

Assignment Two – Graduation Project

Research Title: The Impact of Internal Communication on Employee Performance: An Applied Study on the Service Sector in Saudi Arabia

Student Name: Ahmed Abdulhalim Abdulaziz

Student ID: 232000063

Course Name: Graduation Project (1)

1. Introduction

In today's dynamic and highly competitive business environment, organizations rely heavily on effective internal communication as a key driver of performance and operational efficiency. Internal communication facilitates the flow of information between management and employees, ensuring alignment with organizational goals and clarity in job roles. In service-based organizations, communication plays an even more critical role due to the direct interaction between employees and customers. Effective communication reduces ambiguity, improves coordination, and enhances decision-making. In Saudi Arabia, with the transformation driven by Vision 2030, companies like STC require strong communication systems to maintain performance and competitiveness. In today's dynamic and highly competitive business environment, organizations rely heavily on effective internal communication as a key driver of performance and operational efficiency. Internal communication facilitates the flow of information between management and employees, ensuring alignment with organizational goals and clarity in job roles. In service-based organizations, communication plays an even more critical role due to the direct interaction between employees and customers. Effective communication reduces ambiguity, improves coordination, and enhances decision-making. In Saudi Arabia, with the transformation driven by Vision 2030, companies like STC require strong communication systems to maintain performance and competitiveness. In today's dynamic and highly competitive business environment, organizations rely heavily on effective internal communication as a key driver of performance and operational efficiency. Internal communication facilitates the flow of information between management and employees, ensuring alignment with organizational goals and clarity in job roles. In service-based organizations, communication plays an even more critical role due to the direct interaction between employees and customers. Effective communication reduces ambiguity, improves coordination, and enhances decision-making. In Saudi Arabia, with the transformation driven by Vision 2030, companies like STC require strong communication systems to maintain performance and competitiveness.

2. Research Significance and Gap

This study contributes to both theoretical and practical understanding of internal communication. Theoretically, it addresses the limited research linking communication directly to employee performance in the Saudi service sector. Practically, organizations often lack structured communication systems, leading to inefficiencies and reduced performance. This research aims to fill this gap by providing insights specific to STC. This study contributes to both theoretical and practical understanding of internal communication. Theoretically, it addresses the limited research linking communication directly to employee performance in the Saudi service sector. Practically, organizations often lack structured communication systems, leading to inefficiencies and reduced performance. This research aims to fill this gap by providing insights specific to STC. This study contributes to both theoretical and practical understanding of internal communication. Theoretically, it addresses the limited research linking communication

directly to employee performance in the Saudi service sector. Practically, organizations often lack structured communication systems, leading to inefficiencies and reduced performance. This research aims to fill this gap by providing insights specific to STC.

3. Theoretical Framework

Internal communication includes formal and informal processes that support coordination and information flow. It ensures that employees understand expectations and perform efficiently. Employee performance refers to productivity, quality of work, and commitment. A strong relationship exists between communication and performance, where clear communication improves efficiency and reduces errors. Internal communication includes formal and informal processes that support coordination and information flow. It ensures that employees understand expectations and perform efficiently. Employee performance refers to productivity, quality of work, and commitment. A strong relationship exists between communication and performance, where clear communication improves efficiency and reduces errors. Internal communication includes formal and informal processes that support coordination and information flow. It ensures that employees understand expectations and perform efficiently. Employee performance refers to productivity, quality of work, and commitment. A strong relationship exists between communication and performance, where clear communication improves efficiency and reduces errors. Internal communication includes formal and informal processes that support coordination and information flow. It ensures that employees understand expectations and perform efficiently. Employee performance refers to productivity, quality of work, and commitment. A strong relationship exists between communication and performance, where clear communication improves efficiency and reduces errors.

4. Previous Studies

Previous studies highlight that effective communication improves employee engagement and productivity. Research indicates that organizations with strong communication systems achieve higher efficiency, while poor communication leads to delays and errors. Previous studies highlight that effective communication improves employee engagement and productivity. Research indicates that organizations with strong communication systems achieve higher efficiency, while poor communication leads to delays and errors. Previous studies highlight that effective communication improves employee engagement and productivity. Research indicates that organizations with strong communication systems achieve higher efficiency, while poor communication leads to delays and errors.

5. Research Questions

What is the impact of internal communication on employee performance in STC?

How does communication clarity affect productivity?

What role do communication channels play?

Does communication reduce errors?

6. Research Objectives

To examine the relationship between communication and performance.

To evaluate communication clarity and efficiency.

To provide recommendations for improvement.

7. Research Hypotheses

H1: Communication significantly affects performance.

H2: Communication clarity improves productivity.

H3: Communication tools enhance efficiency.

8. Research Model

Internal Communication → Employee Performance

9. Research Methodology

This study adopts a quantitative approach using a structured questionnaire distributed to STC employees in Riyadh. Data will be analyzed using statistical tools such as SPSS or Excel to test the hypotheses and examine relationships between variables. This study adopts a quantitative approach using a structured questionnaire distributed to STC employees in Riyadh. Data will be analyzed using statistical tools such as SPSS or Excel to test the hypotheses and examine relationships between variables.

10. Project Structure

Introduction, Literature Review, Methodology, Analysis, Results, Conclusion, References

11. References

Robbins (2018), Dessler (2020), Kotler (2016)