

The Effect of Communication on Learning Ability (Including a Case Study)

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Abstract:

Performance is one of the most important structures discussed in management research. The purpose of this research was to investigate the effect of communication on learning ability. The research method of the present study was applied in terms of purpose and descriptive-survey in terms of data collection. The statistical population of the research was the managers of small and medium-sized companies in Tehran's industrial estates. The reliability of the questionnaires has been confirmed through Cronbach's alpha, and to analyze data and research hypotheses, structural equation modeling with PLS has been used. Research results have shown that communication has an effect on learning ability.

Keywords:

Organizational Performance, Communication, Learning Ability

1. Introduction

One of the problems in small and medium-sized companies in industrial towns is lack of proper performance review due to many issues and factors such as manpower mistakes, lack of expert manpower in the field of evaluation, lack of budget allocation, lack of recognition of correct and accurate performance by stakeholders. They are in these towns. Because the process of performance evaluation includes a set of activities and actions with a specific logical and purposeful sequence and order. In the performance evaluation process, any model that is chosen must follow the steps and order. On the other hand, any effort that is made to achieve success must have a framework, which may be lacking or absent in industrial cities. And evaluating the performance of small and medium-sized companies in industrial cities is done slowly or not at all. And if it is done, maybe sometimes it is not done correctly. Also, experts and researchers believe that performance evaluation is a main issue in all organizational analysis. And it is difficult to imagine an organization that does not include performance evaluation and measurement. The central theme in all organizational analysis is performance, and its improvement requires measurement

and Therefore, an organization without a performance evaluation system is unthinkable.

2. Research goal

Explaining the effect of communication on learning ability.

2.1. Research question

Does communication affect learning ability?

2.2. Research hypothesis

Communication affects the ability to learn.

2.3. Research Methodology

This research, based on the purpose, is developmental-applicative and descriptive, and based on the time of data collection, it is a survey, and it is cross-sectional in terms of time.

3. A Review of Research History

Taghipour et al.[1], studied Risk analysis in the management of urban constructrelationship from the perspective of the employer and the contractor.

Rezvani Befrouei MA et al.[2], discussed the Identification and Management of Risks in Construction Projects.

Mahboobi et al.[3], discussed Assessing Ergonomic Risk Factors Using Combined Data Envelopment Analysis and Conventional Methods for an Auto Parts Manufacturer. occupational injuries are currently a major contributor to job loss around the world.

Taghipour et al.[4], studied the impact of ICT on knowledge-sharing obstacles in the knowledge management process.

Khalilpour et al.[5], studied The Impact of Accountant's Ethical Approaches on the Disclosure Quality of Corporate Social Responsibility Information an Islamic in Iran.

Mirzaie et al.[6], studied The Relationship Between Social Bearing Capacities with Conflict as a result, of the Perception of Visiting Historical Sites.

Alamdar khoolaki et al.[7], studied the Effect of integrated marketing communication on brand value with the rolethe of agency's reutation .

Taghipour et al.[8], studied A Survey of BPL Technology and Feasibility of Its Application in Iran (Gilan Province).

Seddigh Marvasti et al.[9], studied Assessing the Effect of the FRP System on Compressive and Shear Bending Strength of Concrete Elements.

Jalili et al.[10], studied Utopia is considered to be the physical form of an ideal human society where the goals are met.

Taghipour et al.[11], studied Insurance Performance Evaluation Using Bsc-Ahp Combined Technique.

Rezvani Befrouie A et al. [12], discussed the design of high-rise building with ecological approach in Iran (Alborz Province).

Taghipour et al.[13], studied The identification and prioritization of effective indices on optimal implementation of customer relationship management using TOPSIS, AHP methods.

Taghipour et al.[14], studied Investigated the Relationship between Competitive Strategies and Corporates Performance. Seismic Analysis (Non-Linear Static Analysis (Pushover) and Nonlinear Dynamic) on Cable-Stayed Bridge.

Taghipour & Moosavi.[15], studied A look at Gas Turbine Vibration Condition Monitoring in Region 3 of Gas Transmission Operation.

Taghipour et al.[16], studied The Impact of Working Capital Management on the Performance of Firms Listed in Tehran Stock Exchange (TSE).

Habibi Machiani et al.[17], studied the relationship between social responsibility and brand of companies listed on the tehran stock exchange.

Rahmani et al.[18], studied Providing Health, Safety and Environmental Management (HSE) program in Metal Mining Industry (Including Case study).

Taghipour and Azarian.[19], studied The Impact of Extensive Quality Management on Human Relations (Case Study: Education).

Taghipour and Vaezi.[20], studied Safe Power Outlet.

Taghvae yazdi et al.[21], studied The Impact of Intellectual Capital on Organizational Entrepreneurship (Case Study: Mazandaran Science and Technology Park)

Azarian and Taghipour .[22], studied The Impact of Implementing Inclusive Quality Management on Organizational Trust (Case Study: Education).

Azarian et al.[23], studiedThe Effect of Implementing Total Quality Management on Job Satisfaction (Including Case-Study)

Ghadamzan Jalali et al.[24], studied Explain the Relationship Between Intellectual Capital, Organizational Learning and Employee Performance of Parsian Bank Branches in Gilan province.

Taghvae yazdi et al.[25], studied The Relationship between Implementation Principles of Implementation with Organizational Accelerations, Ethical Leadership and Empowerment of Managers (Case study: Employees of national banks in Sari, District 1).

Rezaie Dizdah et al.[26], studied The Impact of Empowering Leadership on Safety Behavior Considering the Mediating Role of Knowledge Sharing and the Safety Climate in the Employees of Rural Water and Sewerage.

