

## RESEARCH ARTICLE

## EXPLORING THE INFLUENCE OF BANGLADESHI ORGANIZATIONAL CULTURE ON INTERNAL COMMUNICATION PRACTICES

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## ABSTRACT

This qualitative study delves into the impact of Bangladeshi organizational culture on internal communication practices. Through semi-structured interviews, focus groups, and content analysis, the research explores various aspects of communication channels, cultural norms, challenges, and opportunities within Bangladeshi organizations. The findings highlight the dominance of hierarchical communication structures, collectivist cultural norms, and high-context communication styles. Formal channels like meetings and emails are prevalent, alongside significant informal channels such as face-to-face interactions and gossip. However, the study identifies challenges, including language barriers and limited employee participation, which hinder effective communication. Despite these challenges, the study uncovers opportunities for enhancing communication effectiveness through digital technologies and leveraging cultural strengths. Practical implications emphasize the importance of tailored communication strategies to address cultural nuances and promote inclusivity and collaboration within organizations. Social implications underscore the role of effective internal communication in fostering positive workplace cultures and enhancing employee satisfaction and engagement. The study's originality lies in its focus on the underexplored intersection of organizational culture and internal communication within the Bangladeshi context. However, it is not without limitations, notably its qualitative nature and sample size, which may limit the generalizability of the findings. Future research could adopt mixed-methods approaches and explore larger, more diverse samples to enhance the validity and reliability of the findings. This study contributes to our understanding of the complex relationship between organizational culture and internal communication practices in Bangladesh. By shedding light on the cultural nuances, challenges, and opportunities associated with internal communication, the research offers valuable insights for organizational leaders and communication practitioners seeking to improve communication effectiveness in diverse cultural contexts.

## KEYWORDS

Bangladeshi organizational culture, internal communication, cultural norms, communication channels, challenges, opportunities.

## 1. INTRODUCTION

Internal communication within organizations is crucial for ensuring efficient operations, promoting effective cooperation, and fostering a coherent organizational culture (Gara & La Porte, 2020). The significance of this cannot be exaggerated, especially in the context of Bangladesh, a country with a diverse cultural fabric and a rapidly growing economy. In recent years, researchers and practitioners alike have increasingly highlighted the essential role that corporate culture plays in creating internal communication processes (Men & Yue, 2019). Nevertheless, despite the increasing focus on this connection, there is a lack of research that particularly investigates the impact of Bangladeshi organizational culture on internal communication methods within the local setting. Bangladesh, located in South Asia, is distinguished by a distinctive amalgamation of cultural, social, and economic elements that significantly impact organizational dynamics (Ullah & Ming Yit Ho, 2021). Bangladesh has a population of about 160 million people with a workforce that is diversified and covers a range of industries such as manufacturing, agriculture, textiles, and technology (A. Islam et al., 2022). In Bangladesh, organizations face the problem of establishing efficient communication channels that cater to the cultural subtleties and preferences of their personnel (Pan et al., 2019). Internal communication refers to the

transmission of information, ideas, and feedback among individuals inside an organization (Verviciv, 2021). It includes official means of communication such as meetings, emails, and memos, as well as unplanned and casual contacts that take place inside the workplace (Treasure-Jones et al., 2019). Efficient internal communication promotes a clear understanding of objectives, synchronization of objectives, and a feeling of inclusion among staff members, eventually enhancing organizational unity and productivity. The communication patterns, conventions, and practices of organizations are greatly influenced by the cultural milieu in which they function (Alshbili & Elamer, 2020). The cultural aspects of collectivism, hierarchy, and power distance have a significant impact on how people in Bangladesh interact with each other and how organizations function (Jehanzeb & Mohanty, 2020). It is essential to comprehend the intersection of cultural elements with internal communication processes in order to develop efficient communication strategies and encourage a favorable work environment (Lee & Li, 2020). This study aims to fill this void by examining the impact of Bangladeshi organizational culture on internal communication practices. This study seeks to offer significant insights for organizational leaders, communication practitioners, and scholars who are interested in improving communication effectiveness within Bangladeshi organizations. It does so by examining the complex relationship between

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cultural norms, values, and communication dynamics.

