Organizational Communication And Work Environment At An International Level

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Abstract

The present work analyzes the scientific production on organizational communication and the work environment at an international level, for which a systematic search for information was carried out in the Scopus metasearch engine, from the study period between 1976 and 2022. The data was analyzed around the bibliometrics indicators using the Excel programs and the Bibliometrix application of the Rstudio software. The results found in terms of collaboration networks between documents indicate that lines of research are followed with topics such as "working environment", "work environment", "Job satisfaction", "Creativity" and "Employees", the latter two as marginal areas, the author and the most relevant country are Górny A. (4) and La India (19) contributions, the types of documents found were mostly scientific articles and finally the year where the most publications were presented was 2019.

Keywords: Organizational communication, work environment, work environment, bibliometric analysis, business communication.

Introduction

In the modern organizational context, communication is a substantial element for the survival and achievement of an entity's objectives, and like any vital piece of organizational planning, it must follow a strategic line, which applies to all types of organizations (Lay et al., 2019). Thus, as is well known, communication plays an important role for the formulation, review, presentation, execution,

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implementation and operationalization of strategies (Zerfass et al., 2018); Furthermore, it is closely related to the work environment, as explained by Musah et al. (2017), who also defend that communication is essential in labor relations for the interconnection between the different subjects of the organization, allowing it to achieve its objectives as a functional unit. The aforementioned authors also emphasize that communication is vital to promote efficiency and achieve the desired results.

Regarding communication in the work environment, Horan et al. (2021) communication is a distinctive characteristic of hierarchical organizational relationships and that generally occurs during the development of the activities carried out, either from the productive point of view or from the performance of the assigned role. They affirm, in turn, that personal relationships are mainly built from the work environment, which are distinguished from other relationships that arise in the work environment because they are "relationships of choice", "interactions between people with unique experiences, personalities and opinions", have "a stronger emotional component" and are "mutual and consensual".

It is from all the previous brief review that this document develops an analysis of the scientific production currently available with respect to communication and the work environment within organizations, making a special focus on the countries, authors and institutions that most have contributed to the topic in question, intending to serve as a tentative diagnosis of the situation of availability of information and generation of knowledge in relation to such important aspects for the development and operation of organizations at a global level.

Methodology

This is a descriptive and retrospective study of the bibliometric type (Niebles-Nunez, Ramirez & Garcia-Tirado, 2022); in which the academic publications included in the study period corresponding to the years from 1976 to 2022 are studied numerically. The search strategy was applied on November 23, 2022 in the Scopus metasearch engine, which is a platform with a large number of high-quality indexed databases in all areas of knowledge, the terms or keywords used were organizational communication, work environment, work environment and business communication, which together with the Boolean operators "OR" and "AND" returned the following search equation: (TITLE-ABS-KEY ("organizational communication") OR TITLE-ABS-KEY ("Business Communication") AND TITLE-ABS- KEY ("work environment") OR TITLE-ABS-KEY ("working environment")). The results were 62 documents found which were downloaded in csv format and processed with the Rstudio software, more specifically with the biblioshiny application from the package that is included called Bibliometrix, the graphs were created in Excel and others were exported from the same Scopus search engine.
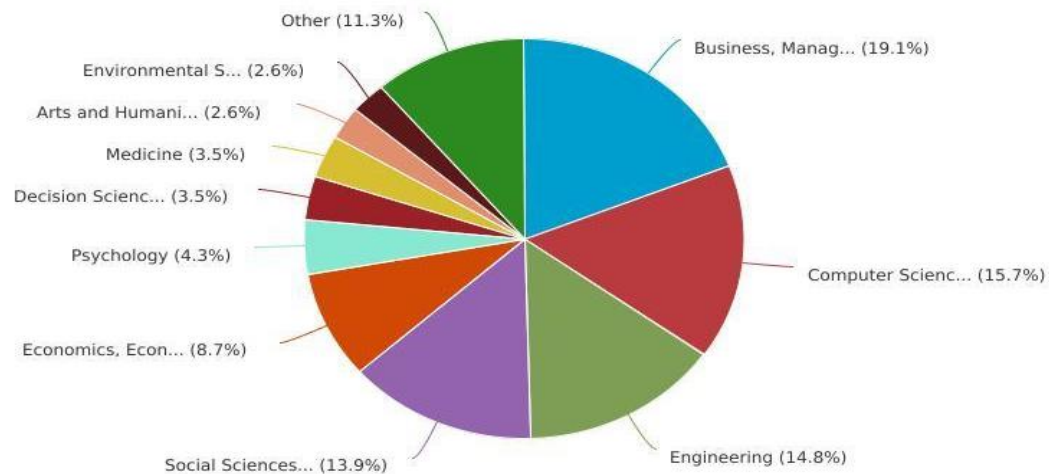
Results

