation of business workers in their communication processes can provide valuable insights into their communication styles, patterns, and challenges. Observational research can be conducted in real-time or through recorded interactions.

- Content Analysis: Analyzing written or verbal communication materials such as reports can provide insights into the communication patterns, content, and effectiveness within a business environment. Combining multiple research methods can enhance the overall validity and reliability of the findings.

Various methods of collecting research data make it possible to be confident that the research results that emerge will be reliable and trustworthy. This confidence is derived from obtaining information from a group of informants who have extensive experience in the business industry.



Figure 2. Shows the atmosphere of qualitative data collection

Source: Natthanan Siricharoen (2023)

Selecting informants for research on effective business communication strategies involves several key steps. It begins with setting clear research objectives to define the study's scope and identifying a specific target population, such as students in a Bachelor of Business Administration Program during a particular semester and year, for contextual relevance. Purposive sampling is employed to strike a balance between sample size and focus, ensuring manageable research. Inclusion and exclusion criteria, considering factors like relevant coursework and work experience, help refine the selection process. Diversity among informants, taking into account factors like gender, age, and cultural backgrounds, is crucial for capturing a wide range of perspectives. Researchers choose data collection methods, such as interviews and focus groups, that align with research objectives to gather insights into effective business communication strategies. This structured

process enhances research comprehensiveness and contributes to a better understanding of the topic.

5. Research Results

5.1 According to objective number 1, which focuses on Effective Communication Strategies in the Business Industry, the conclusions from the data collection may vary depending on the specific research and analysis conducted. However, here are some general conclusions that can be drawn based on common findings in this field:

Clear and concise communication: Effective communication in business requires clarity and conciseness. Data suggests that using simple language, avoiding jargon, and getting straight to the point helps ensure the message is understood by all parties involved.

Active listening: Listening actively and attentively is crucial for effective communication. It allows for better understanding of others' perspectives, needs, and concerns. Data indicates that active listening can enhance collaboration, foster trust, and improve problem-solving in business interactions.

Two-way communication: Successful business communication involves active participation from both the sender and receiver. Encouraging open dialogue and providing opportunities for feedback and discussion can lead to better outcomes. Data shows that two-way communication promotes engagement, improves relationships, and reduces misunderstandings.

Nonverbal communication: Nonverbal cues, such as body language, facial expressions, and tone of voice, play a significant role in business interactions. Research suggests that paying attention to nonverbal signals and effectively using them can enhance understanding and convey the intended message more accurately.

Adaptation to different communication styles: People have diverse communication preferences and styles. Understanding and adapting to these differences can improve communication effectiveness. Data highlights the importance of flexibility and the ability to adjust communication approaches based on the needs and preferences of individuals or groups.

Technology-enabled communication: With the increasing use of digital tools and platforms, effective utilization of technology can improve business communication. Data indicates that leveraging email, video conferencing, instant messaging, and other technological solutions can enhance efficiency, accessibility, and collaboration across geographically dispersed teams.

Contextual awareness: Effective communicators recognize the importance of considering the context and audience when delivering messages. Data suggests that tailoring communication to the specific situation, cultural background, and knowledge level of the recipients can increase comprehension and engagement.

Individual organizations may have unique communication challenges and requirements. Conducting further research and analysis specific to your business context can provide more targeted insights for effective communication strategies.

5.2 While the conclusions from data collection for Objective 2, which focuses on Effective Communication Styles for Professionals in Thailand in the Digital Era, may vary depending on the specific research and analysis conducted, some general conclusions can be drawn based on common findings in this field: To create an effective communication style for professionals across all sectors of business in Thailand in the digital era, consider the following principles:

Cultural Sensitivity: Thailand has its own unique cultural norms and values. Take the time to understand and respect Thai culture, including greetings, levels of formality, and communication etiquette. Adapt your communication style to align with Thai cultural expectations, demonstrating respect and appreciation for local customs.

Language Considerations: While English is widely spoken in the business world, it is still beneficial to learn some basic Thai phrases and greetings. This shows your willingness to connect with locals on a deeper level and enhances rapport. When communicating in English, use clear and simple language, avoiding complex jargon or technical terms that may not be widely understood.

