

The Crucial Role Of Communicative Career Competency In Enhancing Employee Productivity: An Analysis Of The It Sector

Mrs. R. Sridevi¹, Dr. S. Preetha (Corresponding author)²

ABSTRACT

Effective communication is a critical skill for success in the workplace, particularly in the IT sector where teams are often distributed and work on complex projects. Communicative career competency is the skill which is needed to work effectively and efficiently with others, and it includes skills such as communication, teamwork, professional competency etc. This paper examines the importance of Communicative career competency in IT sector employees and its impact on productivity.

The study analyzes the data collected from interviews with IT professionals and managers, and examines the correlation between Communicative career competency and productivity. The results indicate that Communicative career competency is positively related to productivity, as effective competency reduces errors, misunderstandings, and delays in project completion.

Furthermore, the paper explores the reasons why Communicative career competency is important in the IT sector, including the need for clear and concise Communicative career in complex technical projects, the importance of collaboration between team members, and the need for effective competency with clients and stakeholders.

Overall, this paper highlights the importance of Communicative career competency in IT sector employees and its impact on employee's productivity. It suggests that communication skills should be emphasized for IT professionals, and that organizations should encourage a culture of effective communication to enhance productivity and success in the workplace.

Keywords: *Communicative career competency, Employee productivity, IT professionals, workplace, workload, skills.*

INTRODUCTION

Communicative career competency refers to the combination of skills, knowledge, abilities, behaviors, and personal attributes that an individual possesses and applies effectively in a professional context. These competencies enable individuals to excel in their communication, perform their job responsibilities efficiently, and contribute positively to their workplace and industry.

Communicative career competencies encompass both technical skills (hard skills) and interpersonal skills (soft skills). Technical skills are specific abilities and expertise related to a particular job or industry, such as programming, data analysis, accounting, or marketing. Soft skills, on the other hand, include attributes like communication, teamwork, problem-solving, adaptability, leadership, and emotional intelligence. Soft skills are often

¹Research Scholar, School of Management Studies, Vels University, Pallavaram, Chennai.

²Professor, School of Management Studies, Vels University, Pallavaram, Chennai.

essential for successful collaboration, effective communication, and overall Communicative career growth, regardless of the specific field or position.

Employers value individuals who possess a balanced mix of both technical and soft skills. Strong Communicative career competencies not only enhance an individual's job performance but also contribute to their professional development, job satisfaction, and potential for advancement within an organization.

Communicative career competency encompasses the ability to use technology effectively, given the significant role that technology plays in Communicative career in the current digital era. It's essential to be familiar with a range of communication technologies, including as social networking, video conferencing, email, and other collaborative software.

Communicative career competencies are a must for IT employees because they are essential to the success of any IT project. When team members, clients, and management communicate effectively, everyone is informed of the project's objectives, timeline, and outcomes. To achieve efficient Communicative career competency, IT staff members should be able to speak clearly and concisely, actively listen, collaborate well, adjust to various Communicative career styles, and control their emotions.

The success of an organisation depends heavily on employee productivity, which has a direct impact on its profitability and general performance. Setting specific, quantifiable goals, offering sufficient training and development opportunities, encouraging employee participation, providing effective tools and resources, and promoting work-life balance are all ways that employers can increase employee productivity.

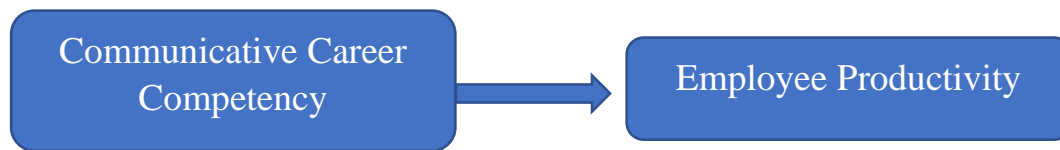
Employees are given direction and clarity by clear goals and objectives, and are given the skills and information they need through proper training to carry out their duties successfully. An workplace that encourages open communication, awards, and recognition is essential if you want to have engaged staff who are also more productive.

Productivity can also be increased by giving workers effective tools and resources, such as the newest machinery and technology. Since overworked or stressed-out employees are less likely to be productive, maintaining a healthy work-life balance is crucial for fostering employee well-being and enhancing productivity.