Graph 1. Types of documents
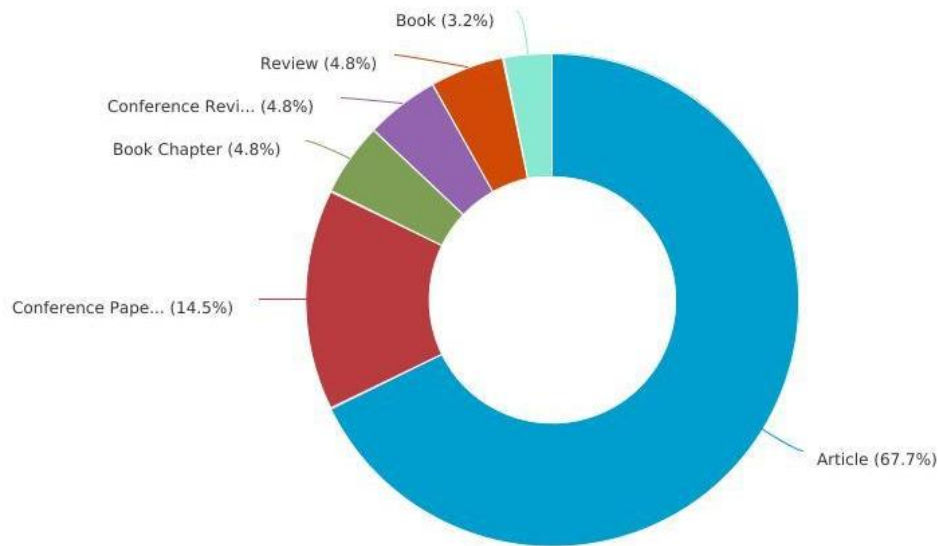
Taken from the Scopus database

The largest percentage in terms of the types of documents found are scientific articles (67.7%), followed by conference papers (14.5%), book chapters, conference reviews and reviews with (4.8%) and finally books with (3.2%), as can be seen in the graph above.

Graph 2. Documents by area of knowledge

Taken from the Scopus database

The most relevant areas of knowledge, according to figure 2, are business and administration with (19.1%), followed by engineering with (14.8%), social sciences (13.9%) and economics (8.7%), this being very positive because They are fields that have a high relationship with the topic analyzed.

Graph 3. Documents by year
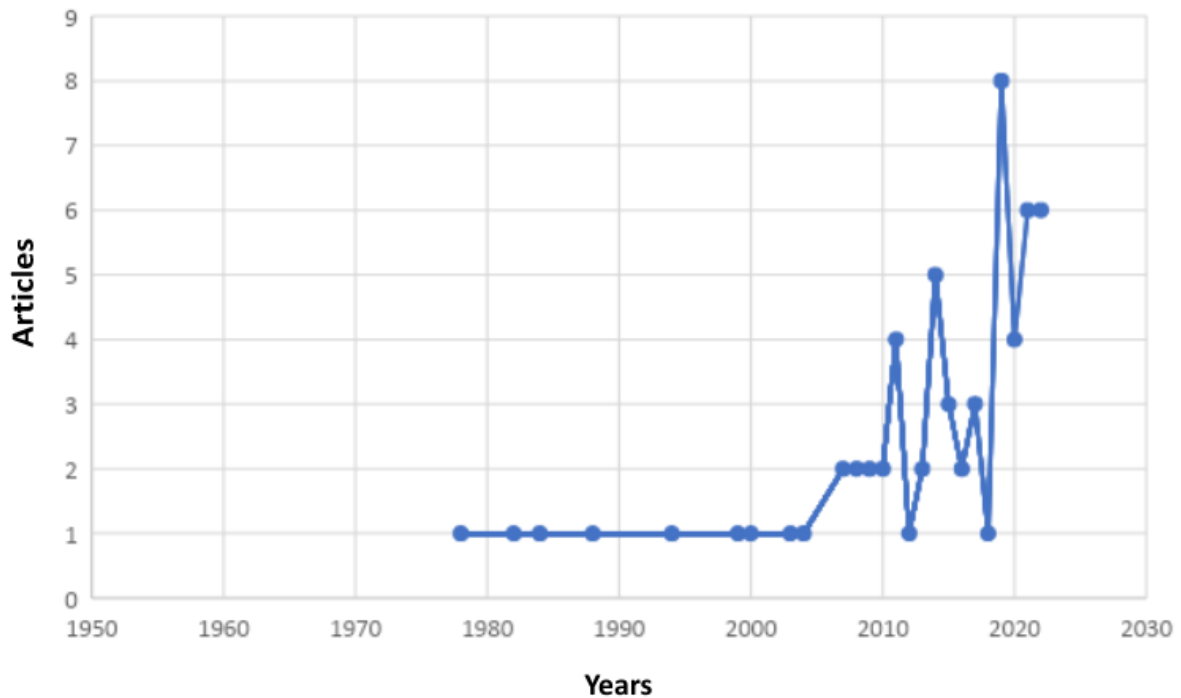
Graph 3 presents the information relevant to the documents published annually, as can be seen, it is a topic that has been gaining strength since 2010, although with many ups and downs, its most productive year was 2019 with 8 works, of which The article that indicates that "Intergenerational diversity is a universal fact in sustainability and the current work environment is striking. Current studies seek to find the differences that exist between these generational groups that coexist, cooperate and sometimes compete in business organizations. Sixteen discussion groups have been carried out, four for each generation to find the differences that may exist depending on belonging to that group. Specifically, the variables psychological empowerment and psychological flexibility have been analyzed, which have already shown their relevance to improve performance. The results show differences between the older generations (BB and Gen X) and the younger ones (Gen Y and Gen Z)." (Toro, Labrador-Fernández, & De Nicolás, 2019).

