

**Effective Management Communication on Environmental Conservation vs. Industrial
Pollution**

Author's Name

College-wide ID number

Assignment name and/or number

Course number, section & name

Abstract

Companies are part of society and as such should address the challenges that the society faces to ensure social development. Some scholars believe that company's social development responsibility should override shareholders value. To ensure they fulfill this moral obligation, companies engage in corporate social responsibility to solve the problems of the societies and foster economic development. Subsequently, environmental conservation is carried out as part of corporate social responsibility. Though environmental conservation is a subset of corporate social responsibility, it has long term benefits both to the society and the business entity of the company. To establish the significance of companies integrating environmental conservation efforts in their value system, this paper investigates how effective management communication in business organizations contribute to environmental conservation and reduction of industrial pollution. To achieve this Maxwell leadership laws such as the law of influence, the law of magnetism, the law of empowerment and the law of connection form the basis of investigating effective management communication. The research utilizes secondary data from case examples, peer-reviewed journals, websites, books and other documented information that is congruent to the study. Data analyzed qualitatively employing Maxwell leadership laws reveals that effective management communication is instrumental in environmental conservation and in reducing industrial pollution.

1 Communication

A healthy organization necessitates effective communication; poor communication decreases morale and lowers productivity (Jones and George, 2011). According to Ulmer, Sellnow and Seeger (2007) a number of managers think that poor communication wastes additional money and time compared to any other managerial problem. Since communication holds such a crucial impact on the achievement of any company, every individual in the company should be actively involved in the same. As environmental consciousness in organizations has increased in current years, the significance of social accountability and environmental communication that foster voluntary and active disclosure of environmental information regarding their environmental actions and concerns for environmental issues besides enhancing their standing for their environmental performances and endeavors has been recognized extensively.

Pollution prevention in organizations has altered from a somewhat technical and narrow focus on optimization of the current production procedures to a more organizational emphasis on environmental management. Currently, a number of front-runner corporations are placing stress on the environmental effects from merchandise, which are viewed in a life cycle viewpoint (Coombs, 2012). The emphasis on environmental effects from products is augmenting the demand for environmental communication between and in companies. In this regard, communication refers to the planned and strategic use of communication procedures to reinforce effective project implementation and public participation aimed towards environmental sustainability. In spite of its acknowledged outcome, communication in this regard is rarely incorporated in development cooperation plans as a strategic implement.

Numerous decision-makers are unaware of how to integrate a communication strategy in their projects hence are unwilling to invest in the same (Hargie, Dickson and Tourish, 2004). Numerous planners are inclined to think that generating video films or posters or initiating a mass media advertisement is the answer to problems entrenched in environmentally untenable practices. Nevertheless, isolated merchandise of this kind only stand a possibility of success provided they are incorporated into an inclusive communication strategy which describes upfront, the purpose and whom the information is intended and how recipients are meant to convert it into action and communication.

1.1 Background of Study

Given the importance of environmental conservation to business operations, there is need for effective management communication in environmental conservation and reducing industrial pollution. The management is at the echelon of corporate leadership and breakdown in communication along the chain is a competitive disincentive. According to Argenti, Howell and Beck (2005) companies with tactical and short term communication approach are non competitive and do not attain their corporate strategy. Non strategic communication impedes corporate strategy. Organizational success is dependent on organizational communication (Spaho, 2011). It is evident that communication is the driver of corporate strategy and success. Business organizations are enhancing their competitiveness by adopting behaviors that are social environmentally friendly. Thus it is notable that some companies have adopted environmental conservation as a corporate strategy. Bhargava and Welford (1996) forecast that in the near future environmental issues and concern will shape corporate strategies. Going green pays as it reduces cost and bolsters market entry into new markets (Bhargava and Welford, 1996). Mitsubishi Electric Corporation (2008) corporate strategy report postulate that they were going

Management Communication and Environment Conservation

to adopt and support business strategies that were encouraged environmental management and conservation. Their corporate mission was also based on environment consciousness as one of its seven guiding principle. As environmental conservation shapes corporate strategies, there is need to investigate how effective management communication contributes to environmental conservation and reduction of industrial pollution.

1.2 Problem Statement

The purpose of the research was to establish effective management communication that business organizations can use in their environment conservation and in reduction of industrial pollution.

1.3 Research Questions

- i. Which are the most effective management communication approaches that business organizations can use to conserve the environment?
- ii. How does effective management communication impact on environment conservation and reduction of industrial pollution?
- iii. How Maxwell leadership laws can improve effective communication among the management in environmental conservation?

