



WWJMRD 2017; 3(8): 191-193

www.wwjmr.com

International Journal

Peer Reviewed Journal

Refereed Journal

Indexed Journal

UGC Approved Journal

Impact Factor MJIF: 4.25

e-ISSN: 2454-6615

Dr. Reetika Sood

Prof. English Maharaja
Agreasen University, Baddi,
India

Communication and Entrepreneurship: A Relationship

Dr. Reetika Sood

Abstract

Self-employment is a concept that has arisen as a result of entrepreneurship and in a country like India which is a developing country; the concept of entrepreneurship becomes more important. In order to a good entrepreneur one should have excellent skills of communication. Communication means interaction with other people for one or the other reason. Communication begins with understanding. In many business enterprises, the entrepreneur will need to be confident and required to develop a level of expertise in the skills of speaking, listening and at times writing to customers, workmates and supervisors. There are many different ways to look at communication in the small-business world - from the individual formats such as writing and speaking, to different contexts such as client communication and employee management. Branding and selling are all about being able to confidently communicate both your points of value and what makes you different than anyone else on the market. Developing the soft skills needed to succeed as an entrepreneur takes time. Focusing on your communication skills -- from reading body language to summing up your value in a few sentences - is one of the most powerful things you can do to advance your career and success.

Keywords: Entrepreneur, soft skills, body language, communication

Introduction

The term communication refers to the process by which information is exchanged or shared between two or more individuals. Communication has become very important in this world, without communication sustainability of human being is not possible. The word communication has been derived from the latin word 'communis' or 'communicare' which means 'to share'. As water is indispensable to life similarly communication is a dire need for society. Both are integral part of our lives communication helps people to bring together, in business as well, it has a pivotal role to get success in this global era, Communication is very useful to develop diplomatic relation between countries. However, the need for communication is so great in the modern world that we can no longer afford to take it for granted. The basic function of all communication is to build bridges between people. Communication should therefore be a positive activity. With the help of communication we can develop friendly relation with our neighboring countries to expand the horizons of business.

General v/s Professional Communication:

General communication is that kind of communication which goes on in ordinary and everyday situations and is mostly social in nature. E.g. -two friends talking to each about the weather or cricket match.

Professional or Business communication is, as the name suggests, communication that is related to the professional or Business world.

There are some barriers of communication which hampers in the smooth flow of communication:

- Physical Barriers
- Psychological Barrier
- Cultural Barrier

Correspondence:

Dr. Reetika Sood

Prof. English Maharaja
Agreasen University, Baddi,
India

- Language Barrier
- Interpersonal Barrier
- Gender Barrier

Many people think that the ability to communicate is an inborn talent. However, it is possible to develop the skills of communication through various efforts and understanding.

Strategies for an Effective Communication:

- One should give his or her attention during communication.
- Trust should be developed with the speaker
- Listen not just hear
- There should be feeling of equality
- One should not let his/her mind wander
- Become genuinely interested in others
- Be aware of other's need
- Keep an open mind

Importance of Entrepreneurship in India

Entrepreneurship is the process of coming up with new processes or ways of achieving some set objectives. Mainly it involves the production of goods and services.

An entrepreneur is someone who devises a new way of looking at things and producing output out of the new concept. He is one who will take the risk of the success or failure of the new venture and who will stand in all thick and thins.

Entrepreneurship is one of the most important inputs in the economic development of the country. India is a developing country. Economic development is a highly dynamic process. The nature of a developing economy is quite different from a developed one. Economic development of the country is an outcome of purposeful human activity. A developing country needs entrepreneurs who are competent to perceive new opportunities and are willing to incur the necessary risks in exploiting them.

A developing economy is required to be brought out of the vicious circle of low income and poverty. Entrepreneur can break this vicious circle. Entrepreneurs and helping government can change a developing economy in developed economy. Entrepreneurship is very helpful in raising country's economy.

It is useful in employment generation. Entrepreneurs play an effective role in reducing the prevailing problem of unemployment which India is facing at a large scale.

It also helps to promote capital formation. The funds used for business purpose is mix, own funds and borrowed one, ultimately which leads to the increase in funds.

It helps to improve the standards of living of people. Entrepreneurs are able to produce goods at lower cost and supply quality goods at lower prices to the people

It is also useful to acquire balanced economy- Since the majority of people are living in rural areas. Therefore, our focus of development should be on such areas. Small enterprise use local resources and are best suited to rural and underdeveloped sector.