Graph 4. Documents by authors
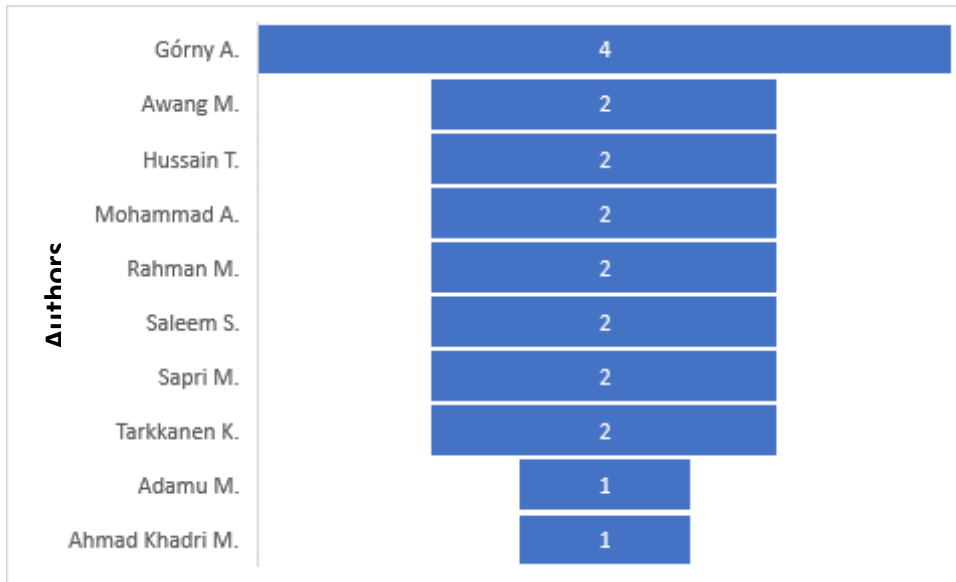
The author Gòrny (2015) is the most relevant in this field of research, as can be seen in graph 4, one of his main works states that, "The main objective of improving the work environment is to guarantee that workers feel good in their organizations and feel inspired to work more productively and creatively. Improvements in the work environment are based on solutions whose effects are maintained. To ensure opportunities to effectively change and improve the work environment, it is essential to strengthen the factors that affect working conditions. By adopting solutions that have the desired impact on the quality of the work environment, business organizations gain the ability to design processes that are resistant to interruptions, that is, immune to factors that can negatively affect the health and safety of workers. The article identifies some of the key factors for improving the work environment in relation to the needs of workers, derived from Maslow's hierarchy of needs. As has been found, organizations that view workers as a valuable resource will find these efforts particularly helpful in ensuring their survival in the marketplace. To determine if specific conditions are appropriate, organizations should consult their internal and external signals and information. In work environments, such signs reflect factors that influence levels of safety. An adequate working condition can be seen as the absence of unacceptable risks.