1.4 Research Aim and Objectives

The study aimed at establishing effective communication that the management can use to initiate environment conservation in their business organizations. To achieve this end, the study was guided by the following objectives.

- i. To investigate the most effective management communication in environmental conservation and reduction of pollution in businesses organization

Management Communication and Environment Conservation

- ii. To investigate how effective management communication helps in environmental conservation and reduction of pollution
- iii. To investigate how Maxwell leadership laws can be used to enhance effectiveness of management communication in environment conservation

1.5 Rationale Statement

This study will be of significance to industrial business organizations that want to exploit effective management communication in environment conservation in the areas where these organizations have operations. With the information from the research, industrial business organizations will be sustainable in their various areas of operations because environmental conservation is a form of corporate social responsibility. Corporate social responsibility helps a business entity to be both efficient and effective in the long run.

2 Literature Review

2.1 Environmental Communication

According to Redekop (2010) conservation objectives concentrate on biological problems however; resolutions rest with people. Conservation strategies should increasingly concentrate on impacting behaviors and beliefs concerning the environment. Conservation communications are a significant implement for influencing individuals and therefore attaining conservation goals (Gordon and Berry, 2006). People are more likely than not, part of conservation problems and communication forms part of the solution. Effective communication is crucial for impacting conservation policy, altering individuals' behaviors, hiring volunteers or garnering funds (Jacobson, 2009). If communication endeavors are to flourish, communication initiatives should build on current positive attitudes concerning the environment to increase the staff's limited knowledge and narrow focus. Enhanced environmental understanding must inform managerial actions and decisions; communication endeavors can improve every aspect of this transformation (Northouse, 2007).

Conservation organizations depend on good public relations hence actions and opinions of concerned groups and people affect environmental plans and these institutions' survival. Communication endeavors can thrive where disincentives or regulations for negative actions have failed (Jacobson, 2009). Management goals can be achieved through the usage of a communications program instead of using augmented physical barriers or enforcement which may not be feasible at times. According to Nvenakeng (2007), effective communication is a powerful tool in solving global problems. For environmental communication to be effective, all the stakeholders should understand and appreciate potential benefits of clean environment (Nvenakeng, 2007). As a conservation professional, the manager must incorporate among his

communication skills, the capacity to market his organization's merchandise-its services, mission and goods (Vaikuntam, 2001). Marketing involves sparking staff interest in the goals of environment conservation and environmental proposals. Communication with the decision-makers and staff assists to increase their long-standing support and contributes to proper behavior and practical conservation policy.

Similar to two coin sides, institutional objectives should be incorporated with the public's concerns; similarly, organizations should influence public view to endorse their conservation mission. Researchers have demonstrated that proper communication can enhance pro-environmental conduct, shift civic support and affect decisions and policies that impact environment conservation (Budimanta, Raharjo and Rosdiana, 2005). Communication is the procedure of imparting information and exchanging ideas. It involves making oneself understanding and others, being understood. A lot of effort is required to comprehend target audiences and the possible outcome of products and message; otherwise resources and time are wasted. Communication entails both interpersonal procedures for instance, personal relations and dialogue and mass media avenues for instance magazines, television and newspapers. Although technology plays a crucial role in communication, impersonal technology is frequently less efficient compared to hands-on and interpersonal activities in affecting behaviors and attitudes. Choosing the suitable communications technique on the basis of the audience and the objectives of the communication endeavor is vital.

2.2 Communication Theory

Most of communication hypothesis is drawn from disciplines for instance sociology, psychology and anthropology. Designing efficient communication is intricate; comprehending the possible detours intrinsic in the communication procedure assists in effective navigation

Management Communication and Environment Conservation

toward goals associated with conservation (Schulz, 2010). Early models demonstrate communication originating from a source; this model disregards the distortion and noise to which the majority of messages are subjected. New models of communication comprise an encoding phase in which the initial message is converted and conveyed to the recipient through a channel and a decoding phase in which the recipient construes the preset message and reacts (Mortensen, 2008). Feedback in the form of behavior from the recipients permits the source to make adjustments to the communication thus recipients are also senders provided their responses are captured in some manner. Nevertheless, sources should be listening so as to adjust their communications on the foundation of the recipients' feedback (Thomas and Sekhar, 2006).

