

# Effective Interpersonal Dialogue in Promoting Personal and Professional Success

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## Abstract

Interpersonal dialogue refers to the interpersonal communication skills among a person that helps to express thoughts and convey intensity clearly. Different categories of interpersonal communication are written communication, nonverbal communication, verbal communication and listening communication. The study shades light on the effectiveness of interpersonal communication to promote personal and professional success. Two companies from two different industries of India are selected for understanding the impact of interpersonal communication skills of employees on the growth of the companies.

A secondary quantitative approach is used in the study for gathering data and conducting the research paper. Annual reports of 5 years of ICICI bank and Infosys company are reviewed for selecting secondary numerical data. As a result, it is identified that the pandemic crisis has highly impacted the interpersonal communication skills of the employees in 2019 and 20. Decrease of operating profit and revenue of the organisation at the time indicates that.

## Keywords

Interpersonal Communication, Pandemic Crisis, Personal Development, Professional Growth

## INTRODUCTION

### Background of the study

The study focuses on the concept of interpersonal communication and its importance for an employee. Interpersonal communication refers to the interaction among people and exchanges of messages through different ways. Thereafter, there are 4 particular principles of interpersonal communication which are *complicated, inescapable, contextual and irreversible*. [9] The main purpose of this study is to identify the significance and effectiveness of interpersonal communication towards personal and professional success. *ICICI Bank* is selected from the banking sector of India as well as *Infosys company* is selected from the IT sector of India. Financial reports of these companies of the last 5 years are collected for conducting the study.

### Rationale

Interpersonal communication skills are immensely important among employees for their professional success. It is identified that the COVID-19 pandemic has immensely impacted mental health and communication skills of the workers and that was negatively effective on their productivity. **About 28.3%** workers had difficulty in concentrating **14.7%** workers had difficulty in thinking and decision making (Statista, 2020). Therefore, it is important to improve their interpersonal communication for their professional as well as personal success.

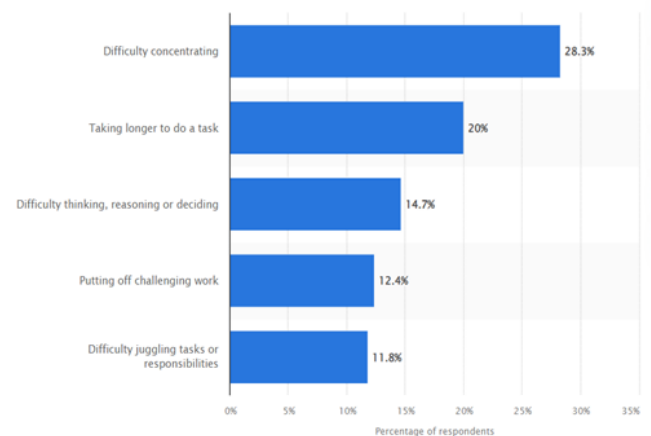


Figure 1: Impact of the pandemic on productivity of workers

(Source: Statista, 2020)

### Aim and objectives

The study aims to examine the effectiveness of interpersonal communication on personal and professional success. Objectives are,

- To understand the concept of interpersonal communication and its importance
- To identify potential barriers of interpersonal communication
- To analyse the significance of interpersonal communication for personal and professional success

## LITERATURE REVIEW

### Interpersonal communication and its importance

Interpersonal communication describes the exchange process among two or more two people within an

organisation.opined that Article 19 describes the right to freedom of expression to further "see, receive as well as impart different information and ideas with the help of various media.[10] It is international communication that helps in enhancing globalisation between home and host countries through the assistance of verbal and non-verbal messages. Intercultural, media, social advocacy, integrated marketing communications, and others are some significant disciplines that have been enhanced through international communication. However, it is important to note that these disciplines are composed of organisations and employees who engage in interpersonal dialogue to either enhance or degrade organisational and employee performance synonymous with personal and professional success. Face-to-face information exchange that helps in identifying the body and facial expressions establishes interpersonal dialogue. These expressions form the premises of transferring message delivery. In the wake of social and geographical divisions across the countries, interpersonal dialogues through different technology developments have been impactful to enhance professional and personal success among employees.