Politeness and Respect: Thai culture places great emphasis on politeness and respect. Use polite language and honorifics when addressing others, especially those in positions of authority. Be mindful of your tone and avoid confrontational or aggressive language. Show respect for hierarchy and seniority in business settings.

Relationship Building: Relationship building is crucial in Thai business culture. Take the time to build personal connections and establish rapport before diving into business matters. Engage in small talk, show genuine interest in others' well-being, and engage in social activities to foster trust and strengthen relationships.

Face-to-Face Communication: In Thailand, face-to-face communication is highly valued. Whenever possible, prioritize in-person meetings or video conferences to build trust and strengthen relationships. Non-verbal cues and body language play an important role in Thai communication, so pay attention to these aspects during interactions.

Social Media and Online Platforms: Thai professionals are active users of social media platforms and online communication tools. Utilize these channels to engage with your Thai counterparts, share relevant content, and participate in industry discussions. However, be mindful of cultural sensitivities and adapt your communication style to suit the platform and context.

Hierarchical Communication: Thai business culture is hierarchical, and decisions often flow from the top-down. When communicating with Thai professionals, be aware of the hierarchy and address individuals by their appropriate titles or positions. Respectful and formal language is generally preferred when communicating with superiors.

Patience and Indirect Communication: Thai communication style can be indirect, with a preference for diplomacy and politeness. Be patient and attentive when interpreting messages, as important information may be communicated subtly or through non-verbal cues. Listen carefully, ask clarifying questions, and use diplomatic language to address concerns or disagreements.

Timeliness and Responsiveness: While Thai culture generally values a more relaxed approach to time, it is still important to be punctual and respectful of others' schedules. Respond promptly to messages and requests, showing professionalism and reliability in your communication.

Continuous Learning and Adaptation: As with any cultural context, it's essential to continue learning and adapting your communication style based on feedback and experience. Seek opportunities to expand your cultural knowledge, engage in cross-cultural training, and learn from Thai colleagues and mentors.

By embracing these principles and adapting your communication style to the Thai business context, you can foster effective communication and build successful professional relationships in the digital era. Remember to

be culturally sensitive, patient, and respectful while continuously learning and adapting to the dynamic nature of Thai business culture.

The researchers asked a group of informants to brainstorm and search for answers on the topic “Believe it or not, powerful communication in business helps us and the organization thrive.” The information can be summarized as follows, providing a guideline for understanding the importance of effective communication in a business context as follow:



Figure 3. Nine important and effective communication strategies for Effective Strategies for Business Worker Communication

Source: Applied by Nattanun Siricharoen (2023)

This research presents nine essential and effective strategies for improving communication within a business environment. These strategies aim to enhance the effectiveness of communication between workers,

resulting in increased productivity and overall success. The following concise methods have been identified:

Table 1: Nine important and effective communication strategies for Effective Strategies for Business Worker Communication

No.	9 important and effective communication strategies.
1.	Choosing The Right Media
2.	Being Clear and Concise
3.	Practicing Active Listening
4.	Using a Professional Tone
5.	Selecting an Appropriate Time Period
6.	Following up on Communications
7.	Utilizing Visual Aids
8.	Practicing Empathy
9.	Asking for Feedback

Source: Nattanun Siricharoen (2023)

Recommendations from Informants:

In the digital landscape impacting business communication in Thailand, it’s recommended to diversify communication channels, considering cultural nuances for effective messaging. Training programs should be implemented to enhance digital communication skills, emphasizing clarity and co nciseness in online interactions. Moreover, robust security measures need implementation to safeguard sensitive data in the digital space. This approach should be evaluated and adapted regularly to align with evolving technological trends and workforce requirements.

The research draws conclusions based on different objectives, highlighting the importance of clear and concise communication, active listening, two-way communication, nonverbal cues, adaptation to diverse communication styles, technology-enabled communication, contextual awareness, cultural sensitivity, language considerations, relationship building, and various other crucial aspects.

The study emphasizes the significance of adapting communication styles to suit Thai business culture, including politeness, respect, face-to-face communication, social media usage, hierarchical communication, patience, indirect communication, timeliness, and continuous learning. These recommendations aim to improve communication effectiveness and build successful professional relationships in the digital era within the Thai context.