Taghipour et al.[27], studied Investigation of the Effect of Information Technology on Agility Using Fuzzy Method (Including Case Study).

Mohammadi et al.[28], studied Investigating the role and impact of using ICT tools on evaluating the performance of service organizations.

Changiz Delivand et al.[29], studied Investigating the effective factors in measuring customers' credibility with a combined approach of data mining and multidisciplinary decision making.

Moradi Lalekaei et al.[30], studied Measurement of the country of origin of the brand of branding and brand loyalty.

Dalir Digehsara and Taghipour .[31], studied Iconographic study of geometric ornaments of Islamic architecture in Iran.

Hashemi et al.[32], studied The Effect of Job-Related Factors on Increasing the Productivity of Low-Level Employees in the General Welfare Office of Tehran Municipality.

4. Demographic Characteristics of the Statistical Sample

4.1. Gender

The results of the distribution of the sample according to gender showed that 45 people (14.5%) are women and 266 people (85.5%) are men. Table and graph 1 show the results of this distribution.

Table 1. Frequency distribution of sample people according to gender.

| gender | Statistical indicators | | |
|--------|------------------------|-----------|---------------------------------|
| | Abundance | Frequency | Cumulative frequency percentage |
| Female | 45 | 14.5 | 14.5 |
| Man | 266 | 85.5 | 100.0 |
| Total | 311 | 100.0 | |

4.2. Convergent validity and reliability

If the correlation between the scores of tests that measure a single trait is high, the questionnaire has convergent validity. The existence of this correlation is necessary to ensure that the test measures what it is supposed to measure. For convergent validity, average variance extraction (AVE) and composite validity (CR) are calculated. The following relations should be established.

$$CR > 0.7 \quad CR > AVE \quad AVE > 0.5$$

Table 2. Convergent validity and reliability table of the research variable.

| CR | AVE | Cronbach's alpha | Variable |
|-------|-------|------------------|------------------|
| 0.931 | 0.784 | 0.887 | connections |
| 0.989 | 0.968 | 0.984 | Ability to learn |

According to the table, the average value of the extracted variance (AVE) is always greater than 0.5, so the convergent validity is also confirmed. Also, the value of composite validity (CR) is greater than AVE. Cronbach's alpha of all variables is greater than 0.9, therefore, the reliability of the variable is confirmed.

According to the results of the analysis of data collected with SPLS software, the results of Table 3 have been obtained regarding the hypothesis of the current research.

Table 3. Results of the research hypothesis.

| Assumptions | | | Path Coefficient | Direct Impact | Value t | The Significance Level | Confirm/Reject |
|-------------|--------|---------------------|------------------|---------------|---------|------------------------|----------------|
| connections | - < | Ability to innovate | 0/248 | 0/240 | 3/420 | 0/001 | confirmation |
| connections | - < | Ability to learn | 0/647 | 0/660 | 12/390 | 0/000 | confirmation |

5. Inferential Statistics

5.1. Research hypothesis test

Communication affects the ability to learn.

The effect of communication on learning ability is equal to the value of $t=12.390$, and $P\text{value} \leq 0.000$ for this variable is confirmed at the 95% confidence level. (because in the matrix of t statistics, numbers higher than 1.96 at the 0.05 level and higher than 2.58 at the 0.01 level are significant), Therefore, the null hypothesis that communication has no effect on learning ability is rejected and the research hypothesis that communication has an effect on learning ability is confirmed. Also, with the value of path coefficient for learning ability being 0.647, the effect of communication on learning ability is positive. In other words, with the increase of communication, the ability to learn also increases. The effect size in the current hypothesis is equal to 0.660, which indicates a strong effect size, and the data in the current hypothesis are consistent and consistent.

6. The Results of Hypothesis Analysis

The result of the research hypothesis: The results of the analysis of the research hypothesis have shown that communication has an effect on learning ability.

In the explanation and interpretation of this result, it should be stated that communication as individual and organizational communication, as one of the types of human communication, with the four characteristics of purposefulness, structure, duty-oriented and cautiousness in an organization, plays an essential role in learning. Because purposeful and structured communication can facilitate learning, and on the other hand, being structured and careful can help to retain the topics learned. Since individual and organizational communication is a process by which they set up a system to get information and exchange meanings to different people and organizations inside and outside the organization. Communication is a system for coordinating and integrating and creating a common ground for the organization's activity and ultimately increasing the organization's productivity, which can be considered parallel or related to the problem of learning. In other words, the above definition of communication specifies the relationship between communication and learning, which is confirmed in the present hypothesis for small and medium companies. The results of the present hypothesis are in line with the research results of Ghasemzadeh et al. Ebrahimi-sazmani (2018), Jafari et al. (2017), Hajizadeh and Sardari (2017) have also announced this effect. Also, the research of Swanon and Mahd Ali (2020) has also confirmed the impact of comprehensive communication on learning and vice versa. Zhang and Merchant (2020) mentioned communication in the name of organizational skills and showed its impact on learning and the relationship between them along with innovation. Kordab et al. (2020) in the study of knowledge management and learning, have mentioned the existence of communication or learning during the acquisition and transfer of knowledge, which is in line with the results of the present hypothesis.

7. Offers

According to the results of the research hypothesis, the following suggestions are presented:

- Regarding the research hypothesis

- Conditions should be provided so that the company spends its communications in the direction of company learning, in other words, communication leads to company learning.

- The conditions created in communication between individuals, companies and managers should be used in such a way that the company can train its employees efficiently in the required fields.

- Increasing the communication of company managers with the company's low-level managers and managers of other companies in their field of activity, in order to raise the level of learning and training of employees and managers themselves.

- Providing sufficient funds for training employees, their learning and supporting innovative projects of employees.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

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