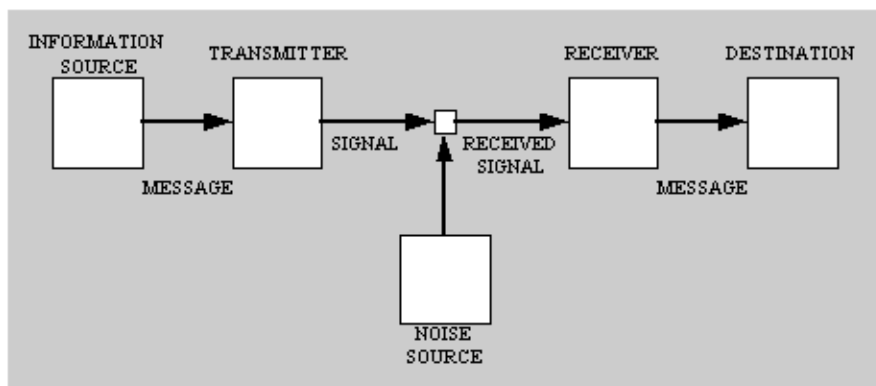


Figure 1: Shannon's (1948) Communication Process Model

Source: Foulger, D. (2004). *Shannon's Model of the Communication Process*. Retrieved February 25th, 2012, from <http://davis.foulger.info/research/unifiedModelOfCommunication.htm>

2.3 Communication elements

The crucial aspects of communication procedures are encoding, source, medium, feedback and receiver. A comprehension of these elements can assist the management to design efficient communication plans regarding conservation (Bell and Smith, 2006). Failure in whichever phase of the procedure destroys the whole effort. Ensuring that every component is suitable for the organization's situation is one means to success. Communication programs

Management Communication and Environment Conservation

endeavor to develop messages that resolve problems or satisfy the audience's needs. To succeed, organizations should respond to and understand their staff's existing behaviors. The call for efficient communication on conservation continues in its growth as civic interest surrounding the environment increases.

Plans that carefully target audiences can enhance staff knowledge and inform principles concerning conservation matters, support positive societal norms, instruct new skills and promote reinforcement for conservation policies and laws. Such programs will ultimately tackle environment conservation thus; mitigate the effects of industrial pollution. Numerous conservation communication plans strive to change behavior-a hard task. Researchers continue to deliberate the influence of individuals' attitudes and knowledge on their actions (Jacobson, 2009). It has been suggested that the learning procedure essential for conservation acts develops from ignorance to knowledge, comprehension, concern and action. Following this awareness-action model, communication plans must initially convey information to enhance knowledge and alter attitude regarding a conservation problem or industrial pollution and thereafter seek to impact future behaviors.

Nevertheless, altering behaviors associated with environmental protection is very complex; the outcomes of conservation difficulties are frequently enduring. Intangible or delayed benefits offer little enticement for individuals facing daily concerns. Numerous conservation problems appear global or national in extent so people feel they cannot do much to help. Simply providing people with new information will not automatically contribute to behavioral changes. Individuals might be conscious of the problem but may lack the knowledge, motivation, values or skills to recognize viable substitutes to their existing behaviors (Jones and George, 2011).

2.4 Corporate Role in Environmental Conservation

According to Ladd and Noble (1992) involvement of business organization in environmental conservation has been on upward increase for the past 30 years. Initially business organization were adamant on environmental regulation, however, this is slowly reverting as public pressure mounts and companies seek ways of been efficient and leaving little or no environmental impact. Nowadays, companies have realized the potential benefits of adopting environmentally friendly practices (Tyteca, Carlens, Berkhout, Hertin, Wehrmeyer and Wagner, 2001). Ladd and Noble (1992) thus believe that the growing importance of environmental conservation is getting recognition in the boardrooms. Though still inconclusive some scholars believe that businesses' environmental practices impact on their performance. Molina-Azorín, Claver-Cortés, Pereira-Moliner and José Tarí (2007) in their empirical study on environmental practice and firms performance in the Spanish hotel industry found that environmental practices affect several performance indicators. The findings are also supported by Rodríguez and Cruz (2007) who found that hotels in Spain that were social-environmentally responsible recorded improved business performance. Claver, López, Molina and Tarí (2007) believe this correlation is due to enhanced corporate image and improved business linkages.