Graph 5. Documents by countries
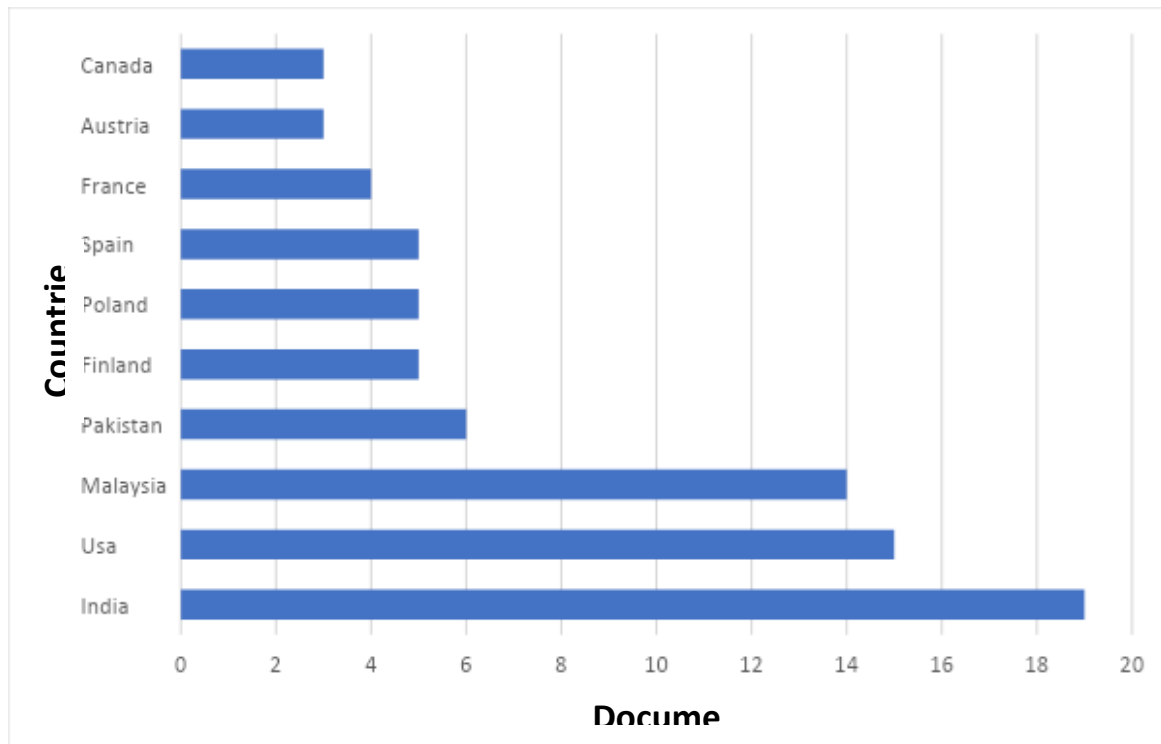
The most outstanding regions in the study area according to figure 5 are India with (19) contributions, USA (15) and Malaysia with (14), the research carried out in the United States by the author, Jakubik, (2022) is highlighted where he explains that, "The COVID pandemic challenged the importance of labor engagement (WE) or employee engagement (EE) for creativity and innovation. At a time when work is relegated to the home office, this article seeks to answer the question: How can we boost creativity from within? Therefore, it explores the WE literature, presents a conceptual framework, clarifies key concepts, develops proposals, and analyzes management and leadership challenges. Programmatically highlights responsibilities and how leaders can help their organizations grow and succeed by creating an engaging work environment where employees are engaged at work, able to identify and solve complex problems with creativity, and able to thrive as individuals. To empirically validate these propositions, quantitative and qualitative surveys of business organizations have been carried out. Meanwhile, the conceptual framework that links creativity to commitment is presented. Consequently, the novelty of this article is to see creativity as an evolutionary and emergent cognitive, emotional and behavioral process that fosters engagement".

Table 1. Most cited articles

Documents	DOI	Citations
CASH KC, 2000, ACAD MANAGE EXEC	10.5465/ame.2000.4468072	199
GUIMARAES T, 1999, EUR J INF SYST	10.1057/palgrave.ejis.3000317	48
ARNAUD S, 2014, J BUS ETHICS	10.1007/s10551-013-1652-z	42
PANDEY A, 2008, GLOBAL BUS REV	10.1177/097215090700900105	33

BHATTI MA, 2013, INT J PRODUCT PERFORM MANAGE	10.1108/IJPPM-12-2012-0132	30
GOTSIS G, 2013, J ORGAN CHANGE MANAGE	10.1108/JOCM-11-2012-0183	29
GÓRNY A, 2015, PROCEDIA MANUF	10.1016/j.promfg.2015.07.565	20
GÓRNY A, 2010, ADVANCES IN HUMAN FACTORS	10.1201/EBK1439834992	16
SILVA OA, 2004, REV SAUDE PUBLICA	10.1590/s0034-89102004000400011	16
KIM K, 2017, CREAT RES J	10.1080/10400419.2016.1239900	15

The most cited work in relation to the subject in question, by the researchers Cash & Gray, (2000) highlights that "After more than 35 years of exposure to the laws of Equal Employment Opportunities (EEO, for its acronym in English), employers in the United States struggle to understand and effectively address the challenges of employee rights and needs in the workplace. The early 21st century workplace is a much more diverse and dynamic environment than envisioned by EEO legislators. Although religion was addressed in the original laws, the main focus was accommodation for religious practices outside of the workplace. However, technology, global competition, downsizing and reengineering have created a workforce of employees seeking value, support and meaning in their lives that finds expression not only at home but also at work. This search for religious and spiritual meaning in the workplace is a departure from the more traditional 'power, profit and acquisition' business mentality, where religion was something reserved for the Sabbath day. Greater spiritual and religious accommodation has become a source for achieving that meaning and support. Historically, legal interpretations have required that employees requesting religious accommodations meet certain tests related to the sincerity and significance of their beliefs. The practice of spirituality through meditation, visualization, or spiritual contemplation has become increasingly prevalent in the workplace environment in the United States and has remained less controversial and less subject to regulation as a matter of workers' rights. employees than formal religion."

