

1301

A STUDY ON ROLE OF BUSINESS COMMUNICATION IN  
EMPLOYEE PARTICIPATORY DECISION MAKING

SPECIAL REFERENCE TO FINANCE AND LEASING COMPANIES  
IN BATTICALOA TOWN

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## Abstract

This study examines the Role of Business communication in employee participatory decision making among employees in Finance and Leasing companies in Batticaloa town. This study was conducted on the positivism approach to research. The study adopted a descriptive survey research design. A structured questionnaire was prepared and distributed to all selected respondents. The research population consists of all Finance and Leasing companies' employees in the low level management, middle level management, and high level management (153 in number). A proportionate random sample method according to managerial level was utilized in order to ensure that the levels within the study population are adequately represented in the sample. Hundred employees were participated in a survey. A total of 91 questionnaires were returned for a response rate of 91%.

The study comprised of two major variables, namely Business communication, which was the independent variable and Employee participation in decision making which was the dependent variable. A five point scale was used to collect data and analysis was based on mean, percentage, correlation coefficient and linear regression. The findings indicate that a significantly strong positive correlation was found to exist between business communication and employee participation in decision-making ( $r=0.689$ ).

The results of this study also revealed that males and females responses are more agree for Business communication and Employee participation in decision making. The researcher recommends increasing the investments on Modern communication technologies, improving the organizational communication, and continuing developing the employee's communications skills.

The findings indicate also a positively correlation between business communication and employee participation in decision making in relation to business communication method, Business communication skill, Modern communication technology. The findings indicate that the level of employee participation in decision making for workers at the Finance and Leasing companies in Batticaloa increases proportionately with an increase in their level of Business communication.

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