The primary objective of this research is to explore how Bangladeshi organizational culture influences internal communication practices within various organizational contexts. Specifically, the study aims to:

1. Examine the cultural dimensions prevalent in Bangladeshi organizational culture and their implications for internal communication.
2. Investigate the communication patterns, channels, and norms adopted by organizations in Bangladesh.
3. Identify the challenges and opportunities associated with internal communication within the Bangladeshi context.
4. Explore strategies for enhancing internal communication effectiveness in Bangladeshi organizations.

By complying with these objectives, this research strives to contribute to a fuller understanding of the complicated interaction between organizational culture and internal communication, with special relevance to the Bangladeshi setting. This research carries major implications for both academics and practice. This study enhances the current understanding of organizational communication and cross-cultural management by offering empirical observations on how Bangladeshi organizational culture impacts internal communication practices. By explaining the cultural subtleties and communication dynamics inside Bangladeshi companies, this study improves theoretical frameworks and promotes cross-cultural comparisons. Practically speaking, the results of this research provide helpful advice for leaders and communication professionals who want to improve internal communication efficacy in Bangladesh. Organizations may enhance their communication strategies by comprehending the cultural foundations of communication processes, allowing them to align with workers' beliefs, preferences, and communication styles more effectively. Furthermore, by tackling the difficulties and capitalizing on the possibilities revealed in this research, organizations may cultivate a work atmosphere that is more inclusive, collaborative, and productive.

## 2. LITERATURE REVIEW

Internal communication within organizations is a multifaceted process influenced by various factors, including organizational culture, communication channels, and individual preferences (Lee et al., 2021). In the context of Bangladesh, where cultural norms and values shape interpersonal interactions and organizational dynamics, understanding the intersection between organizational culture and internal communication is crucial for fostering effective communication strategies (Farmer et al., 2019).

### 2.1 Organizational Culture and Communication

Organizational culture encompasses the collective values, attitudes, and standards that influence behavior and define the essence of an organization (Emon & Khan, 2023; Naveed et al., 2022). It includes both observable aspects like as rituals, symbols, and language, as well as fundamental beliefs and ideologies that shape decision-making and communication processes (Michaels & Wulf, 2020). In the context of Bangladesh, the organizational culture is significantly shaped by cultural aspects such as collectivism, hierarchy, and power distance (Jehanzeb & Mohanty, 2020). Collectivism is a significant cultural characteristic in Bangladesh that highlights the importance of community cohesion, collaboration, and loyalty (Shen et al., 2020). Within organizations, this collectivist attitude is evident in communication patterns that exhibit a tendency for consensus-building, indirectness, and relationship-focused interactions (Liu et al., 2021). Employees place a high importance on interpersonal connections and prioritize preserving harmony, which might impact their communication practices by leading them to avoid aggressive or direct communication techniques (Fa-Kaji & Monin, 2022). Hierarchy and power distance are fundamental elements of Bangladeshi organizational culture, mirroring social norms that prioritize deference to authority and reverence for seniority (Jehanzeb & Mohanty, 2020). Communication in hierarchical organizations mostly adheres to a top-down model, where senior management conveys information to subordinates (Mehra & Nickerson, 2019). The hierarchical communication framework may impede the flow of upward communication, as subordinate employees may be reluctant to express their viewpoints or apprehensions to superiors (Gounaris et al., 2020). The utilization of communication channels within organizations is influenced by the cultural context. In Bangladeshi organizations, formal channels like meetings, emails, and official memos are commonly used. However, informal

channels such as gossip, rumors, and social interactions also hold considerable importance (Swapan & Khan, 2022). Face-to-face communication is highly esteemed for its intimate nature and capacity to express emotions and nonverbal signals, especially in a collectivist society where establishing and nurturing relationships are of utmost importance (Burke & Larmar, 2021).