According to Tyteca, Carlens, Berkhout, Hertin, Wehrmeyer and Wagner (2001) industrial organizations have direct relationship with the environment in production and consumption of materials and energy. The processes lead to emission of waste as a by product to the environment. Brucksch and Grünschloß (2008) state that corporations' operations heavily rely on the environment, they obtain raw materials from the environment and release the by products which include emissions into the environment. Thus there is need for sustainable practices that conserve the environment. Though there are no incentives to encourage

Management Communication and Environment Conservation

environmental conservation corporate are investing in environmental conservation for the future generations (Ladd and Noble, 1992). According to Oracle (2004) the company has initiated major environmental conservation initiatives. Oracle is a signatory to the U.S Environmental protection Agency's Climate Leaders program that aims at reducing green house gases. The company has adopted Environmental Management Systems that aims at waste recycling, efficient disposal of hazardous waste and ensuring low environmental pollution from oracles transportation activities. The Silicon Valley giant is also involved in conserving energy by initiating programs aimed at reducing power consumption by 20%. To encourage environmental conservation, Environment Protection Agency recognizes corporate leaders in environmental conservation.

3 Research Methodology

3.1 Introduction

According to Saunders, Lewis and Thorn (2003) Methodology is the theoretical analysis of the methods appropriate to a particular field of study or to the body of methods and principles particular to a branch of knowledge. Under this study research methodology involves the activities of research that were carried out, the procedures followed, how the progress of the research was measured and what constituted the result of the research. This chapter will therefore present the methods that were used in the process of data collection in this case.

3.2 Research Design

Research design is a roadmap defining the methods and procedures the researcher used in guiding and focusing his research. There are two different research designs which can be used by researchers in research studies, they include; quantitative design and qualitative design. However, this study used qualitative design to analyze data that was obtained from case examples, peer-reviewed journals, company websites, books and other documented information that was congruent to the research questions of this study.

This study employed qualitative research to determine how thriving industrial business organizations have implemented effective management communication in environmental conservation in operation areas. The qualitative methodology seeks to answer a question while methodically implementing a pre-defined set of processes to tackle the question (Creswell, 2009). In addition, it sought to comprehend the research subject from the viewpoint of the organizations understudy. This method was principally effectual in acquiring accurate data concerning effective management communication and its relation to environment conservation. The advantage of this methodology was its ability to offer comprehensive textual explanations of

Management Communication and Environment Conservation

how organizations benefited from effective management communication and its impact on industrial pollution and environment conservation.

3.2.1 Limitations of qualitative method.

- i. It is difficult to assess, maintain and exhibit rigor (May, 2002).
- ii. The results of qualitative analysis are biased and influenced by researchers idiosyncrasies
- iii. Information volume makes examination and construal time consuming.

3.3 Research Strategy

To achieve the research aims and objectives, this research utilized case examples from companies, peer-reviewed journals, book and organizational websites.

3.3.1 Population.

The population of the study was thriving industrial business organizations that have implemented effective management communication in environmental conservation and in reduction of industrial pollution. These business organizations are extensively documented in peer-reviewed journals, books, business organization websites and on environmental organization websites.

3.3.2 Sampling technique.

Industrial businesses that have implemented effective management communication are many; the study therefore found it convenient to use non random sampling technique to choose the case examples of industrial businesses that have implemented management communication in environmental conservation. The case examples of these industrial businesses were done through convenient sampling. According to Cochran (2007), convenient sampling involves selecting study subjects because they are easiest and convenient to study. The major drawback

Management Communication and Environment Conservation

of this sampling technique is that the subjects sampled may not be the true representation of the entire population. Its major advantages are that it is cheap and easy to administer.

3.4 Data Collection

3.4.1 Collection method.

The study used secondary data to achieve its end. The data was obtained from books, case examples website and peer-reviewed journals.

3.4.2 Instrumentation.

The research used 2 case examples from IBM and Mitsubishi Electrical Corporation and 3 journals to answer the research questions.

3.4.3 Ethical considerations.

Ethics are closely related to law as well as rules and regulations and don't oppose research, (European Union 2007). The information obtained from all the materials herein were used only for this study and any confidential information was and will not be divulged to a third party. Analysis was carried out in a professional and unbiased manner.

3.4.4 Limitations.

The validity of the results, findings and conclusions are subjective since they suffer from the drawbacks of the use of secondary data. Qualitative analysis that was used in this study has several limitations such as biasness and researcher's idiosyncrasies.

3.4.5 De-limitations.

The use of secondary data is easy, fast and convenient as compared to the use of primary data. It is also easy to reach conclusion as it doesn't involve complicated statistical analysis.

3.5 Data Analysis

Data was analyzed by descriptions, explanations, criticizing, supporting and matching themes and patterns present in the case examples and the research questions of the study.

