

The Impact of Communication on Employee Engagement in the Banking Industry in Sri Lanka.

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This research investigates "The Impact of Communication on Employee Engagement in the Banking Industry in Sri Lanka" with a focus on understanding the intricate relationship between communication practices and employee engagement levels within the sector. Utilizing a survey as the primary data collection method, the study aims to achieve three primary objectives. First, it seeks to identify and analyze the relationship between various communication channels, strategies, and the overall engagement of employees in Sri Lankan banks. Second, the research aims to quantify the current level of employee engagement by employing standardized surveys and exploring key indicators such as job satisfaction, motivation, and commitment. Lastly, the study aims to provide actionable recommendations for enhancing employee engagement based on the identified communication gaps and challenges within the banking industry. By addressing these objectives, the research aims to contribute valuable insights to practitioners, policymakers, and researchers, providing a foundation for informed decisions to foster a positive work environment and elevate organizational effectiveness within the banking sector in Sri Lanka.

Keywords: *Communication, Employee Engagement, Organizational Assurance*

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