### 2.2 Internal Communication Practices in Bangladesh

The internal communication methods in Bangladesh are influenced by the cultural norms, beliefs, and organizational structures that are often found in the nation (Roy et al., 2020). Although digital communication tools are becoming more popular, face-to-face communication continues to play a crucial role in interpersonal relationships inside organizations (Fraccastoro et al., 2021). In Bangladeshi organizations, the hierarchical structure commonly leads to the establishment of formal communication procedures, in which information is sent from senior management to frontline personnel in a downward manner (Baroi & Alam, 2021; Hasan et al., 2023). Nevertheless, the efficacy of internal communication techniques in Bangladesh is not devoid of obstacles. An important obstacle is the widespread existence of communication obstacles arising from variations in language, regional dialects, and inequalities in education levels (Polas et al., 2022). Bangladesh is a country characterized by linguistic diversity, with Bengali (Bangla) serving as the official language. English is often employed in commercial environments, especially within multinational firms and metropolitan regions (Eduardsen & Marinova, 2020). Language limitations can impede efficient communication, resulting in misconceptions, misinterpretations, and diminished employee engagement (Tenzer et al., 2021). One further difficulty is in the insufficient focus on employee engagement and feedback methods in Bangladeshi organizations (M. N. Islam et al., 2020). The presence of a hierarchical structure, together with power disparities and apprehension of retaliation, might discourage employees from expressing their opinions or openly discussing their thoughts (Yao et al., 2022). Hence, the failure to utilize the rich insights and perspectives of frontline personnel may hinder both innovation and organizational development (Senbeto & Hon, 2020). Notwithstanding these difficulties, there are still prospects for enhancing internal communication methods in Bangladesh. Organizations can improve communication channels and promote transparency and openness with the emergence of digital communication technology and social media platforms (Ewing et al., 2019). Virtual communication technologies, such as video conferencing, instant messaging, and collaboration platforms, allow for immediate and interactive contact and cooperation. These techniques overcome geographical limitations and facilitate distant work arrangements (Bleakley et al., 2022). Furthermore, organizations have the ability to utilize cultural advantages such as collectivism and relationship orientation in order to cultivate a culture that promotes cooperation, teamwork, and mutual support (Chen et al., 2021). Organizations may enhance employee engagement, trust, and loyalty by prioritizing interpersonal connections and facilitating social interactions and informal communication (Song & Tao, 2022).

Several theoretical frameworks provide insights into the relationship between organizational culture and internal communication practices in the setting of Bangladesh. Hofstede's cultural dimensions theory, which delineates aspects such as individualism-collectivism, power distance, and uncertainty avoidance, offers a significant perspective for comprehending the cultural foundations of communication patterns (Pfaff et al., 2023). In Bangladesh, the presence of high scores on the collectivism and power distance dimensions indicates a strong inclination towards valuing group unity, showing respect for authority, and employing indirect communication techniques (Gong et al., 2023). Trompenaars' cultural dilemmas framework, which examines cultural orientations like universalism-particularism and achievement-ascription, provides valuable insights into how cultural values impact communication norms and practices (Tao & Li, 2020). In Bangladesh, a collectivist culture characterized by particularism and ascription, interpersonal ties and social networks have a substantial impact on communication processes, influencing the exchange of information and decision-making (Burhan & Malik, 2023). In addition, Hall's theory of high-context and low-context cultures elucidates communication methods and preferences in many cultural situations (Afshari, 2022). Effective communication in high-context cultures, like Bangladesh, requires a keen ability to interpret nonverbal cues and grasp implicit messages sent by contextual cues (Emon & Nipa, 2024; M. K. Islam et al., 2023). Internal communication techniques in Bangladeshi organizations are significantly shaped by cultural norms, beliefs, and organizational structures. Collectivism, hierarchy, and power distance have an impact on how people communicate, the methods they use to communicate, and the accepted standards of communication. These factors also influence how people engage with each other and make decisions. Although faced with obstacles

like as linguistic difficulties and low employee engagement, there are prospects for utilizing cultural advantages and digital communication technology to improve the efficiency of communication. Theoretical frameworks, such as Hofstede's cultural dimensions, Trompenaars' cultural problems, and Hall's high-context and low-context cultures, offer useful insights into the cultural dynamics of internal communication in Bangladesh.