Graph 6. Documents by institutions
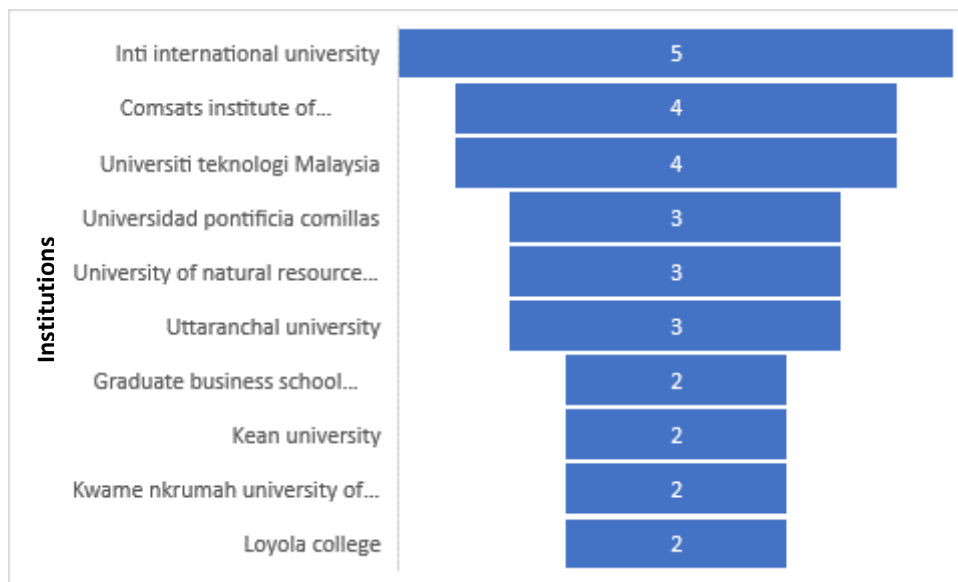
The top 10 shown in graph 6 shows the number of research papers contributed by the institutions to the study area, of these, the three most relevant are: Inti international university (5), comsats institute of information technology (4) and Universiti teknologia Malaysia (4). One of the documents contributed by one of these organizations suggests that, "The continuous growth of business organizations is essential for their survival in competitive markets. To ensure such growth, companies must identify areas for improvement and implement improvement measures effectively with a view to ultimately increasing the value of their business. A key area for improvement is working conditions in the employee work environment. The guarantee of friendly working conditions for employees that translate into labor comfort is an integral part of the effort to facilitate the effective performance of work. Once CSR guidelines are incorporated into the process, the measures become more effective and help improve the value of the company. The article identifies some of the aspects of managing working conditions - based on CSR guidelines - that are vital for business performance. More specifically, such aspects include ways to facilitate the performance of occupational tasks by workers. (Gorny, 2019)
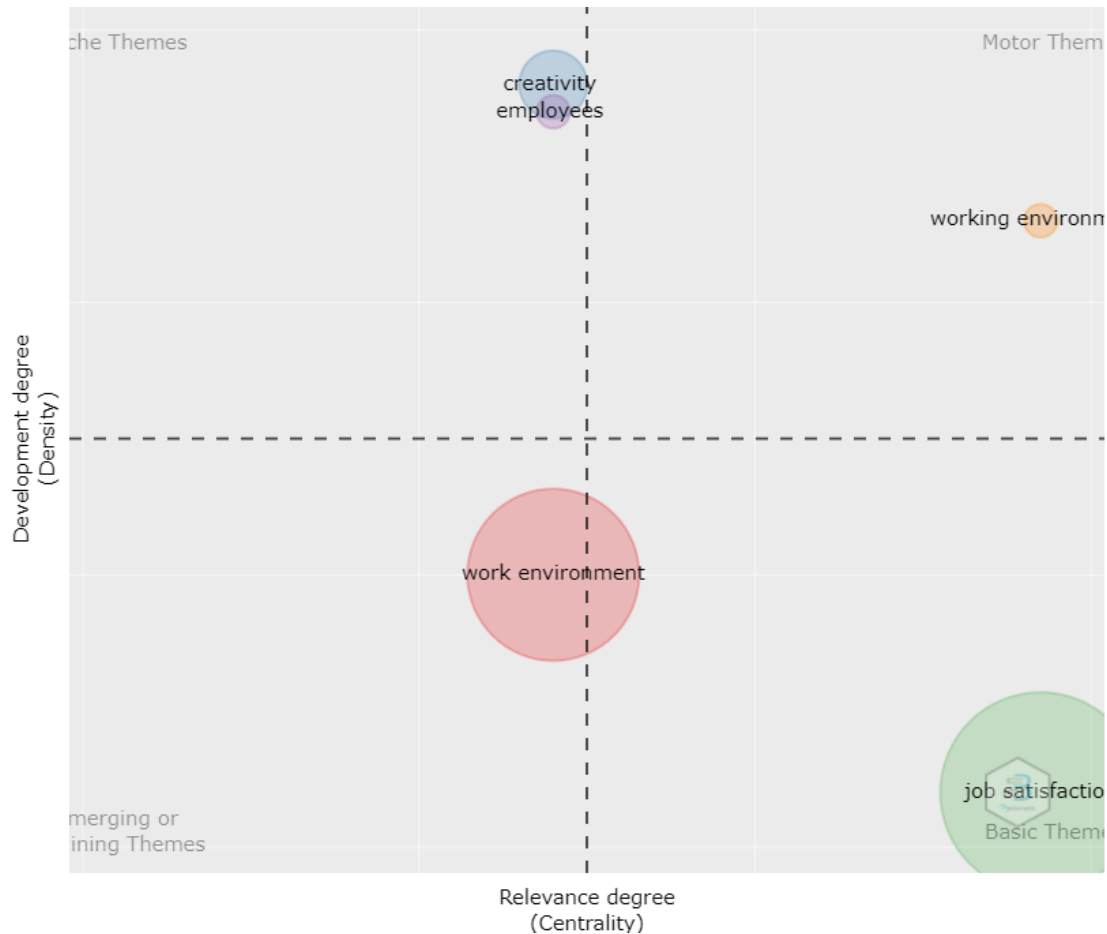
Graph 7. Topic map

Figure 7 shows the topic map related to the field of research organizational communication and the work environment at the international level, which contains 5 nodes positioned in the quadrants as described below:

- Upper right quadrant: It deals with well-developed topics that are important for the base of the study area. In this section we observe the topic that deals with the working environment.

