

Book chapter: Conundrums, Challenges, and Aggravations of Ineffectiveness in Communication Resultant of Digitalization

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Envisioning Effective Management Communication

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Chapter-16

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Ineffectiveness in Communication Resultant of
Digitalization

Manpreet Arora

The Conundrums

Gone are the days when we used to rely on face to face communication and the traditional modes of written communication. Even at workplaces of varied nature we can see the profound impact of digitalization. Across the globe, many industries have undergone massive changes as a result of digitalization. In the sectors like finance, travel, insurance, consumer goods industry the digitalization has virtually ended face to face communication and the consumer behavior has been also radically affected. The increase in self service concept, automated facilities, preference to fully digital platforms for buying and selling are transforming the ways of communication. Many industries have already faced this trend and have undergone major changes. This transformation is changing the way that consumers behave that too drastically.

Companies have to now find more efficient methods of doing business to serve customers according to their new needs and expectations. This shift in consumer behavior towards web and mobile based digital services is the driving force behind greater digitalization and is also leading disruption in communication. The benefits of increasing digitization are driving the companies crazy as the customers have now got freedom and ease at many levels. The far reaching perceived benefits go beyond customer experience and affect the very core of business operations, the production strategies, the marketing plans,

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8 | *Envisioning Effective Management Communication*

10. IFRS: Analysing Effect of a New Way of Business
Communication on Foreign Direct Investments Worldwide 137
— *Pooja Sharma & Navjot Kaur*
11. Non-Verbal Communication and Its Growing Relevance in Business 147
— *Ratna Singh*
12. Effective Communication Practices for Enhancing Management Skills 158
— *Anu G. S.*
13. Marketing Communication: A Case of ACC Ltd. 170
— *Sunil Kumar*
14. Envisioning Effective Management Communication in the
Era of Post-truth 176
— *Roshan Lal Sharma & Manpreet Arora*
15. Effective Business Communication: A Basic Need of
Modern Organizations 182
— *Meghna Aggrawal*
16. Conundrums, Challenges, and Aggravations of
Ineffectiveness in Communication Resultant of Digitalization 195
— *Manpreet Arora*
17. Effective Business Communication: A Basic Need of
Modern Organizations 202