### 3. RESEARCH METHODOLOGY

The research methodology employed in this study aimed to investigate the influence of Bangladeshi organizational culture on internal communication practices through a qualitative approach. A qualitative research design was chosen to allow for an in-depth exploration of participants' perspectives and experiences regarding internal communication within their respective organizational contexts. Data collection methods included semi-structured interviews and focus groups. Purposive sampling was utilized to select participants from various organizations across different sectors in Bangladesh, ensuring diversity in terms of organizational size, industry, and hierarchical levels. A total of 30 participants, including managers, supervisors, and frontline employees, were recruited for the study. Semi-structured interviews were conducted with individual participants to elicit detailed insights into their perceptions and experiences related to internal communication practices within their organizations. The interview guide comprised open-ended questions covering topics such as communication channels, cultural norms, challenges, and strategies for enhancing communication effectiveness. Interviews were audio-recorded with participants' consent and later transcribed verbatim for analysis. In addition to individual interviews, focus groups were organized to facilitate group discussions on specific themes emerging from the interviews. Participants were divided into small groups based on their organizational affiliations and hierarchical levels to encourage candid exchanges of views and experiences. Focus group discussions were moderated by the researcher to ensure relevance to the research objectives and maintain a conducive atmosphere for dialogue. Data analysis followed a thematic analysis approach, allowing for the identification and interpretation of patterns, themes, and insights from the interview and focus group transcripts. The analysis involved several iterative stages, including familiarization with the data, coding, theme development, and interpretation. Initial codes were generated through line-by-line coding of the transcripts, followed by the clustering of codes into broader themes and sub-themes. Themes were refined through ongoing discussion and comparison among the research team members to ensure rigor and validity. To complement the interview and focus group data, organizational documents such as internal memos, communication policies, and organizational charts were also subjected to content analysis. This involved a systematic review of the documents to identify recurring themes, communication practices, and cultural norms embedded within the organizational context. Ethical considerations were paramount throughout the research process. Informed consent was obtained from all participants prior to their participation in the study, with assurances of confidentiality and anonymity. Participants were informed of their right to withdraw from the study at any time without repercussions. Additionally, ethical approval was obtained from the relevant institutional review board to ensure compliance with ethical standards and guidelines. In summary, the research methodology employed in this study facilitated a comprehensive exploration of the influence of Bangladeshi organizational culture on internal communication practices. Through semi-structured interviews, focus groups, and content analysis of organizational documents, valuable insights were gained into the cultural nuances, communication patterns, and challenges associated with internal communication within Bangladeshi organizations.

### 4. RESULTS & FINDINGS

The results and findings of this study offer valuable insights into the influence of Bangladeshi organizational culture on internal communication practices. Through semi-structured interviews, focus groups, and content analysis of organizational documents, several themes and patterns emerged, shedding light on the cultural nuances, communication dynamics, challenges, and opportunities associated with internal communication within Bangladeshi organizations.

#### 4.1 Communication Channels and Practices

One prominent theme that emerged from the data was the prevalence of hierarchical communication structures within Bangladeshi organizations. Participants highlighted the top-down communication approach, where information flows from senior management to frontline employees through formal channels such as meetings, emails, and official memos. As

one participant noted, "Decisions are made at the top, and instructions are passed down to us. We rarely have the opportunity to provide input or voice our concerns." However, despite the hierarchical communication structure, informal channels such as face-to-face interactions, gossip, and social gatherings were also acknowledged as significant communication channels within organizations. Participants emphasized the importance of informal communication for building relationships, sharing tacit knowledge, and resolving conflicts. As one participant remarked, "We often rely on informal channels to get things done quickly and to navigate the bureaucracy." The use of digital communication technologies, particularly email and instant messaging platforms, was widespread among participants, especially in larger organizations and urban areas. While digital communication tools were valued for their efficiency and convenience, some participants expressed concerns about the overreliance on electronic communication at the expense of face-to-face interactions and personal connections.