The ability to communicate effectively is a key component in increasing IT professionals' efficiency. The ability to communicate ideas clearly and succinctly allows IT professionals to make sure that all stakeholders are aware of the goals, schedules, and results of a project. This can cut down on miscommunication and rework, which can delay project completion and have a negative effect on production.

For IT professionals to fully comprehend the needs and expectations of stakeholders and to make sure that project deliverables match those demands, active listening skills are also crucial. Collaboration skills are also essential since IT projects need tight coordination and thus good communication is essential for establishing connections, resolving disagreements, and accomplishing shared objectives.

As IT professionals must be able to communicate effectively with stakeholders from various backgrounds and cultures utilising a variety of communication modalities, they also require adaptable communication skills. Communicative career competency also requires emotional intelligence, since IT professionals need to be able to control their emotions and comprehend those of others. IT professionals may increase productivity, establish a healthy team environment, and deliver effective project outcomes by developing great communication skills.



LITERATURE REVIEW

Communicative career Competency

A crucial component of personal growth was Communicative career. The most important elements in effective Communicative career are expressiveness, assertiveness, persuasiveness, openness, and positivity (Julien C. Mirivel et al, 2023) the ability to effectively convey ideas to others through a variety of mediums (drawings, charts, phone conversations), or the sufficiency and ease with which one can do so, is referred to as Communicative career competency (Edward Aye Beng Botchway et al, 2023). Organisational actions must include Communicative career as a key component if they are to provide customers with better resources (Femi, 2014). Employees must have Communicative career, competency, and workload in order to increase performance. Interpersonal skills and technological innovation are significantly influenced by workplace well-being (Ammupriya, A., & Subrahmanyam, P. 2023)

Communicative career Competency must be well-established within the workplace environment in order to manage any workload issues that arise, for example, by enhancing staff competency, which will improve employee performance, the effectiveness of a corporation is highly influenced by Communicative career competency, which also has a big impact on an individual's productivity. All company information that employees deem important, such as changes to company policies or anticipated workforce changes, future plans, the firm's vision, etc., is communicated with context and justification through the correct channels and in a language they can comprehend. In order to attain both individual and group goals, Communication helps people and groups coordinate their activities. In the socialisation, decision-making, problem-solving, and change-management processes, Communication is essential (Eka Idayanti et al 2020).

Effective Competencies has a significant impact on performance, according to Redmond et al. (2016). Sridevi & Preetha (2023) The study's findings demonstrated that specific professional skills were more essential to a virtual team's success than generic talents. The ability to work in virtual teams helps people be motivated to do their best work (Ammupriya, A., & Preetha, S. 2022). Coordination of actions between individuals and organisations is made possible by Communicative career competency. Eka Idayanti et al (2020) findings conveys that employee performance benefits significantly and positively from competence. This demonstrates how higher skill will boost worker output. Performance of employees is significantly and favourably impacted by workload. This demonstrates that a person will aim to perform at their best when given the ideal workload. the performance of the workforce will therefore improve.

The effectiveness of an organisation is also significantly influenced by Communicative career ability. According to Elbaz et al. (2018), Communicative career competence promotes the development of successful and cooperative teams, enhances employee performance, lessens conflicts within the workplace, and promotes employee participation and boosts workers' efficiency, happiness at work, and commitment to the company. With the right enabling infrastructure in place, Communicative career skills can be strengthened. Mutual support will also increase employee engagement, which will ultimately boost output (Fachrizal, Muhammad Adam et al.2020).

Employee Productivity

One of the most frequently discussed topics in the business world is employee productivity, which is vitally important to an organization's profitability (Yi & Chan, 2014). Employee productivity, according to Iqbal et al. (2019), is the amount of work a person completes in an hour relative to the resources used or consumed during that time. In the short and long terms, productivity is directly correlated with business inputs, to the point that an activity cannot be considered productive without this association (Barsulai et al., 2019). Labour productivity can be calculated in both numerical and monetary terms, according to Agarwal et al. (2020).