- Upper left quadrant: Indicates that well-defined internal links exist in the topic found, but external links are not very important and, therefore, indicate marginality for the development of the field of study, in this section are the topics creativity and employees.

- Lower left quadrant: The issues located in this area can be understood as developing, emerging issues in the field of research and the theme related to work environment is located.

- Lower left quadrant: These are important topics for a research field, but they are not developed, they are transversal and basic. (López-Robles & Guallar, 2019), and in this area we find the topic job satisfaction.

Collaboration networks

Wasserman and Faust (1994) define Social Network Analysis (ARS), or Social Networks Analysis (SNA) as follows: "it is a methodological and theoretical approach that addresses the study of relationships and the structure of networks between various actors, such as individuals, organizations,

countries or other entities". De Bellis (2009) complements developing: "... it is an active research area that covers various applications, such as the analysis of political networks, knowledge management, community relations, the analysis of disease transmission or scientific collaboration networks. From a bibliometric perspective, the ARS has been applied to the field of Documentation Sciences essentially to represent relationships between authors, institutions, countries, or words with the purpose of measuring certain communication phenomena and constructing formal representations of their behavior for explanatory purposes. and evaluative". The use of the ARS in the field of Documentation Sciences represented a qualitative development from every point of view in the identification and representation of the schemes of all types of scientific domains (Otte and Rousseau, 2002; Perianes-Rodríguez et al., 2008; Vargas-Quesada and Moya-Anegón, 2007). In turn, the schemes studied can be represented in bibliometric maps, science maps or scientograms (Small, 2006), which are a spatial representation of said scientific domains. "The generation of bibliometric maps is based on the principle of co-occurrence relationships or joint appearance of two units of analysis in a document" (Noyons et al., 1999; Van Eck, 2011). Taken from (Gálvez, 2018)

Graph 8. Collaboration between authors
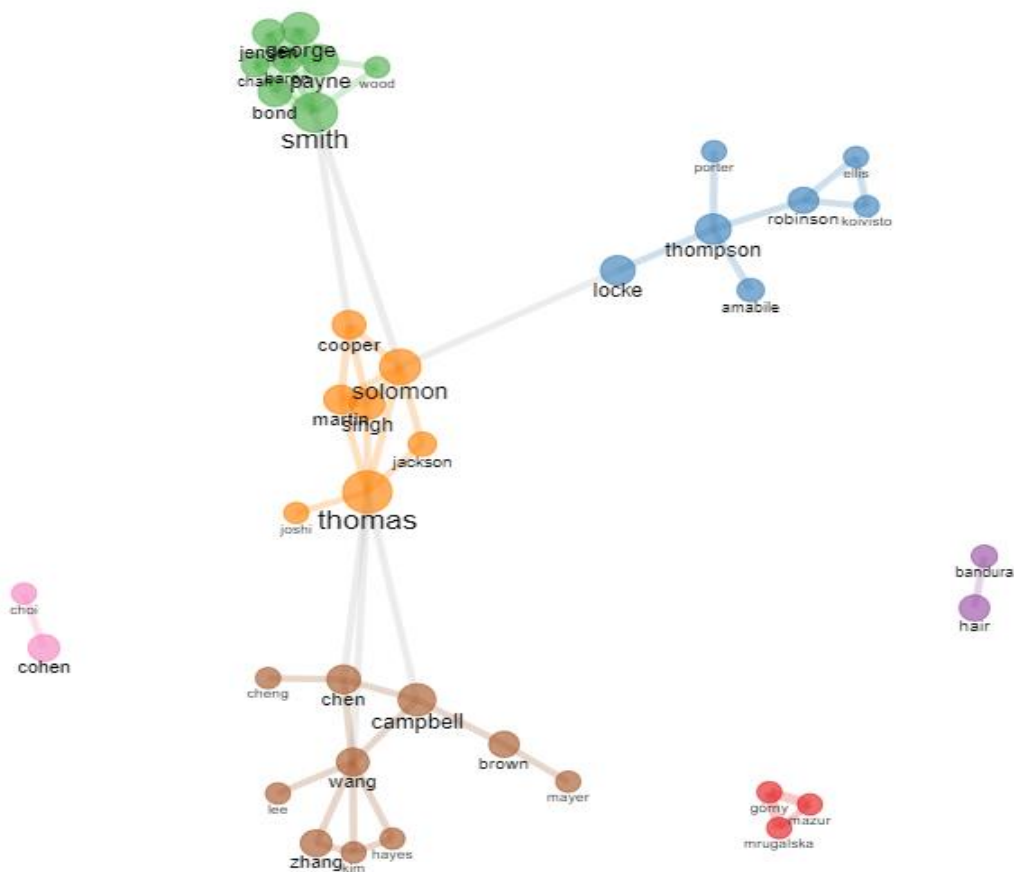
The largest circles were related to the researchers who received the highest number of citations received. The co-citation map between authors showed seven groups of researchers that were included within the same line of research, scientific specialty or academic network (Graph 8), the four most relevant are listed below:

Blue Cluster: Made up of the researchers, Amabile, Thompson, Ellis, Porter, Robinson, Koivisto and Locke.