4 Results and Findings

According to a case example of IBM (2012), IBM management has integrated environmental conscious by manufacturing products that are reusable, recyclable and are easily disposable. Additionally, IBM is credited as been the first multinational corporation to earn ISO 14001 Environmental Management System (EMS) standard. This shows the management commitment to environment sustainability. Another case example is Mitsubishi Electric Corporation (2008), in their 2008 financial report attribute change in their operating environment to their increased awareness on conserving the environment. In the same report the management proposes to promote business strategies that center on environment management and related issues. The company has an operationalizing vision dubbed 2021 Environmental vision. Under the vision Mitsubishi Electric Corporation expects to reduce carbon dioxide emissions from product usage, power generation and production process by 30% or approximately cutting carbon dioxide emissions by 520,000 tons. The company believes this is tenable through the use of energy saving technologies, popularizing of solar power generation and the use of high efficient appliances. From 2006 to 2015, Mitsubishi Electric Corporation expects to grow its turnover of environment related products by 8%. As part of their corporate marketing strategy, they will concentrate in marketing products that conserve environment and energy. Mitsubishi electric corporation corporate social responsibility will be based on creating sustainable environment.

These two case examples show management commitment in conserving the environment and reducing industrial pollution. Corporate strategies are formulated by the management and passed on the organization hierarchal for execution. Thus need for effective management communication. IBM for example trains its employees on its environmental management

Management Communication and Environment Conservation

system. Additionally all employees undergo environmental training that reflects their job responsibilities in the company. The training ranges from simple to professional training in environmental awareness and pollution control. This ensures the company maintains its environmental leadership position through achievement of its objectives on sustainable environment. IBM management communicates its environment conservation goal by issuing corporate policy and conduct guidelines to its employees. These guidelines address issues related to environment and energy conservation, environmental impact assessment and waste management. It is thus evident that IBM uses top bottom communication to pass its environment conservation message.

According to OECD/EIRIS(n.d) management is influential in addressing environmental issues through conservation and pollution control. Rivera and Delmas (2004) state that top level managers attitude, beliefs and value system impact critically on an organization's environmental conservation effort. Rivera and Delmas in their study believe that these attitudes and values significantly impact on environmental behavior of lower cadre employees. Ramus (2002) found that pro environment business organizations encourage their employees to engage in activities that conserve the environment. Ramus proposes that organizations that seek to improve their environmental performance need to be supportive of their employee activities. However, this is not the case as some managers are not committed to sustainable environment practices. Ramus (2002) postulates that for employees to be eco-innovative, there should be organizational support in form of environmental policies and communication in form of encouragement and incentives. Ramus continues to observe in her study that successful implementation of organizations environmental policies and system is correlated to enhance environment communication at all the organization's level. In her empirical findings Ramus (2002) found out that an organization

Management Communication and Environment Conservation

that communicate its environmental policy doubled the probability of its employees engaging in eco-creative initiatives. Similarly, employees with supportive supervisors were highly likely to be eco-innovative unlike those with unsupportive supervisors. Overall communication played a critical role in initiating and successful implementation of environmental goals. According to Ramus (2002), communication message include sharing of environmental ideas and innovations, goals between employees and supervisors. In conclusion, Ramus (2002) recommends participative communication in an organization regarding environmental issues. In fact she recommends there should be no hierarchal in discussing environmental matters. Ramus (2002) conjectures that in an organization that practices democratic management style when an environmental problem occurs in one department an employee from another department may help in solving that problem. However in a hierarchical organization that would not happen. Ramus concludes by saying that just as managers embrace customers and shareholders ideas, they should with equal measure embrace employees' environmental innovation and ideas that are aimed at conserving and reducing pollution.

According to National American Task Force (2010) many companies are engaging their employees in environment sustainable activities. Senior executives believe though it is important to engage all employees in environmental initiatives, more emphasis should be placed on top management to guarantee successful implementation of the initiatives.