Enshassi et al. (2010) conducted research by collecting data on 45 variables affecting worker productivity in Gaza Strip construction projects. They identified ten main variables as follows: inputs, supervision, leadership, quality, time, manpower, project, motivation, health, and safety. Talhouni (1990) also emphasised the importance of management, environment, work-place design, and weather as four more elements that affect productivity. Likewise, Zakeri et al. (1996) came to the conclusion that the primary issues hindering employee productivity include a lack of inputs, the environment at work, a lack of specialised equipment, absenteeism, labour turnover, and health and safety concerns.

Saleh's (2018) findings indicate that the influence of discipline and work ethic has no effect, Sutrisno and Sunarsi (2019) claim that work discipline has a favourable and significant effect on employee job productivity. Work orientation has a favourable and considerable impact on work productivity, according to Boihaki et al's research findings from 2022. Changes in work orientation have no effect on employee work productivity, according to the findings of Setiawan (2017), who found that work orientation did not affect employee work productivity.

According to Sharma and Sharma (2014), employee productivity is dependent on how long a worker is physically present at his or her job in addition to how much of that time the worker is "mentally present" or productively functioning. Such problems should be addressed by businesses to guarantee high worker productivity.

Ferreira and Du Plessis (2009) suggested that productivity can be measured in terms of the amount of time spent by an employee actively carrying out the work for which he or she was hired in order to achieve the desired results specified in the job description.

RESEARCH METHODOLOGY

Descriptive research design is the method used for this investigation. The goal of the study was to determine the connection between employee productivity and Communicative career ability.

Sampling Procedure

The study was done in March 2023 and its study group consisted of workers in Chennai's IT sector. For the purposes of the present research, a sample of size $n = 96$ was chosen using a simple method of random sampling.

Hypothesis of the study

H1: There is a significant relationship between Communicative career competency and Employee Productivity

H2: There is a significant difference between age and Communicative career competency.

H3: There is a significant difference between marital status and Employee Productivity

Statistical Analysis

The respondents' primary data were gathered via a standardised questionnaire. The questionnaire utilised a Likert scale. Ten IT employees participate in a pilot research. The reliability test is conducted and has a reliability coefficient of .963. The data in the study are reliable.

Statistical tools

Correlation test is conducted to find out the relationship between Communicative career competency and employee productivity. ANOVA test is to identify the difference between age & Communicative career competency and marital status & employee productivity.

DATA ANALYSIS AND INTERPRETATION

Reliability

A reliability study is conducted to examine whether the measuring scale accurately reflects the construct values. Reliability is a property or state of being. Internal consistency of the 5-point Likert scale questionnaire as measured by Cronbach's Alpha (Hair et al. 2016). Cronbach's alpha values were collected to assess the dependability of the instrument.

Table 1: Reliability Analysis

Factors	Items	Cronbach's Alpha
Communicative career competency	10	.938
Employee Productivity	8	.925
Overall Reliability	18	.963

Source: C. Keith Connors et al (1998)

We deduce that all of the values are high from the table. The rating for total consistency is 0.963. Employee Productivity is a dependent variable with 8 items, and Communicative career Competency, an independent variable with 10 items, is .925. All of the data turned out to be internally consistent with the study's goal.

Demographic characteristics of respondents

From the below table 2 demographic details of the respondents were inferred that 60(62.5%) of the respondents belong to the age group of below 25 years, 12(12.5%) belong to age category of 25-30 years and 24(25%) of respondents belong to the age category of 30-35 years.

58(60.41%) of respondents belong to the category of male and 38(39.58%) of respondents belong to the gender category of female.

Most of the respondents in the study are single with the frequency of 54(56.3%) and married respondents' frequency is 42(43.5%).

The respondents are with the educational qualification of diploma 6(6.3%), UG 30(31.3%) and PG 60(62.5%). Years of experience of respondents are in the category of below 5 years 66(66.8%), 5-10 years 12(12.5%) and 10-15 years 18(18.8%).