Additionally, a segment of the research outlines nine essential communication strategies for enhancing communication among business workers. These strategies focus on choosing the right media, clarity, active listening, maintaining a professional tone, timing, follow-ups, visual aids, empathy, and seeking feedback to boost productivity and overall success within the business environment.

The comprehensive insights from this research provide a guideline for understanding the importance of effective communication strategies in a business context, specifically tailored to suit the nuances of the Thai business environment in the digital era.

Based on the research findings encompassing various information, there are suggestions regarding effective communication strategies as follows:

Active Listening: Actively paying attention to the speaker, seeking clarification when needed, and responding appropriately.

Clear and Concise Messaging: Using clear and concise language to convey ideas and avoiding unnecessary jargon or technical terms.

Nonverbal Communication: Being aware of and utilizing nonverbal cues such as body language, facial expressions, and tone of voice to enhance understanding.

Empathy and Emotional Intelligence: Understanding and acknowledging the emotions of others, and responding with empathy and sensitivity.

Adaptability: Being flexible in communication style to suit different individuals, contexts, and cultural backgrounds.

Feedback and Constructive Criticism: Providing feedback that is specific, constructive, and actionable to improve communication and performance.

Use of Technology: Leveraging appropriate communication tools and platforms to facilitate effective and efficient communication, such as email, video conferencing, or project management software.

The creation of a communication model applicable to professionals in all sectors would require a comprehensive analysis of various communication strategies, contexts, and specific sector needs. It's important to note that while these strategies are commonly explored, their effectiveness may vary depending on the specific context and the individuals involved. Professionals in different sectors may also have unique communication needs and requirements, so a comprehensive analysis of various strategies and sector-specific needs is necessary when creating a communication model applicable to professionals across different industries.

6. Conclusion and Discussion

Summarizing the research objectives into points for the conclusion:

1. Exploration of Communication Strategies: Through insights from real experiences, this research delved into diverse communication strategies employed within the business industry.

2. Development of a Universal Communication Style: Aimed at professionals across various sectors in Thailand, the study sought to create an adaptable and effective communication style suited for the digital era.

These objectives guided the exploration of real-world experiences to uncover nuanced strategies and develop a communication style tailored to suit the evolving demands of the digital landscape within the Thai business environment.

A summary of the key points highlighted in the conclusion regarding effective communication strategies in the business industry based on the research objectives:

1. Adaptation through Tailoring Messages: Customize communication styles and content based on recipients' backgrounds and expertise to make it more engaging and relevant.

2. Utilizing Storytelling: Incorporate storytelling techniques to make messages memorable and relatable, enhancing their impact.

3. Emphasis on Clarity and Structure: Organize information in a structured, logical manner using clear introductions and conclusions, along with concise points for better comprehension.

4. Nonverbal Communication Awareness: Acknowledge the importance of nonverbal cues like body language and tone to reinforce messages and convey professionalism.

5. Defined Communication Guidelines: Establish clear objectives, understand the audience, utilize diverse communication channels, maintain clarity, encourage active listening, provide feedback, and foster a collaborative and transparent environment.

6. Adaptability to Communication Styles: Recognize and adapt to diverse communication styles for effective understanding and engagement.

7. Continuous Improvement: Implement communication training programs, evaluate strategies regularly, and seek feedback to adapt to evolving business needs.

The study aims to identify and understand various effective communication strategies within the business industry. Creation of Effective Communication Styles: Specifically in Thailand's digital era, the objective is to develop communication styles suitable for professionals across different business sectors. These objectives, when fulfilled through the discussed strategies, can significantly enhance communication practices in the business world, leading to better understanding, engagement, and productivity.