Table 1: Communication Channels and Practices	
Communication Channels	Description
Formal Channels	<ul style="list-style-type: none"> <li>Meetings: Regularly scheduled meetings were commonly used for disseminating information from senior management to employees.</li> <li>Emails: Email communication was prevalent, especially for official announcements and updates.</li> <li>Official Memos: Written memos were used for formal communication within organizations.</li> </ul>
Informal Channels	<ul style="list-style-type: none"> <li>Face-to-Face Interactions: Informal conversations and discussions played a significant role in sharing information and building relationships.</li> <li>Gossip: Informal communication networks, such as office gossip, were often used to spread rumors and unofficial information.</li> <li>Social Gatherings: Events and social gatherings provided opportunities for informal communication and networking among employees.</li> </ul>
Digital Communication Tools	<ul style="list-style-type: none"> <li>Email: Email communication was widely used for both internal and external communication, offering convenience and efficiency.</li> <li>Instant Messaging: Instant messaging platforms were utilized for real-time communication and quick exchanges of information.</li> <li>Collaboration Platforms: Online collaboration tools facilitated teamwork and document sharing among employees.</li> </ul>

Source: Developed by author from Interview

Table 2: Cultural Norms and Communication Styles	
Cultural Norms	Communication Styles
Collectivism	<ul style="list-style-type: none"> <li>Preference for consensus-building and group harmony in communication interactions.</li> </ul>
Hierarchy	<ul style="list-style-type: none"> <li>Respect for authority and deference to seniority influence communication dynamics.</li> <li>Top-down communication approach is prevalent, with information flowing from senior management to frontline employees.</li> </ul>
High-Context Culture	<ul style="list-style-type: none"> <li>Communication relies heavily on contextual cues and nonverbal signals for conveying messages.</li> <li>Understanding implicit messages and reading between the lines is essential for effective communication.</li> </ul>

Source: Developed by author from Interview

#### 4.2 Cultural Norms and Communication Styles

Cultural norms and values significantly influenced communication styles and preferences within Bangladeshi organizations. The collectivist orientation of Bangladeshi culture fostered a communication style characterized by indirectness, politeness, and a preference for consensus-



building. Participants emphasized the importance of maintaining harmony and avoiding confrontation in communication interactions, particularly when conveying negative feedback or addressing sensitive issues. The hierarchical nature of Bangladeshi society also influenced communication dynamics within organizations. Respect for authority and deference to seniority were deeply ingrained cultural norms that shaped interpersonal interactions and decision-making processes. As a result, upward communication channels were often underutilized, with lower-level employees hesitating to express their opinions or challenge authority figures. Moreover, the high-context nature of Bangladeshi culture, where communication relies heavily on contextual cues and nonverbal signals, influenced communication practices within organizations. Participants highlighted the importance of understanding implicit messages and reading between the lines in communication interactions, particularly in hierarchical settings where explicit communication may be perceived as disrespectful or confrontational.

4.3 Challenges in Internal Communication

Despite the prevalence of hierarchical communication structures and collectivist cultural norms, participants identified several challenges in internal communication within Bangladeshi organizations. Language barriers, particularly between English and Bengali speakers, were cited as a significant impediment to effective communication, especially in multinational corporations and diverse work environments. Moreover, the limited emphasis on employee participation and feedback mechanisms hindered open communication and collaboration within organizations. Participants expressed concerns about the lack of opportunities to voice their opinions, contribute ideas, or provide feedback on organizational decisions and policies. As one participant lamented, "Our opinions don't seem to matter much. Decisions are made without consulting us, and we're expected to follow orders." Power differentials and fear of reprisal also deterred employees from speaking up or challenging authority figures, further exacerbating communication barriers within organizations. Participants highlighted the need for a more inclusive and participatory communication culture that encourages dialogue, transparency, and mutual respect.

Table 3: Challenges in Internal Communication	
Challenges	Description
Language Barriers	•Differences in language proficiency and dialects hinder effective communication, particularly between English and Bengali speakers.
Limited Employee	•Lack of opportunities for employees to voice their opinions, contribute ideas, or provide feedback on organizational decisions and policies.
Participation	•Power differentials and fear of reprisal deter employees from speaking up or challenging authority figures.
Communication Barriers	•Cultural differences and misunderstandings create communication breakdowns and conflicts within organization

Source: Developed by author from Interview

Table 4: Opportunities for Improving Communication Effectiveness	
Opportunities	Description
Digital Communication Technologies	•Adoption of digital communication tools and social media platforms offers new avenues for communication and collaboration, transcending geographical barriers.
Leveraging Cultural Strengths	•Cultural strengths such as collectivism and relationship orientation can be leveraged to foster a more inclusive and collaborative communication culture within organizations.
Training Development and Initiatives	•Training programs aimed at enhancing communication skills and cultural competence equip employees with the tools and knowledge needed to navigate diverse communication contexts.