Table 2: Demographic Analysis

	Items	Frequency	Percent
Age	Below 25 years	60	62.5
	25-30 years	12	12.5

	30-35 years	24	25.0
	Total	96	100.0
Gender	Male	58	60.41
	Female	38	39.58
	Total	96	100
Marital Status	Single	54	56.3
	Married	42	43.8
	Total	96	100.0
Educational Qualification	Diploma	6	6.3
	UG	30	31.3
	PG	60	62.5
	Total	96	100.0
Years of Experience	Below 5 years	66	68.8
	5- 10 years	12	12.5
	10-15 years	18	18.8
	Total	96	100.0

Source: Primary Data, 2023

Descriptive statistics

Table 3: Communicative career competency

Descriptive Statistics			
	N	Mean	Std. Deviation
I am fully updated about the process of my job	96	1.81	.812
I have my own benchmark on my job quality	96	2.06	.904
I share my insights with my team	96	2.13	.997
I am good at delegating jobs in my team	96	1.88	.997
I can make decisions at uncertain situations	96	2.63	1.324
I display empathy	96	2.63	1.275
I take the lead in Communicative career	96	2.25	1.036
I stay open to others opinion	96	1.94	1.442
I can control facial expressions	96	2.19	1.019
I maintain eye contact	96	1.88	1.117

Source: Primary data, 2023

As shown at Table 3 on Communicative career competency, it is clear that the statement such as I can make decisions at uncertain situations has a mean value of (2.63) and (1.32) standard deviation, I display empathy has a mean score of (2.63) and (1.275). These two statements have the higher mean score and it is inferred that has a higher effect on employee productivity. The other statements such as I have my own benchmark on my job quality, I have my own benchmark on my job quality, I share my insights with my team, I am good at delegating jobs in my team, I take the lead in Communication, I stay open to others

opinion, I can control facial expressions, I maintain eye contact have mean and stand deviation score of 1.81(.812), 2.06(.904), 2.13(.997), 1.88(.997),2.25(1.036),1.94(1.442), 2.19(1.019) and 1.88(1.117) respectively

Table 4: Employee Productivity

Descriptive Statistics			
	N	Mean	Std. Deviation
I do a large amount of work each day	96	2.00	.871
I have a high standard of task accomplishment	96	2.38	.861
My work outcomes are of high quality.	96	2.00	.795
I always beat our team targets.	96	2.25	.973
I never object to perform my duties	96	2.25	1.444
I meet all my formal responsibilities	96	2.00	1.179
I generate solution to problems	96	2.63	1.544
I create new ideas	96	2.00	1.179

Source: Primary Data,2023

As shown at Table 4 on Communicative career competency, from the statements it is clear that the statement such as I generate solution to problems has a mean value of (2.63) and (1.544) standard deviation, I have a high standard of task accomplishment of (2.38) and (.861). These two statements have the higher mean score and it is inferred that has a higher effect on Communicative career competency. The other statements such as I do a large amount of work each day, my work outcomes are of high quality I always beat our team targets I never object to perform my duties, I meet all my formal responsibilities and I create new ideas have mean and stand deviation score of 2.00(.871), 2.00(.795), 2.25(.993), 2.25(1.444),2.00(1.179) and 2.00(1.179) respectively.

Correlation

Correlation in statistics refers to the degree of linear relationship between two variables. It serves as a common tool for representing simple interactions without explicitly claiming cause and effect

.H1: There is significant relationship between Communicative career competency and Employee Productivity

Table 5: CORRELATION TEST

Source: Primary Data,2023

The results in table 5 below show that the independent variables such as Communicative career competency have a positive relationship with employee productivity with pearson correlation such as ($r = 0.898$; $P < 0.001$), which indicate that Communicative career competency is important for employees to become productive at IT companies in Chennai.

In a summary, the results of correlation analysis indicated. Communicative career competency plays a vital role in improving the employee's productivity at workplace.

Hence from the result its clearly analysed that Communicative career competency has a positive significant relationship with employee productivity.

One Way ANOVA

H2: There is a significant relationship between age and Communicative career competency

ANOVA					
Age					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	52.500	12	4.375	20.174	.000
Within Groups	18.000	83	.217		
Total	70.500	95			

Source: Primary data, df= degree of freedom, F= Frequency, Sig= Significance

The results of the statistical test to determine if R and R² are significant using F statistics are shown in the SPSS output table titled ANOVA (table above). The P-value for this analysis is 0.000, or significantly below 0.05. Therefore, based on the outcome, we can say that the correlations R and R² between the independent and dependent variables are statistically significant. We can assume that there is a linear relationship between the variables in this model since the F-test, the linear regression's F-test F = 20.174 and 95 degrees of freedom, is highly significant.