The discussion emphasizes the pivotal role of effective communication in achieving business success and proposes guidelines for implementing such communication strategies. To enhance and substantiate this argument, we draw upon relevant theories and studies in the fields of internal communication, business communication strategy, and corporate communications. These sources support the research findings as follows: Internal Communication Theory (Aikorn, S. 2015): Aikorn's work underscores the significance of internal communication within an organization. It emphasizes how clear communication objectives and tailored messages, as mentioned in the guidelines, are fundamental principles in internal communication theory. Aikorn's research provides theoretical foundations for the practical advice offered. Grapevine Communication Network

(Goldhaber, G. M., & Rogers, E. M. 1980): Understanding informal communication networks within organizations, such as the grapevine, is crucial. This theory aligns with the guideline of recognizing and adapting to different communication styles. It acknowledges that informal communication channels can significantly influence organizational communication and that being flexible in communication approaches can facilitate effective navigation of these channels. Communication Strategies for Managing Cultural Diversity (Sutaphong, K. et al. 2020): This research demonstrates how the guideline of considering the target audience's cultural backgrounds and preferences aligns with Sutaphong's work on managing cultural diversity. It highlights the importance of cultural sensitivity and inclusion in communication strategies, particularly in diverse organizations. Communication Problems within the Organization (Nopparat, N. 2018): Nopparat's research on communication problems within organizations underscores the significance of recognizing and addressing communication challenges. It illustrates how the guideline of actively listening, providing feedback, and fostering a collaborative environment can help mitigate these problems. By incorporating these theories and studies into our discussion of research results, we not only provide additional depth and credibility to our guidelines but also demonstrate a solid understanding of the existing literature on effective communication in business contexts. This support reinforces the importance of following the outlined communication strategies for achieving business success.

7. Recommendations for future research on effective communication strategies for business workers in the digital era

1) Impact of Technology: Investigate the influence of emerging communication technologies (such as

artificial intelligence, virtual reality, and augmented reality) on communication effectiveness in the business environment. Explore how these technologies can enhance or hinder communication outcomes and identify best practices for their integration.

2) Cross-Cultural Communication: Examine the challenges and effective strategies for communication in multicultural and diverse work environments. Investigate how cultural differences impact communication styles, perceptions, and understanding, and propose strategies for fostering effective cross-cultural communication.

3) Nonverbal Communication: Investigate the role of nonverbal cues in business communication. Explore how gestures, body language, facial expressions, and tone of voice impact communication effectiveness, both in face-to-face and virtual interactions. Identify ways to enhance nonverbal communication skills for business professionals.

8. Suggestions for utilizing study results from research

Effective communication is crucial for fostering collaboration and productivity among workers. Here are several strategies to enhance the effectiveness of communication in the workplace as follow:

1. Choosing The Right Media: Selecting the appropriate communication medium is crucial for effective communication. Different situations call for different tools such as email, phone calls, face-to-face meetings, instant messaging, or video conferencing. Consider factors like urgency, complexity,

and the need for immediate feedback to determine the most suitable media. Choosing the right media refers to selecting the most appropriate communication channels or platforms to convey a message or reach a target audience effectively. Here is an example of choosing the right media. Example: Suppose a company wants to promote a new product targeting a young and tech-savvy audience. In this case, they might consider utilizing social media platforms such as Instagram or TikTok as their primary media channels. These platforms are popular among young users and offer features like visual content sharing and influencer marketing, which can help generate buzz and engage the target audience effectively. By choosing the right media channels, the company can maximize the reach and impact of their promotional campaign.

2. Being Clear and Concise: Clear and concise communication helps avoid misunderstandings and ensures that the intended message is accurately received. Use simple language, organize thoughts logically, and focus on conveying the key information. Avoid jargon or technical terms unless all parties are familiar with them.

Here's an example of a concise communication: Subject: Meeting Time Change

Hi team, Just wanted to inform you that there has been a change in the meeting time for tomorrow. Instead of 2:00 PM, the meeting will now be held at 3:30 PM in the conference room. Please make a note of it and adjust your schedules accordingly. Let me know if you have any questions.

Thanks, [Your name]

In this example, the message is clear and concise. It provides the necessary information about the meeting time change without any unnecessary details or complex language. The message is organized

logically, starting with the subject line, followed by a brief introduction, the key information about the time change, and a closing statement.

3. Practicing Active Listening: Active listening involves fully engaging with the speaker and demonstrating understanding and interest. It includes maintaining eye contact, nodding, asking relevant questions, and summarizing or paraphrasing what the speaker has said. This technique promotes mutual understanding and encourages open dialogue. Here's an example of how active listening can be practiced in a conversation:

Speaker: "I've been feeling really overwhelmed with my workload lately. There's just so much to do, and I feel like I can never catch up."

