

It is widely believed that organizational communication affects organizational performance and creates comparative advantage for the organization. This study contributes to the growing literature on the influence of organizational communication and its impact on organizational performance. The study further aims at finding out relationship among interpersonal communication, intrapersonal communication, internal communication, external communication and change in perceived organizational performance. Instrument was developed and its reliability tested through the pilot study.

For the main study, 136 questionnaires were distributed in 34 organizations in banking, oil & gas and telecommunication sectors and the entire respondents provided the data through effective coordination prior and post dispatch of the questionnaires. Regression analyses and correlation were applied. Overall organization performance varied 8% to 26% due to organization communication. Organization performance interrelated 18% to 44% with organization communication's components in banking sector. Organization performance correlated 07% to 35% with organization communication's components in Oil & Gas Sector. Organization performance interconnected 07% to 32% with organization communication's components in telecommunication sector.

The findings of this study depict that organizational communication is an important determinant of change in perceived organizational performance components. 'These findings suggest that increasing organizational communication will have a positive effect on organizational performance. Increasing organizational communication is a long-term process, which demands both attention from management side and initiative from the employee side.