5 Discussion and Analysis

Findings reveal that organizations are continuously polishing their strategies to attempt to achieve a competitive edge within the market place especially due to the competitive international climate today. However, from the case examples of IBM and Mitsubishi Electrical Corporation, it is evident that their capacity to compete does not automatically emerge from their services or products but the manner in which they communicate both externally and internally. The findings also reveal that in order for an organization to succeed in their environmental conservation and management, it should have effectual communication between employees and the management; this will also ensure that objectives are being achieved to the best of their ability (Ramus, 2002). Consequently, there ought to be solid communication between these parties; this takes place in three levels. To begin with, management must constantly make their anticipations incredibly clear. The more precise management is in their communication with staff, the higher the likelihood that the outcomes will reflect what are required by the organization to continue in its development (Bell and Smith, 2006). In this regard, it is crucial that management communicate their expectations concerning environment conservation. Rules and policies must be stipulated in order for employees to be clear on what is expected of them. On a similar note, there must be consequences related to contrary expectations. This way, employees will take responsibility for their actions while ensuring that their actions are in line with the organization's regulations.

Secondly, it is essential that management demonstrate transparency with their staff. Certain patterns have emerged to this effect. For instance, management in various organizations keeps staff in the loop regarding the occurrences within the organization as a whole. In this case, the management has a duty to inform its personnel on the status of the company with respect to environment conservation. This way, the personnel will be obligated to work on areas

Management Communication and Environment Conservation

that need improvement in terms of mitigating industrial pollution while conserving the environment. Lastly, communication between personnel and management helps the latter to tackle concerns held by the employees. This goes a long way in reassuring personnel and assisting management to remedy possible problems faced by the organization. In terms of environment conservation, the management will be better placed to address issues related to environment conservation hence develop solutions to this effect. Other findings are also in line with Maxwell's Laws which are useful to this paper since they emphasize the effect of leadership while relating to the topic at hand. The laws are discussed below:

5.1 Law of Magnetism

According to magnetism law, the kind of people we are, is who we draw (Maxwell, 1998). Effective leaders are constantly seeking good people. In proportion to this law, what managers want in personnel and what they eventually obtain, is not always a match. According to Maxwell (1998) we draw individuals by what we portray instead of what we desire.

5.1.1 Application of the law to environment conservation.

A business entity with well outlined environmental policy will possibly attract top level managers who are environmental conscious. The forces of the law will conspire to attract supervisory level managers who are sensitive to the environment or will be influenced by the top level managers to conserve the environment. Subsequently employees who join the organization will follow in the footsteps of their seniors and embrace environmental conservation. However, several finding reveals contrary. According to Ramus and Steger (2000) even business organizations with strong commitment to environment sustainability, supervisory managers do not support the initiatives. This view is supported by Ramus (2002)

who reports that some managers in environment committed organizations still show disinterest in environment conservation issues.

5.2 Law of influence

According to this law, influencing power lies in the capacity to get individuals to participate (Maxwell, 2007). This law asserts that leadership basically concerns influencing people.

5.2.1 Application of the law to environment conservation.

The law of influence is the most applicable law in environment initiatives in an organization. Business organizations with effective communication and supportive managers in environment conservation initiatives are highly likely record high eco-innovations among their employees. Ramus (2002) supports this proposition in his empirical study. She found that employees who had environment conscious managers recorded twice probability of initiating environment innovative activities than their counterparts who had less supportive managers. According to National American Task Force (2010), top level managers should be involved in environment initiative programs as they determine success of its implementation. This reinforces the believe that leaders highly influence their employees values, attitude and beliefs.

5.3 The Law of Empowerment

Maxwell (2000) asserts that secure leaders give others power. Delegation of power helps organizations to succeed. Maxwell believes that empowered people attain and exploit there full potential.

5.3.1 Application of the law to environment conservation.

Delegating of powers to employees ensures empowerment of the said employees. In the context of environment and pollution control, leaders or management can empower their employees by embracing open door or democratic style on matters related to environment. Ramus (2002) proposes adoption of non-hierarchical approach environmental initiatives. She proposes that the management and the employees should discuss freely new environmental innovations, ideas and goals. As part of empowerment, management should honor environment innovative solutions (Ramus, 2002).

5.4 Law of Connection

In line with this law, leaders must communicate on the emotional level prior to making a personal connection (Maxwell, 2007). As easy as this may sound, it is actually harder than it seems. Most managers forget the importance of emotional connection hence end up not attaining their goals in the first place. Those who successfully in implement this law agree that making such a connection is imperative because it establishes trust between personnel and management besides forging a good rapport between the two parties.

5.4.1 Application of the law to environment conservation.

Strong emotional connection influences employees to seek solution for the business organization or for the management. According to Ramus (2002) the management fosters this strong relationship with employees by encouraging them to be pro environment. Ramus (2002) highlights some of the employees' environment innovative initiatives. Notably, Lucent Technologies employees discovered a chip cleaning process that replaced the hazardous organic compound they previously used. Thus, Lucent Technologies employees helped the company reduce pollution.