#### **Effectiveness of interpersonal dialogue on professional success**

An individual possesses the capability to control facial expressions which usually helps in the formation of interpersonal dialogue. The base of internal communication has been revolving around employee communication, employee performance, client meetings, and also on project discussions within organisation. In case employees delve into better internal communication then it will result in enhancing employee performance leading to the professional success of those employees within the organisation. However, an organisation needs to promote inequality and over problems of racism.opined that data from the U.S. Department of Education have shown that organisations have been still practicing a disparity in terms of colours where around 56% are found to be white professors, around 27% are witnessed to be white females and 7% are found to be Asian males conveying a factor of racism.[2]

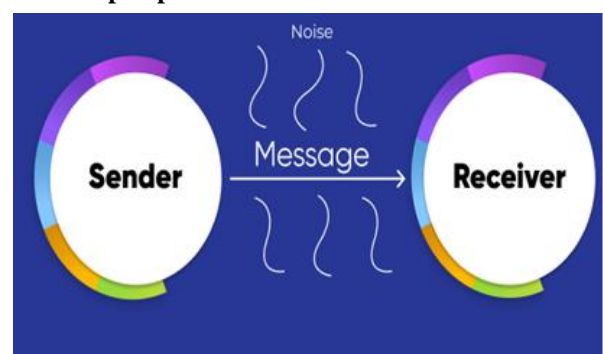
Professional success within such an organisational environment is not possible as the organisation does not favour work equally to determine professional success. In case employees (professors) engage in interpersonal dialogue then it will lead to their professional success even in the wake of racism. argued that interpersonal dialogue helps enhance relationships, knowledge, and skills of employees where the employees are found to be productive enough to resolve their internal conflict and possess respond to disputes. Interpersonal dialogue can promote peacemaking within employees which further assists in professional growth. It is helpful to share important information and knowledge among employees effective for professional success. [14]

#### **Potential barriers to interpersonal communication**

Cultural differences, status differences, communication styles, and gender differences are some issues that have been identified in interpersonal communication. In case an employee comes from another country namely an expatriate employee to work in the host country then that employee will not be able to amalgamate with other employees within an organisation because of cultural background. stated that culture shock is the potential outcome that has been evident in an employee while moving out from one home country to another.[11] In such a situation, an employee will not be able to engage in interpersonal communication with other employees in a cross-cultural setting which may eventually lead to internal conflicts. The employee from a home country will not be able to attain personal and professional success as the employee is not internally satisfied with the cross-cultural work environment.

The potential barrier in the form of communication barrier is evident and will be faced by employees where the communication process will become difficult and thus relationships among employees may get affected as well. argued that communication barrier is the outcome of cultural differences and culture shock on the part of an employee.[1] Gender differences often lead to differences in the gender pay gap where women are paid less despite possessing knowledge and skills while men employees within an organisation are paid more with possession of low skills and knowledge. In this respect, there will be a communication barrier between men and women employees that will affect interpersonal communication. Status differences point out the fact in case an employee in a previous organisation occupied a higher position while another organisation has been provided with a lower job position then again it will result in the communication gap.

#### **Theoretical perspective**



**Figure 2:** Linear communication model

(Source: Influenced by)

The linear communication model emphasises the aspect that a potential message has a direction of flow between a sender and a receiver. stated that as the sender is involved in sending a particular message to the receiver then the process of communication ends. In case that direction is identified then it will lead to the formation of interpersonal relationships.[12] During sending of the message, there can be certain noise to disrupt the message flow and degrade the

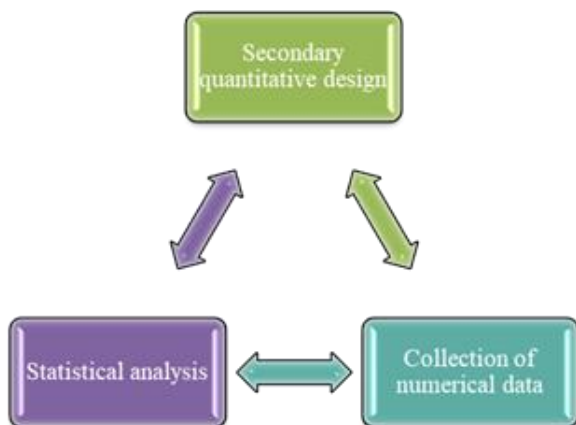
interpersonal dialogue process between the sender and the receiver. The three important elements that have been considered in terms of message flow are preparing that particular information followed by making a decision on the specific channel, deciding over the recipient, and deciding on the specific information.

**Literature gap**

The research topic covers both personal and professional success while the area of personal success has not been identified and illustrated enough within the research. In case of personal issues within an individual that will result in affecting the professional behavior of an individual within an organisation.

**METHODS**

Using a particular research approach is important for gathering relevant data according to the requirement. There are different categories of research design such as primary qualitative design, primary quantitative design, secondary qualitative design and secondary quantitative design. All the particular categories are effectively important for gathering relevant and reliable data for a research study. Thereafter, *secondary quantitative design* is used in this particular research paper for conducting and empirical research with statistical analysis.[15] Secondary quantitative design refers to the collection of some secondary numerical data and analysing them through a quantitative analysis process. Using primary methods requires more time and expenses than secondary methods which was a vital reason for choosing secondary design in this study.



