

Communication and Organizational Change

(A study on Christopher university, Mowe)

EZE BENNETH UCHENNA PhD

Department of Business Administration, Christopher University, Mowe, Ogun State/Nigeria

JEFFERY DON-CHIMA

Department of Business Administration, Christopher University, Mowe, Ogun State/Nigeria

FESTUS EKECHI

Department of Business Administration,
Nile University/Nigeria

MIKE DIKE PhD

Department of Education Management,
University of Lagos, Akoka/Nigeria

Abstract

The link between communication and organizational change has triggered a lot of research interest. However, extant literature seems not to have established the element of communication that has the greatest effect on organizational change. This study examines the effect of communication on organizational change, with reference to Christopher University, Mowe, Ogun State. The study employed four elements of communication: upward communication, communication technique (bottom top), communication gap, and feedback, through the administration of structured questionnaire on 200 staff and students of Christopher University. Notwithstanding, only 22 responses were used for the study. Five hypothesis were formulated and ordinary least square estimation technique was employed in estimating the regression model with the aid of SPSS version 21.0.

The findings revealed that neither of the four elements which are upward communication and communication technique (bottom top), organizational change, communication gap as well as feedback has a significant effect on organization change. Furthermore, the F-Statistic 1.570 (P-value 0.270) showed that communication elements do not have combined significant effect on

organizational change. The adjusted R^2 of 0.275 indicated that communication elements accounts for 27% variation in organizational change.

The study therefore concluded that communication does not significantly enhances organizational change in Christopher University, Mowe, Ogun state. Therefore, upward communication, feedback, communication gap and communication technique (bottom top) are not major drivers of organizational change.

Keywords: communication, upward communication, communication technique, communication gap, feedback & organization change.