6 Summary

The findings reveal that Maxwell's leadership laws play a crucial role in determining a link between effective management communication and environment conservation and industrial pollution. In addition, effective communication is essential in determining the extent to which environment conservation occurs. Other findings include the shift from holding on to power to empowering others within organizations; this has led to drastic organizational changes that have seen dramatic growth in organizations that have realized the need to empower personnel. Environment conservation is no doubt at the core of organizations' policies and goals hence a lot of emphasis is being placed in this area. Maxwell's leadership laws also reveal their substantial effect on effective management communication. Findings indicate that effective management and environmental conservation disobeys the law magnetism. However, the law of connection, the law of influence and the law of empowerment influence organizations' environment conservation initiatives.

7 Conclusion

Effective communication should be at the core of every organization's goals since it plays a crucial role in its success. Organizations that greatly emphasize on effectual communication have undoubtedly succeeded hence its significance cannot be overstated. Environment conservation is also a matter that many organizations have placed at the forefront of their goals and missions given that it is an issue that represents an international concern. Nevertheless, concerted efforts have to be made in order to ensure that environment conservation is part and parcel of an organization's culture. This can only be so provide if there is clear and effective communication from management. Moreover, management has to serve as an example for the rest of the organization's staff if the rest of the organization is expected to share similar ideals concerning whichever matter be it conservation or otherwise. Effective communication assists in facilitating a smooth run of operations while promoting collaboration and a healthy working relationship between staff and management (Schement, 2000). Consequently, communication should be embedded in an organization's structure to aid in realizing the organization's environmental goals; this will not only promote the company's growth but also give it a competitive edge in its respective industry.

8 Recommendations

Organizations must place greater emphasis on effective communication if they are to realize their goals and objectives. Organizations should also implement comprehensive communication strategies that will aid in improving organizational structure. This will ensure that the company along with its staff abides by a structured plan which will direct the company towards realizing its goals. Management should also develop a culture that is in line with environment conservation. That is, companies should have initiatives geared towards meeting this goal. Such initiatives will drive the organization's staff toward acting in manners that are in line with environment conservation and ultimately mitigating the effects of industrial pollution. An organization's mission must therefore, be built around issues which it intends to fulfill. Maxwell's leadership laws should also be incorporated into organizational structure to enhance communication within the organization as a whole. Management should also empower its staff in order to build a strong team that takes pride in working for that particular organization. Lastly, organizations should constantly review their strategies to ensure that they are headed in the right direction.

References

- Argenti, P. A., Howell, R. A. & Beck, K. A. (2005). The strategic communication imperative. *MIT Sloan Management Review* 46(3).
- Bell, A., & Smith, D. (2006). *Management communication*. New Jersey: Wiley.
- Bhargava, S., & Welford, R. (1996). Corporate environmental management systems and strategies. Michigan: Earthscan Publications Ltd.
- Brucksch, S., & Grünschloß, C. (2008). From environmental accountability to corporate social responsibility? Reflections on the CSR boom in Japan from the perspective of business management and civil society groups. Retrieved 6th April, 2012, from <http://www.dijtokyo.org/articles/JS20_Brucksch-Gruenschloss.pdf>.
- Budimanta, A., Raharjo, D. & Rosdiana, E. (2005). *Environmental leadership*. Jakarta: Indonesia Center for Sustainable Development.
- Claver, E., López, M. Molina, J. & Tarí, J. (2007). Environmental management and firm performance: a case study. *Journal of Environmental Management*, 84(4), 606-619.
- Cochran, W. G. (2007). *Sampling technique*. (3rd ed). Wiley India PVT Ltd.
- Coombs, T. (2012). *Ongoing crisis communication: planning, managing and responding*. California: SAGE.
- Creswell, J. (2009). *Research design: qualitative, quantitative and mixed methods*. Los Angeles: SAGE.
- European Union, Directorate L – Science, Economy and Society, (2007). *Ethics for researchers'*, Brussels. Retrived on April 5th, 2012 from: <http://ec.europa.eu/research/science-society/home_en.cfm>.
- Foulger, D. (2004). *Models of the Communication Process*. Retrieved on February 25th, 2012, from <<http://davis.foulger.info/research/unifiedModelOfCommunication.htm>>.

Management Communication and Environment Conservation

Gordon, J., & Berry, J. (2006). *Environmental leadership equals essential leadership: redefining who leads and how*. New Haven: Yale University Press.