Green Cluster: Made up of the authors, Bond, Smith, Baron, Payne, Wood, Chan, George and Jensen.

Orange cluster: It is made up of researchers such as Singh, Thomas, Cooper, Jackson, Martin, Solomon and Joshi.

Coffee Cluster: It is made up of authors such as Wang, Hayes, Campbell, Chen, Zhang, Brown, Cheng, Kim, Lee and Mayer.

Graph 9. Collaboration between documents
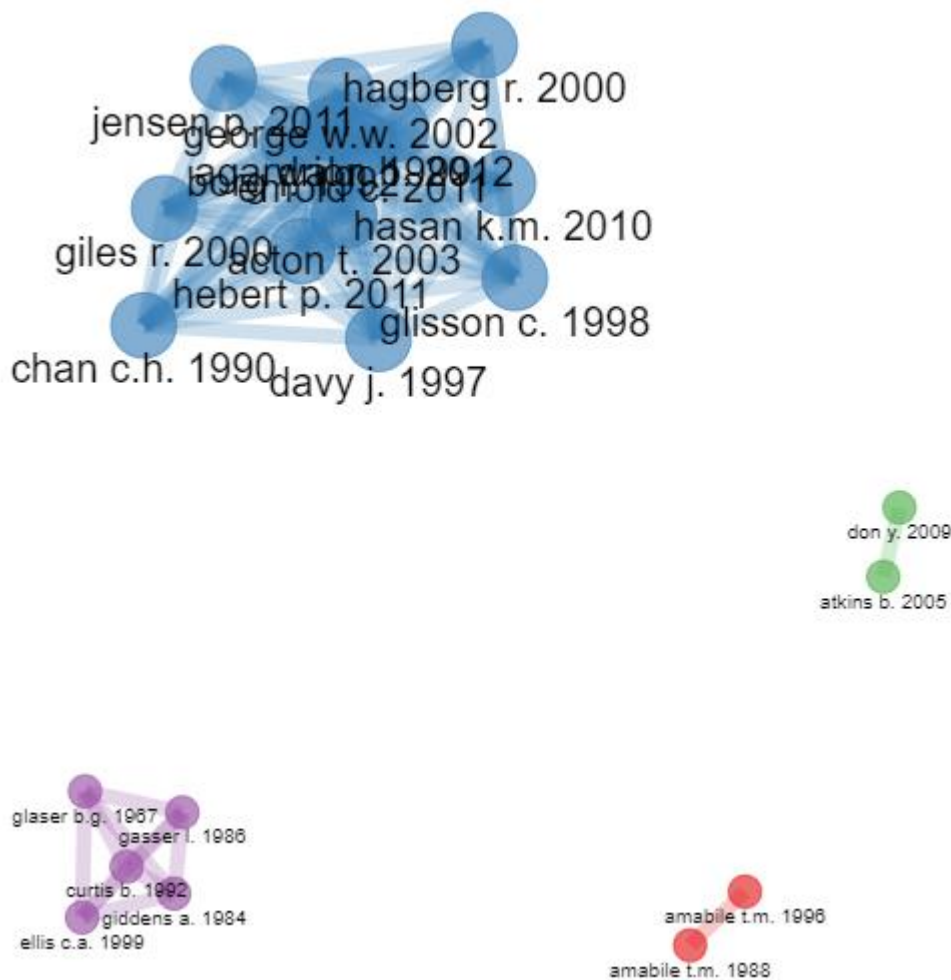
The relationship between the documents that deal with the different research topics can be seen in graph 9, in which it can be seen that four clusters were formed, each with a different line of research and are listed below:

Red Cluster: It is made up of the works of Amabile T.M. 1996 and Amabile T.M. 1988.

Blue cluster: The investigations of Acton T. 2003, Agarwal R. 1999, Borg I. 1992, Chan C.H. 1990, Davy J. 1997, Drion B. 2012, Emold C. 2011, George W. 2002, Giles R. 2000, Grissom C. 1998, Hagberg R. 2000, Hasan K.M. 2010, Hebert P. 2011 and Jensen P. 2011.

Green cluster: It is made up of the works of Atkins B. 2005 and Don Y. 2009.

Purple cluster: The investigations of Curtis B. 1992, Ellis C.A. 1999, Gasser L. 1986, Giddens A. 1984 and Glaser B.G. 1967.