**Figure 3:** Used methods

(Source: Learner)

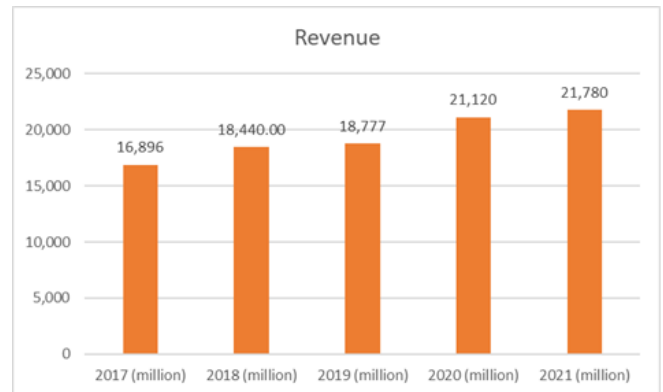
Apart from that, conducting an empirical study was the basic requirement of the research paper which consists of some secondary data and that was another reason for using secondary quantitative design. Annual reports of the selected companies are used for collecting reliable and valid data. Financial data of the last 5 years of both of the organisations are collected as secondary quantitative data in this study. On the other hand, *excel* is used as a tool for creating graphs from the collected data in order to complete the requirement of

*statistical analysis*. Thereafter, statistical analysis refers to a meaningful and descriptive analysis of collected information through graphical presentation.[13] Hence all the findings are statistically analysed below in order to achieve the objectives of the study.

**FINDINGS AND ANALYSIS**

**Findings**

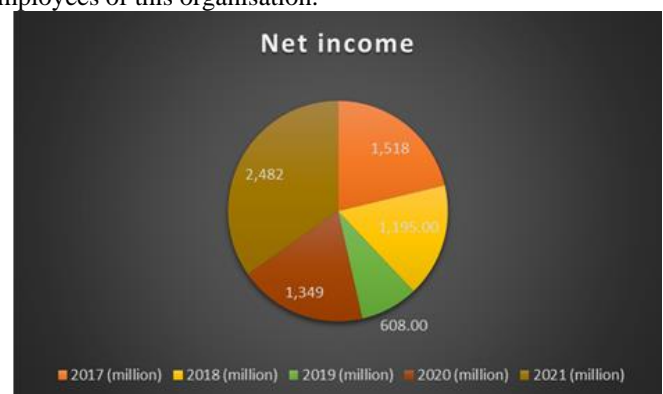
**ICICI bank**



**Figure 4:** Revenue of the last five years

(Source: Excel)

Total revenue of ICICI Bank of the last 5 years are presented through the figure above. It can be noticed that the revenue of the organisation was **18440 million** in 2018, **21120 million** in 2020 and **21780 million** in 2021 (Icicibank, 2021). The revenue of the organisation has been increasing since 2017 according to the ratio in the graph and that indicates effective interpersonal communication among the employees of this organisation.



**Figure 5:** Net income of the last five years

(Source: Excel)

Net income of the last 5 years of ICICI bank is presented in the above pie chart. In 2017 net income of the organisation was **1518 million**, **1195 million** in 2018 and **608 million** in 2019.[4] Net income of the organisation has decreased in these three years and then a huge development in net income of ICICI Bank is identified in 2021. Net income of the organisation in 2021 was **2482 million**. Therefore, interpersonal communication among employees has decreased in 2018 and 19 which can be considered as an impact of the pandemic.

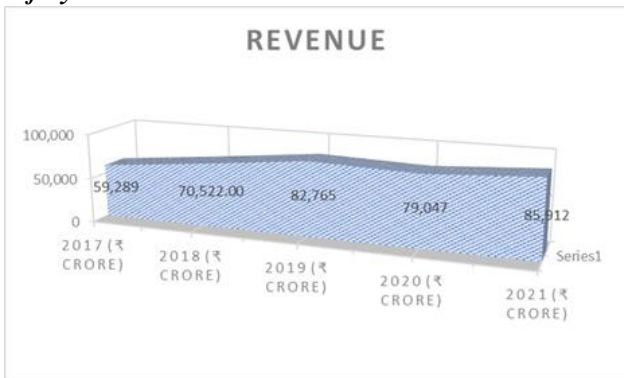


**Figure 6:** Operating profit of the last five years

(Source: Excel)

Operating profit of an organisation also helps to understand the growth of operation management. The value of operating profit of ICICI bank has decreased in 2020 and 2021 in comparison with 2019. Hence operating profit was **264 million in 2017** which was the lowest operating profit among the five years.[3] About that, **1334 million** was the highest operating profit in 2018 which indicates effective interpersonal communication and teamwork skills among employees in that year.

