

Midocean University
Faculty of Management

Graduation Project – Part One

Research Title:

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

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1. Introduction

In modern organizational environments, effective internal communication has become a fundamental pillar of organizational success. It enables organizations to align employees with strategic objectives, facilitate coordination, and enhance performance outcomes. Internal communication encompasses formal and informal channels through which information flows across organizational levels. Service organizations, in particular, depend heavily on efficient communication due to the human-centered nature of their operations. Failure to establish effective communication systems often results in role ambiguity, delays, and reduced employee performance. Given the rapid transformation of the service sector in Saudi Arabia, examining the impact of internal communication on employee performance is both timely and necessary.

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2. Research Problem

Many service organizations continue to experience challenges related to ineffective internal communication, which negatively affects employee performance, productivity, and service quality.

2.1 Theoretical Gap

Existing literature provides limited empirical evidence linking internal communication directly to employee performance within the service sector in emerging economies.

2.2 Practical Gap

Practically, organizations often lack structured communication frameworks, leading to inconsistent information flow and reduced effectiveness.

3. Research Significance

3.1 Theoretical Significance

This study contributes to theory by addressing identified gaps and enhancing understanding of internal communication's role in performance.

3.2 Practical Significance

The findings provide actionable insights for managers seeking to improve communication strategies and employee performance.

References

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