Graph 10. Collaborations between journals
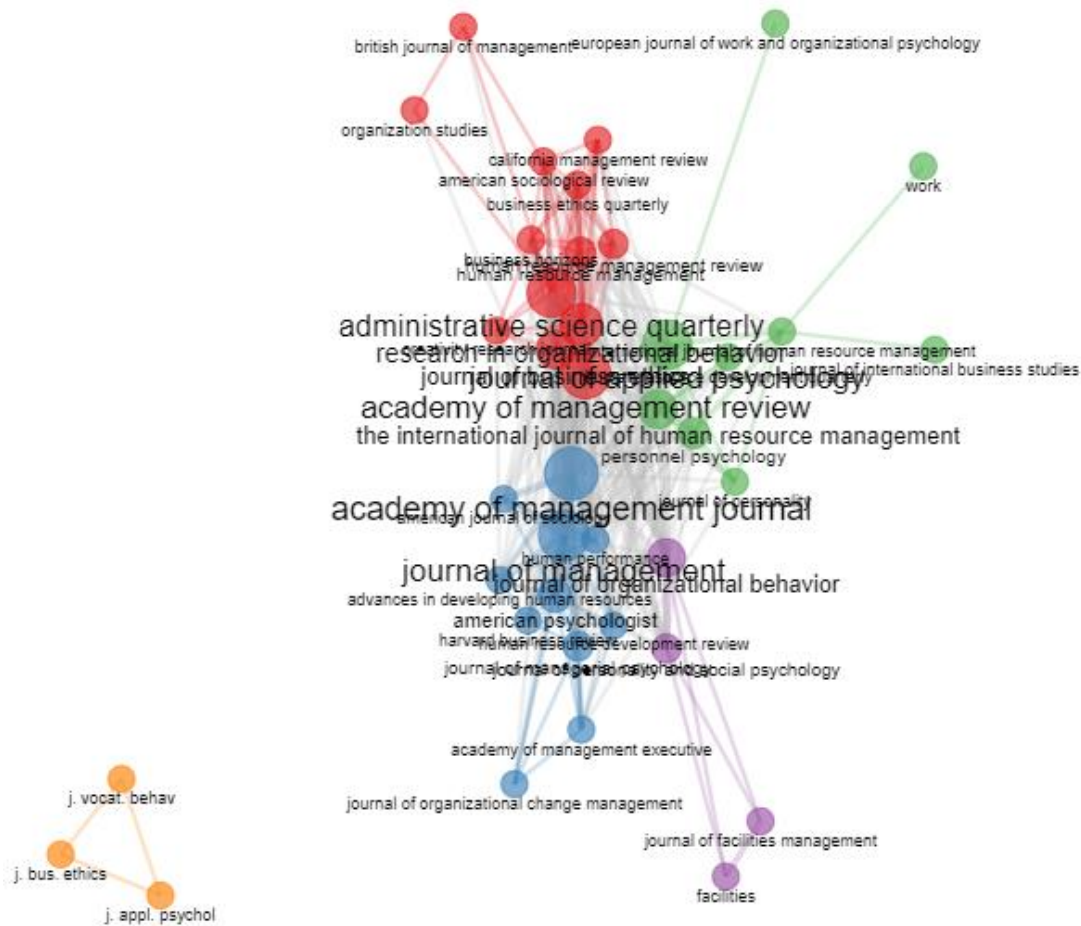
The relationship between the journals according to the research field is presented in figure 10, it can be seen that 5 clusters were created, which are detailed below:

Red cluster: It is made up of, Journal of business ethics, Academy of management review, Administrative science quarterly, Business ethics quarterly, Research in organizational behavior, Creativity research journal, Human resource management, Human resource management review, Business horizons, Organization studies, British journal of management, American sociological review, and California management review.

Blue Cluster: Made up of: Academy of management journal, Journal of management, Harvard business review, Journal of organizational change management, American psychologist, American journal of sociology, Human performance, Human resource development review, Journal of managerial psychology, Academy of management executive and Advances in developing human resources.

Green cluster: Made up of Journal of applied psychology, International journal of human resource management, The international journal of human resource management, Personnel psychology, Journal of international business studies, European journal of work and organizational psychology, Human resource development quarterly, Journal of personality, Work.

Purple cluster: It is made up of journals such as the Journal of organizational behavior, Journal of personality and social psychology, Facilities, Journal of facilities management,

Orange cluster: They are part of this, Journal applied Psychology, Journal vocat. Behavior and Journal business ethics.

Conclusions

It can be concluded, with respect to the bibliometric analysis carried out, that 67% of the recovered works are made up of journal articles, the author, the country and the institution that make the most contributions to the field are, respectively, Górny A with 4 contributions, La India with 19 contributions and Inti international university with 5 contributions. Finally, it is determined that the year where the most publications were presented was in 2019 with 8 publications found.

The foregoing indicates that in the bibliometric analysis carried out on the organizational communication and work environment research at the international level, that the terms and words found have a strong relationship and it is also interpreted that it is a homogeneous topic, because the term is also found in the quadrant Q4 which means that it is a cross-cutting issue with other fronts or lines of research. It is considered, to this date, that the issue of organizational communication is essential to understand and enhance the functioning of organizations, and that with the number of available investigations, this importance is not done justice. The present work serves as a diagnosis of the referred situation to emphasize the importance and necessity that future investigations related to this matter will have.

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