Source: Developed by author from Interview

4.4 Opportunities for Improving Communication Effectiveness

Despite the challenges identified, participants also identified several

opportunities for improving communication effectiveness within Bangladeshi organizations. The increasing adoption of digital communication technologies and social media platforms offered new avenues for communication and collaboration, transcending geographical barriers and facilitating remote work arrangements. Moreover, the cultural strengths of Bangladeshi society, such as collectivism and relationship orientation, could be leveraged to foster a more inclusive and collaborative communication culture. Participants emphasized the importance of building trust, cultivating interpersonal relationships, and creating opportunities for social interactions and informal communication within organizations. Training and development initiatives aimed at enhancing communication skills and cultural competence were also suggested as potential strategies for improving communication effectiveness. Participants highlighted the need for training programs that promote active listening, conflict resolution, and intercultural communication skills, equipping employees with the tools and knowledge needed to navigate diverse communication contexts effectively.

4.5 Organizational Culture and Communication Climate

The organizational culture emerged as a key determinant of the communication climate within Bangladeshi organizations. Participants emphasized the role of organizational leaders in shaping communication norms, values, and practices. Leaders who fostered a culture of openness, transparency, and inclusivity were perceived as more effective communicators, facilitating dialogue, collaboration, and employee engagement. However, participants also highlighted instances where organizational culture clashed with individual communication preferences, leading to communication breakdowns and conflicts. Cultural mismatches between organizational values and employee expectations were cited as potential sources of tension and dissatisfaction within organizations. Overall, the findings of this study underscored the complex interplay between Bangladeshi organizational culture and internal communication practices. While hierarchical communication structures and collectivist cultural norms influenced communication patterns and preferences, challenges such as language barriers, power differentials, and limited employee participation hindered communication effectiveness. Nevertheless, opportunities for improving communication effectiveness through digital technologies, cultural strengths, and training initiatives were also identified, highlighting the potential for fostering a more inclusive and collaborative communication culture within Bangladeshi organizations.

Table 5: Organizational Culture and Communication Climate	
Aspects of Organizational Culture	Impact on Communication Climate
Leadership Style	•Leaders who foster openness, transparency, and inclusivity contribute to a positive communication climate, facilitating dialogue, collaboration, and employee engagement within organizations.
Cultural Mismatches	•Cultural mismatches between organizational values and employee expectations can lead to communication breakdowns and conflicts, hindering effective communication and collaboration within organizations.

Source: Developed by author from Interview

5. DISCUSSION

The study's discussion focuses on analyzing the findings, exploring their implications, acknowledging any limitations, and identifying potential areas for further research. The objective is to give a thorough comprehension of how Bangladeshi organizational culture impacts internal communication practices, providing valuable insights for organizational leaders, communication practitioners, and researchers with an interest in this field. The study's findings elucidate the complex correlation between the organizational culture of Bangladesh and its internal communication practices. The presence of hierarchical communication structures, collectivist cultural norms, and high-context communication styles in Bangladeshi organizations highlights the impact of cultural influences on communication dynamics. The prevalence of formal communication channels, such as meetings, emails, and official notes, in Bangladeshi culture reflects the deep-rooted respect for authority and deference to seniority. Nevertheless, casual means of communication such as in-person conversations and rumors nevertheless hold considerable influence, underscoring the significance of human