Various experts have put forth their views regarding entrepreneurship

Entrepreneurship helps to develop pool potential entrepreneurs who are well equipped with skill and technical know-how to manage small and medium scale industries (Amesi, 2011).

Osuala (1995) recognized entrepreneurs as those who possess a willingness to take risks while others stand to talk; identify opportunities to which others are blind and develop optimum confidence in themselves well beyond that of others.

Nwachukwu (1990) viewed entrepreneurs as people, who have the ability to see and evaluate business opportunities, gather the necessary resources to take advantage of them and initiate appropriate action to ensure success.

Entrepreneurship according to Akpomi (2008) stimulates and promotes economy, while entrepreneurs are innovators and job creators

Relationship between Entrepreneurship and Communication

Communication and entrepreneurship has a deep relationship. We all are aware about entrepreneurship and its importance in country. Communication has various goals but the important are:

- Developing Relationships
- Gaining Compliance
- Gaining Understanding

Communication is the process of transmitting feelings, attitudes, beliefs and ideas between living beings. Birvenu.

Your success as an entrepreneur is determined largely with the ability of your communication skills. In business, an entrepreneur needs to have communication for various purposes with different persons and parties. Entrepreneurs spend lot of their time and energy communicating with employees, suppliers, institutions, customers, and many more. From entrepreneurial perspective, the communication competence of the entrepreneur positively affects the entrepreneurial behavior and performance. Mastery of these different communication skills ensures that you will be effective at every level:

1. Clarify before attempting to communicate.
2. Examine the purpose of communication.
3. Understand the physical and human environment when communicating.
4. In planning communication, consult others to obtain their inputs and support.
5. Consider the contexts and overtones of the message
6. Whenever possible, communicate something that helps, or is valued by the receiver.
7. Communication to be effective requires follow up.
8. Communicate messages that are of short-run and long-run importance.
9. Actions must be congruent with communication.
10. Be a good listener too.
11. Communication begins with listening, so one has to listen deeply.

In business world where communication becomes particularly important, people are trained to adopt long-term view of communication, as a means of building lasting relationships and creating greater understandings among clients. Denyer (1998) perceived that communication ability is dependent on one's ability and skill to listen, read, write, and speak. To Denyer, communication ability is the ability and skill of female entrepreneurs to get in touch with other people (customers and others) as well as getting the right feedback.

Business communication, unlike general communication, has to be sharply focused on specific audience. Entrepreneurs have to communicate with investors as well as Government authorities; managers with workers; manufacturers with suppliers and customers etc. Each set of receivers with whom an organization has to communicate may have different perceptions of a situation and may be used to different styles of communication. Thus, Audience awareness becomes far more important in business communication than in general communication.

As business in the modern world is globalised, business organizations have to deal with large number of people who live in different countries and speak different languages. Generally, a receiver prefers communication in his/her own language rather than in a foreign language. This means that each organization should have the capability to communicate with people in many different languages as well as dialects. An effective communicator is one having the ability switch from one register to another.

Business organizations are increasingly required to become multicultural as well multilingual and multinational. There are so many organizations which have their Headquarters in countries like Europe, Japan, America etc. and operating from there for so many years. All kinds of professional communication, internal as well as external, have to be sensitive to cultural differences. One of the most troublesome barriers to cross-cultural communication is 'ethno-centricity'- the tendency to think that one's own culture is superior to others and is, in fact, the only culture that matters. Communication is obstructed by the stereotypes which exist in nearly all cultures about other cultures. Professionals who are being trained to work abroad are often given crash courses in cross-cultural interaction and communication. However, it must be realized that culture exists at many levels.

Conclusion

In nutshell, self-employment is a concept that has arisen as a result of entrepreneurship. To run successful organizations, entrepreneurs need to develop and enhance their business communication skills, which include both verbal as well as non-verbal communication. The communication competence of an entrepreneur refers to his/her ability to identify the appropriate communication patterns in a given situation and to achieve goals by applying the same. An entrepreneur with high communication competence will perform better in his task / venture than one with low communication competence.

Recommendations

Government should organize seminars in the State about the importance of communication ability for both businesses and organization. 2. Nongovernmental organizations (NGOs) should organize sensitization workshops and seminars in all local government areas within the State to create adequate awareness about communication ability and its' important to entrepreneurs. 3. Establishment of adequate communication networks across country to assist female entrepreneurs in both rural and urban areas is very essential.

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