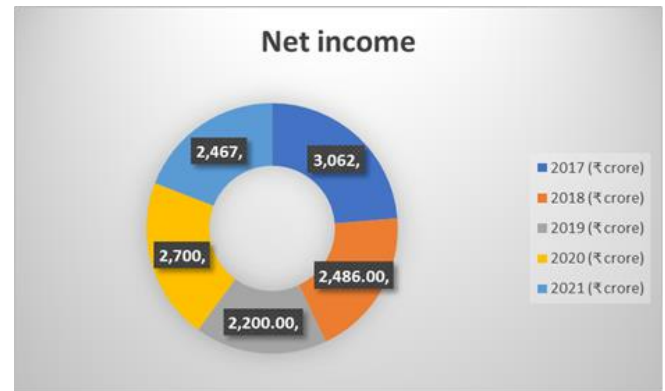
**Infosys**



**Figure 7:** Revenue of the last five years

(Source: Excel)

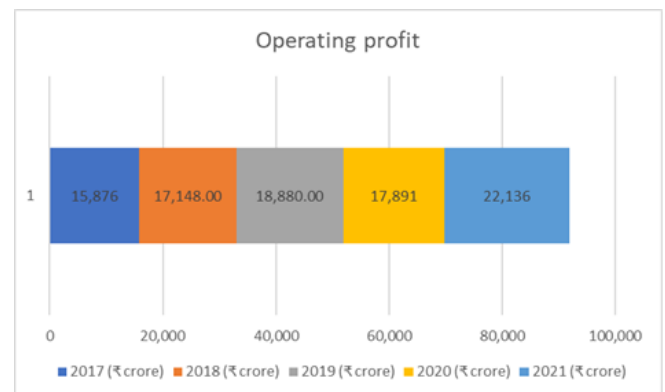
Revenue of the last 5 years of Infosys which is one of the largest IT companies in India is presented through the figure above. The revenue of the company was **82765 crore** in 2019, **79047 crore** in 2020 and **85912 crore** in 2021.[8] The revenue has decreased in 2020 which indicates lower teamwork skills and interpersonal communication skills among the employees at that time which can be considered as an impact of the pandemic. Hence, the revenue of the company has increased in 2021 which indicates the re-establishment of interpersonal communication skills among the employees.



**Figure 8:** Net income of the last five years

(Source: Excel)

Net income of Infosys company has been quite equal in all the five years. In 2017 net income of Infosys was **3062 crore** which is the largest value in comparison with the other four years.[6] Apart from that, net income of Infosys has decreased in 2019 which was **2200 crore** and that indicates a decrease in interpersonal communication skills of the employees. Thereafter the value of net income has increased in 2020 and then a further decrease in net income in 2021 is identified. The company needs to improve interpersonal communication skills of the employees in order to develop teamwork outcomes.



**Figure 9:** Operating profit of the last five years

(Source: Excel)

An effective growth in the operating profit of Infosys in 2021 is noticed. The operating profit value of the company was **15876 crores** in 2017 and that changed to **22136 crores** in 2021. Thereafter operating profit was **17148 crores** in 2018 and **18880 crores** in 2019 which indicates slight increase in operating profit in 2019.[4] Furthermore, operating profit margin of Infosys has decreased in 2022 which indicates a decline of interpersonal communication skills among the workers.

**ANALYSIS**

It is identified that the covid-19 crisis has impacted the professional skills and personal growth of the workers in different companies. Revenue, net income and operating profit of both of the companies has decreased in 2019 and 20

which can be considered as an impact of the pandemic crisis. Due to lack of interpersonal communication skills among the employees during that time, a decrease in operating profit and net income of the companies is identified. Interpersonal communication skills are important for effective leadership and efficient teamwork which influence the financial growth of an organisation.[16] Apart from that, the revenue of ICICI Bank was higher than the revenue of Infosys company in all the five years. A revenue growth during the pandemic crisis is identified for ICICI bank which indicates effective interpersonal communication among the team members and employees of the company.

### CONCLUSION

Interpersonal communication is one of the most important skills in workplaces which play a crucial part in business success. One of the most beneficial sides of interpersonal communication skills is effective and efficient teamwork. Thereafter interpersonal skills among employees improve problem solving and decision making which is another key drive for business success. Interpersonal communication skills build trust between the executives and the employees which is also important for a flexible workplace. Apart from that huge use of social media platforms or any other technical jargon is the major potential barrier in interpersonal communication. It is identified that interpersonal communication skills among the employees highly influence their performance as well as overall organisation performance.

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