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A COST-BENEFIT MODEL FOR OPTIMAL SELECTION OF COMMUNICATION CHANNELS IN MANUFACTURING ORGANISATIONS

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Abstract:

The efforts at integrating communication strategy into industrial productivity are very scanty. This paper examined the interaction economy of a production firm using six different communication media/channels. These media were subjected to analysis based on five identified patterns/networks of interactions in the manufacturing organisation. Interrelationship between personnel authority and responsibility was used to develop a model to analyze personnel's interactions, by bringing cost and benefits of the selected channels into the same model. The results of the study showed that Intranet and private branch exchange (PBX) were the most economic media to use in the manufacturing industry because they possessed highest benefit to cost ratios of 7.59 and 6.05, respectively, in term of productivity. The practical implications of this finding showed that the model is promising in solving personnel interaction problem in the production industry.

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