Active Listener: Maintains eye contact and nods "It sounds like you're experiencing a lot of stress and pressure due to your workload. Can you tell me more about the specific tasks or projects that are causing the overwhelm?"

Speaker: "Well, I have multiple deadlines coming up, and the volume of work keeps piling up. I feel like I'm constantly racing against the clock, and it's affecting my productivity."

Active Listener: "I can understand how that would be challenging. So, you're feeling like there's not enough time to complete everything, and it's impacting your ability to work efficiently. Is that right?"

Speaker: "Exactly! And it's starting to affect my overall well-being. I've been having trouble sleeping and constantly worrying about meeting all the deadlines."

Active Listener: "I hear you. It sounds like the stress from work is spilling over into other areas of your life, causing sleep disturbances and increased anxiety. Have you tried any strategies to manage your workload or alleviate some of the pressure?"

By actively listening to the speaker, the active listener demonstrates genuine interest and understanding. They maintain eye contact, nod to show

engagement, ask relevant questions to gain more information, and summarize the speaker's thoughts and feelings. This encourages the speaker to open up further and promotes a mutual understanding between both parties.

4. Using a Professional Tone: Adopting a professional tone in written and spoken communication is essential. It involves using appropriate language, maintaining a respectful demeanor, and avoiding offensive or disrespectful comments. Professionalism fosters a positive and productive work environment.

Example of using a professional tone:

Dear [Recipient's Name],

I hope this email finds you well. I am writing to provide an update on the project we discussed during our meeting last week. After carefully reviewing the requirements and considering our team's capabilities, we have devised a comprehensive plan to address all the key milestones within the given timeline. I have attached a detailed outline of the proposed strategy for your review.

Furthermore, I wanted to express my appreciation for your valuable input during the meeting. Your insights and expertise have significantly contributed to shaping the project's direction. I believe that our collaborative efforts will yield successful outcomes. Please feel free to share any feedback or concerns you may have regarding the proposed plan. I am open to discussing any adjustments that may be required to align with your expectations.

Thank you for your attention to this matter, and I look forward to further discussions.

Best regards, [Your Name]

In this example, the writer maintains a respectful and professional tone by using appropriate language, acknowledging the recipient's contributions, and expressing openness to feedback. The email demonstrates professionalism and fosters a positive working relationship.

5. Selecting an Appropriate Time Period: Timing plays a crucial role in effective communication. Consider the schedules and availability of the recipients when delivering important messages. Avoid interrupting colleagues during busy periods or outside of their working hours. Choose a time when they can fully focus on the discussion or task at hand.

Example: When scheduling a team meeting to discuss a critical project update, it is important to consider the availability and workload of the team members. Instead of interrupting them during their peak work hours, it would be more appropriate to choose a time when they can fully focus on the discussion. For example, scheduling the meeting in the late morning or early afternoon, when most of their immediate tasks have been completed and they are more likely to be receptive to new information, would be a concise and effective choice.

6. Following up on Communications: Follow-up is crucial to ensure that messages are understood and actions are taken as intended. Send concise summaries or meeting minutes, clarify any misunderstandings, and provide updates on progress or changes. Following up demonstrates commitment and helps avoid miscommunication or missed deadlines.

7. Utilizing Visual Aids: Visual aids such as charts, diagrams, or presentations can enhance understanding and retention of information. They provide a visual representation of data or concepts, making complex information more accessible. Visual aids are especially useful when conveying complex or detailed information. Here's an example to illustrate the use of visual aids: Let's say you are giving a presentation on global

climate change and its impact on different regions. To enhance understanding and retention of the information, you can utilize visual aids such as a series of maps and charts. For instance, you can display a world map highlighting areas that are most affected by rising sea levels due to melting ice caps. By using color coding or shading, you can visually convey the severity of the impact in different regions. This visual representation makes it easier for the audience to grasp the extent of the problem and understand which areas are at higher risk. Additionally, you can use line graphs or bar charts to illustrate the historical trend of temperature rise or carbon dioxide emissions. These visual aids can help the audience visualize the magnitude of change over time and make comparisons between different regions or countries. By incorporating these visual aids into your presentation, you can effectively communicate complex information about climate change and engage your audience in a more accessible and memorable way.