One Way ANOVA

Correlations			
		Communicative career competency	Employee Productivity
Communicative career competency	Pearson Correlation	1	.898**
	Sig. (2-tailed)		.000
	N	96	96
Employee Productivity	Pearson Correlation	.898**	1
	Sig. (2-tailed)	.000	
	N	96	96

** . Correlation is significant at the 0.01 level (2-tailed).

H3: There is a significant relationship between marital status and Employee Productivity

ANOVA					
Marital status					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13.625	10	1.363	11.581	.000
Within Groups	10.000	85	.118		
Total	23.625	95			

Source: Primary data, df= degree of freedom, F= Frequency, Sig= Significance

The results of the statistical test to determine if R and R² are significant using F statistics are shown in the SPSS output table titled ANOVA (table above). The P-value for this analysis is 0.000, or significantly below 0.05. Therefore, based on the outcome, we can say that the correlations R and R² between the independent and dependent variables are statistically significant. We can assume that there is a linear relationship between the variables in this model since the F-test, the linear regression's F-test F = 11.581 and 95 degrees of freedom, is highly significant.

FINDINGS

According to the statistical research done, there is a considerable correlation between employee productivity and Communication proficiency. This finding shows that in order to increase productivity levels generally, businesses should spend in enhancing the Communication abilities of their staff.

A deeper examination showed that age and other demographic characteristics had a big impact on Communication skills. Due to their greater experience and more refined Communicative career skills, older employees typically have higher levels of Communication proficiency. This research emphasises how crucial it is to take demographics into account when developing Communicative career competency training programmes.

The study also discovered that employee productivity was significantly impacted by marital status. Particularly, married workers frequently outperformed single workers in terms of productivity. It recommends that firms should take family-related aspects into account when developing staff productivity efforts, even though the reasons for this variation are not totally evident.

Overall, the study emphasises how critical efficient competency is to raising staff productivity within firms. Organisations should think about creating specialised Communicative career Competency training programmes that take into consideration the demographics of their staff to accomplish this. When developing programmes aiming at enhancing performance, firms should also take the influence of family-related variables on employee productivity into account.

CONCLUSION

The ability to deplete the skills effectively is crucial for increasing staff productivity in businesses. According to the study, marital status and demographic parameters like age have an impact on employee productivity and Communication proficiency. Therefore, while developing Communicative career competency training programmes and employee productivity initiatives, it is crucial for organisations to take these variables into account.

Findings emphasise the value of making investments in staff members' ability to communicate effectively. Given the enormous effect that Communicative career competency has on worker productivity, this is especially crucial. Training in effective Communicative career competency will probably have a good effect on an organization's performance as a whole.

REFERENCES

- ❖ Ammupriya, A., & Preetha, S. (2022). EFFECT OF HRIS ADOPTION ON JOB SATISFACTION MEDIATED BY EMPLOYEE MOTIVATION. *Ann. For. Res*, 65(1), 6878-6894.
- ❖ Ammupriya, A., & Subrahmanyam, P. (2023). Enhancement of work engagement through HRIS adoption mediated by workplace well-being. *Brazilian Journal of Operations & Production Management*, 20(1), 1499-1499.
- ❖ Barsulai, S., Makopondo, R., & Fwaya, E. (2019). The effect of organizational citizenship behavior on employee productivity in star rated hotels in Kenya.
- ❖ Botchway, E. A., Asare, S. S., Agyekum, K., Salgin, B., Pittri, H., Kumah, V. M. A., & Domphey, A. M. A. (2023). Competencies Driving Waste Minimization during the Construction Phase of Buildings. *Buildings*, 13(4), 971.
- ❖ Conners, C. K., Sitarenios, G., Parker, J. D., & Epstein, J. N. (1998). The revised Conners' Parent Rating Scale (CPRS-R): factor structure, reliability, and criterion validity. *Journal of abnormal child psychology*, 26, 257-268.

