



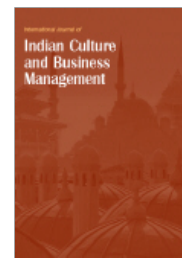
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Revising and validating scale to measure communication effectiveness in Indian organisations

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Abstract

Research on organisational communication and their outcomes are appealing but major researches rely on the organisational communication scales that were developed in western organisational settings. Looking at the vast cultural difference, it is significant to use a scale that allows the needed sensitivity to local variations. The study is to examine and administer the transactional style inventory for managers (TSI-M), a framework developed by Udey Pareekh, and assess its distinctiveness with EFA and CFA evidencing its construct validation for Indian organisations. In total, 288 employees working on managerial positions from four power sector organisations in India were studied through a questionnaire survey. Standard instrument TSI-M was used to assess the constructs. Data were analysed using SPSS, version 25 and AMOS. Exploratory factor analysis was carried out in multiple phases. It was followed with the confirmatory factor analysis (CFA) and exploratory structural equation modelling analysis. AVE convergent validity and convergent/discriminant validity based on correlation analysis were performed using measures of developed and underdeveloped constructs. Through the validation, the research support four variables to measure and assess the developed and underdeveloped communication styles of managers in Indian organisations.

Keywords: communication styles, scale validation, EFA, CFA, organisational communication, India, power sector

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