8. Practicing Empathy: Empathy involves understanding and considering the feelings, perspectives, and needs of others. In communication, this means being aware of the emotions and concerns of your colleagues and responding in a supportive and understanding manner. Empathy fosters trust, cooperation, and effective collaboration. Here's a concise example of practicing empathy:

In a team meeting, a colleague named Lisa presents a new project idea. Instead of immediately critiquing or dismissing her idea, you respond with empathy. You actively listen, acknowledge her efforts, and ask open-ended questions to understand her perspective. By creating a supportive environment, you encourage Lisa to share her thoughts and foster effective collaboration within the team.

9. Asking for Feedback: Seeking feedback is crucial for continuous improvement in communication. Encourage colleagues to share their thoughts, opinions, and suggestions about the communication process. Feedback provides valuable insights into areas that need improvement and helps identify potential misunderstandings or gaps in understanding.

Example:

Subject: Seeking Your Feedback on Communication Process

Hi Team, I value your input and would like to hear your thoughts on our communication process. Your feedback is crucial for improving our team's collaboration and effectiveness. Please take a moment to provide your insights by answering the following questions:

Which communication channels or tools do you find most effective or inefficient? Why?

Have you experienced any instances of unclear or misunderstood communication? If yes, please provide details.

Do you have any suggestions to enhance our team meetings, emails, or other forms of communication?

Are there recurring challenges or barriers you encounter when communicating with colleagues?

Feel free to share your feedback anonymously via email or request a one-on-one discussion if you prefer. Your input will greatly contribute to optimizing our communication and boosting our overall productivity.

Thank you for your valuable feedback. Together, let's build stronger communication practices!

Best regards, [Your Name]

By implementing these strategies, organizations can enhance communication effectiveness, leading to improved productivity, collaboration, and overall success.

The issues concerning effective strategies for communication among business practitioners were derived from a group of informants who shared their real work experiences, which led to positive outcomes. These strategies are in line with the theoretical concept of Grapevine communication, which is a form of informal social interaction within the workplace. Grapevine communication emphasizes how professionals exchange information. The following methods can be employed to manage grapevine communication in the workplace: 1) Establish an open-door policy. Create an environment where employees feel comfortable approaching managers with their questions, concerns, or rumors they may have heard. 2) Be transparent and honest. Share important news and updates proactively, provide clear explanations, and address any potential rumors or misinformation promptly. By being transparent, you demonstrate trustworthiness and reduce the need for speculation or gossip. 3) Lead by example. It's crucial to set a positive example when it comes to communication. Be mindful of what you say and how you say it, ensuring that your words align with the company's values and objectives. 4) Foster a strong company culture. Building a strong company culture based on trust, respect, and open communication can help mitigate grapevine communication. 5) Provide official channels for information sharing. By providing official sources of information, you minimize the reliance on grapevine communication and ensure that accurate information reaches everyone simultaneously. 6) Conduct training and workshops. Provide employees with the skills and knowledge to communicate professionally, handle conflicts, and address rumors constructively. 7) Communicate often. Communicate with your colleagues often to help ensure each professional is well-informed. Keeping effective communication practices and updating professionals often can also

build trust between you and your colleagues. 8) Ask for employee opinions. Providing time and space for employees to share their opinions helps reduce gossip and shows that the company values its employees' feelings. Requesting feedback can also help improve the workplace. 9) Recognize natural leaders. For example, if the leaders in the workplace use email to communicate, it's likely many employees become comfortable with this form of communication and follow the lead of this influencer. 10) Ensure the communication medium is accessible. If everyone has access to the same information, it's less likely that there may be miscommunications or misunderstandings. It's a good idea to designate one platform as a communication channel. By doing this, employees know where to look for information and have a place to share it. Remember, grapevine communication may never be completely eliminated, but by implementing these strategies, you can manage it more effectively and reduce its negative impact on the organization.

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