connections and social networks in the process of exchanging information. Furthermore, the aforementioned issues, such as linguistic obstacles, restricted employee engagement, and communication hindrances, emphasize the necessity for focused interventions to tackle communication deficiencies and foster a more inclusive communication culture inside organizations in Bangladesh. Although faced with hurdles, the identification of digital technologies, cultural strengths, and training programmes presents opportunity to enhance internal communication practices and improve communication effectiveness. The results of this study have many ramifications for organizational implementation. Organizational leaders and communication practitioners should acknowledge the impact of Bangladeshi cultural norms and values on internal communication processes and adapt communication tactics accordingly. Promoting transparency, openness, and diversity in communication processes can facilitate the development of trust, engagement, and cooperation among employees. Furthermore, utilizing digital communication technology and social media platforms might improve communication channels and enable distant work arrangements, especially in the context of the continuing digital revolution. Additionally, it is crucial to implement initiatives that encourage employee engagement and provide channels for receiving and incorporating their input. These measures are vital for fostering a culture of open communication and empowerment inside companies. Promoting employee engagement in expressing their viewpoints, offering suggestions, and delivering feedback on organizational choices and policies can result in enhanced decision-making, creativity, and organizational learning. Furthermore, implementing training and development programs that focus on improving communication skills and cultural competency may provide staff with the necessary resources and expertise to effectively navigate various communication situations in a varied environment. Although this study offers interesting insights into the impact of Bangladeshi organizational culture on internal communication practices, it is important to note numerous limitations. The qualitative character of the study restricts the capacity to apply the findings to different cultural contexts or organizational settings. In order to have a more thorough knowledge of the phenomena, future study might utilize a mixed-methods approach to triangulate data. Furthermore, the study's conclusions may have been impacted by the size and content of the sample. Although attempts were made to enlist participants from a variety of organizations and hierarchical positions, it is possible that particular viewpoints or experiences were not adequately represented. Subsequent investigations might investigate a more extensive and heterogeneous sample in order to encompass a wider spectrum of perspectives and experiences. Ultimately, the study's dependence on self-reported data and the subjective analysis of participants' replies might potentially introduce biases or mistakes. Utilizing objective metrics or observer ratings might improve the accuracy and consistency of the findings. In addition, longitudinal studies might investigate the dynamics of organizational culture and internal communication practices over time, offering valuable insights into the development of communication norms and behaviors inside organizations in Bangladesh. Based on the discoveries of this investigation, several possibilities for further research arise. Initially, longitudinal studies can investigate the enduring influence of organizational culture on internal communication practices by monitoring the evolution of communication standards, channels, and efficacy over an extended period. Additionally, comparative studies may analyze the impact of cultural factors on communication dynamics in various cultural contexts, facilitating cross-cultural comparisons and providing valuable insights. Furthermore, conducting experimental research might assess the efficacy of interventions targeted at enhancing communication effectiveness inside organizations in Bangladesh, therefore offering empirical validation for optimal strategies.

## 6. CONCLUSION

This study offers significant perspectives on how the organizational culture in Bangladesh impacts internal communication practices. By conducting a qualitative investigation on the communication channels, cultural norms, difficulties, and possibilities present in organizations in Bangladesh, some significant discoveries have been uncovered. The presence of hierarchical communication structures, collectivist cultural norms, and high-context communication styles in Bangladeshi organizations highlights the substantial impact of cultural elements on communication dynamics. In Bangladeshi culture, formal communication channels such as meetings, emails, and official memoranda are still widely used, indicating a strong emphasis on respecting authority and deferring to seniority. Nevertheless, informal means such as in-person conversations and rumors can have a substantial impact, underscoring the significance of human connections and social networks in the communication process. Although there are obstacles such as language

limitations, restricted employee engagement, and communication barriers, there are possibilities for enhancing communication efficacy by using digital technology, leveraging cultural assets, and implementing training efforts. To cultivate a more inclusive and collaborative communication culture in Bangladeshi organizations, it is beneficial to utilize digital communication tools, promote cultural values like collectivism and relationship orientation, and offer training programmes that focus on improving communication skills and cultural competence. Nevertheless, it is crucial to recognize the constraints of this research, which encompass its qualitative methodology, small sample size, and dependence on self-reported information. Future research should utilize mixed-methods approaches, investigate bigger and more varied populations, and apply objective measurements to improve the validity and dependability of the findings. In summary, this study emphasizes the significance of comprehending and recognizing the impact of Bangladeshi organizational culture on internal communication practices. Organizations may improve the effectiveness and promote a more inclusive and collaborative workplace environment by understanding and adapting to cultural subtleties, difficulties, and prospects, and customizing their communication tactics accordingly. By doing continuous research and implementing practical interventions, we may further enhance our comprehension of communication dynamics inside organizations in Bangladesh. This will enable us to make valuable contributions to the success of these organizations in the ever-changing global environment.

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