- ❖ Elbaz, A. M., Haddoud, M. Y., & Shehawy, Y. M. (2018). Nepotism, employees' competencies and firm performance in the tourism sector: a dual multivariate and qualitative comparative analysis approach. *Tourism Management*, 67, 3-16.
- ❖ Enshassi, A., Arain, F., & Al-Raei, S. (2010). Causes of variation orders in construction projects in the Gaza Strip. *Journal of Civil Engineering and Management*, 16(4), 540-551.
- ❖ Fachrizal, M. A., & Yunus, M. (2022). The mediation role of employee performance on the effect of self leadership, Communicative career competency, and emotional intelligence on performance of pt. Pertamina (Persero). *International Journal of Business Management and Economic Review*, 5(3), 181-96.
- ❖ Femi, A. F. (2014). The impact of Communicative career on workers' performance in selected organisations in Lagos State, Nigeria. *IOSR Journal of humanities and Social Science*, 19(8), 75-82.
- ❖ Ferreira, A., & Du Plessis, T. (2009). Effect of online social networking on employee productivity. *South African Journal of Information Management*, 11(1), 1-11.
- ❖ Idayanti, E., Ayu, I. D. A., & Piartrini, P. S. (2020). The effects of Communicative career, competency and workload on employee performance in Hotel Puri Saron, Seminyak, Kuta, Bali. *American Journal of Humanities and Social Sciences Research*, 4(6), 29-37.
- ❖ Iqbal, N., Ahmad, M., & Allen, M. M. (2019). Unveiling the relationship between e-HRM, impersonal trust and employee productivity. *Management Research Review*.
- ❖ Mirivel, J. C., Thombre, A., ten Bonsel, T., Leach, K., & Wood, B. (2023). Qualitative Changes in Communicative career Competency Among Women in Bihar, India: Heifer International's Impact on Personal Transformation. *American Journal of Qualitative Research*, 7(2), 163-184.
- ❖ Puustinen, M., Volckaert-Legrier, O., Coquin, D., & Bernicot, J. (2009). An analysis of students' spontaneous computer-mediated help seeking: A step toward the design of ecologically valid supporting tools. *Computers & Education*, 53(4), 1040-1047.
- ❖ Redmond, V., Jessica, K., & Andrew, R. (2016). How superior – subordinate relationship quality and conflict management styles influence an employee's use of upward dissent tactics. *Negotiation and Conflict Management Research*, 9, pp. 158–176.
- ❖ Saleh, M., Daqqa, I., AbdulRahim, M. B., & Sakallah, N. (2018). The effect of cyberloafing on employee productivity. *International journal of advanced and applied sciences*, 5(4), 87-92.
- ❖ Setyaningrum, R. P., Setiawan, M., Surachman, S., & Irawanto, D. W. (2017). Employees performance; leadership, organizational commitment and trust. *International Journal of Economic Perspectives*, 11(2), 281-288.
- ❖ Sharma, A., & Sharma, T. (2017). HR analytics and performance appraisal system: A conceptual framework for employee performance improvement. *Management Research Review*, 40(6), 684-697.
- ❖ Sridevi, M. R., & Preetha, S. FOSTERING EFFECTIVE REMOTE TEAMS WITH TEAM COMPETENCY BUILDING.
- ❖ Sutrisno, S., & Sunarsi, D. (2019). The Effect of Work Motivation and Discipline on Employee Productivity at PT. Anugerah Agung in Jakarta. *Jurnal Ad'ministrare*, 6(2), 187-196.
- ❖ Talhouni, B. T. (1990). Measurement and analysis of construction labour productivity (Doctoral dissertation, University of Dundee).
- ❖ Winarti, C. E., Robbiyati, S., Erasashanti, A. P., & Yustisia, N. (2023). The Influence of Education and Training (Training), Work Discipline and Work Orientation on Increasing Work Productivity for New Employees of Perum BULOG 2023. *Management Research Studies Journal*, 4(1), 47-54.
- ❖ Yi, W., & Chan, A. P. (2014). Critical review of labor productivity research in construction journals. *Journal of management in engineering*, 30(2), 214-225.
- ❖ Zakeri, M., Olomolaiye, P. O., Holt, G. D., & Harris, F. C. (1996). A survey of constraints on Iranian construction operatives' productivity. *Construction Management & Economics*, 14(5), 417-426.