Hargie, O., Dickson, D. & Tourish, D. (2004). *Communication skills for effective management*. Hampshire: Palgrave Macmillan.

IBM (2012). *Global environmental management system*. Retrieved 6th April, 2012, from <http://www.ibm.com/ibm/environment/ems/>

Jacobson, S. (2009). *Communication Skills for Conservation Professionals*. Washington: Island Press.

Jones, G., & George, J. (2011). *Essentials of contemporary management*. Boston: McGraw Hill.

Ladd, G. J., & Noble (1992). Rethinking corporate environmental management. *Columbia Journal of World Business*, 27(3/4), 222-232.

Maxwell, C. (2007). *The 21 Irrefutable Laws of Leadership*. Tennessee: Thomas Nelson Publishers.

Maxwell, J. (1998). *The 21 irrefutable laws of leadership: follow them and people will follow you*. Tennessee: Thomas Nelson Publishers.

Maxwell, J. (2000). *The 21 most powerful minutes in a leader's day: revitalize your spirit and empower your leadership*. Tennessee: Thomas Nelson Publishers.

May, T. (2002). *Qualitative research in action*. London: SAGE.

Mitsubishi Electric Corporation (2008). *Corporate strategy*. Retrieved 6th April, 2012, from http://www.mitsubishielectric.com/company/ir/library/corp_strategy/pdf/0805.pdf

Management Communication and Environment Conservation

Molina-Azorín, J., Claver-Cortés, E. Pereira-Moliner, J. Tarí, J. (2007). Environmental practices and firm performance: an empirical analysis in the Spanish hotel. *Journal of Cleaner Production*. 17(2), 516-524.

Mortensen, D. (2008). *Communication theory*. New Jersey: Transaction Publishers.

National American Task Force (2010) *If you ask us.. making environmental employee engagement happen*. UNEP Finance Initiative.

Northouse, P. (2007). *Leadership: theory and practice*. California: SAGE Publications.

Nvenakeng, S. A. (2007). *Communication as a tool to improve Environmental Quality, A case study of Dendermonde Municipality in East Flanders of Belgium*, Thesis presented for an award of Master in Human Ecology at Vrije Universiteit Brussel, Belgium. 4-11.

OECD/EIRS(n.d) *An overview of corporate environmental management practices*. Directorate for Financial, Fiscal and Enterprise Affairs.

Oracle (2004). *Oracle corporation energy conservation and environment initiatives*. Retrieved 6th April, 2012, from <http://www.oracle.com/us/corporate/citizenship/energy/038142.pdf>.

Ramus, C. A. (2002). Encouraging innovative actions: what companies and managers do. *Journal of World Business*, 37(2002).

Ramus, C. A., & Steger, U. (2000) The roles of supervisory support behaviors and environmental policy in employee “ecoiniatitives” at leading-edge European companies. *The Academy of Management*, 43(4), 605-626.

Redekop, B. (2010). *Leadership for environmental sustainability*. New York: Routledge

Rivera, J., & Delmas, M. (2004) Business and environmental protection: an introduction. *Human Ecology Review*, 11(3), 230-232.

- Rodríguez, F. J. G., & Cruz, Y. M. A. (2007) Relation between social-environmental responsibility and performance in hotel firms. *International Journal of Hospitality*, 26(4), 824-839.
- Saunders, M., Lewis, P. & Thorn, H. A. (2007). *Research methods for business studies*. (4th ed.). Harlow: Pearson Education.
- Schement, J. (2000). *Encyclopedia of communication and information*. New York: Aspen Systems Corp.
- Schulz, P. (2010). *Communication theory*. California: SAGE.
- Spaho, K. (2011) Organizational communication as an important factor of company success: a case study of Bosnia and Herzegovina. *Business Intelligence Journal*, 4(2), 390-392.
- Thomas, T., & Sekhar, C. (2006). *Communication theory*. New Delhi: Tata McGraw-Hill Publishers.
- Tyteca, D., Carlens, J. Berkhout, F. Hertin, J. Wehrmeyer, W. & Wagner, M. (2002). Corporate environmental performance evaluation: evidence from MEPI project. *Business Strategy and the Environment*, 11, 1-13.
- Ulmer, R., Sellnow, T. & Seeger, M. (2007). *Effective crisis communication: moving from crisis to opportunity*. California: SAGE Publications.
- Vaikuntam, B. (2001). *Effective management of communication skills*. Warangal: Purushone Publishers.