

# ROLE OF MANAGEMENT IN ORGANIZATIONAL PERFORMANCE

## A Study of Tanzania Railways in Morogoro Region

### ABSTRACT

Organizations perform various activities to establish and accomplish their organizational objectives. The aim of this study was to find out the role of management in organizational performance. The study based on the following objectives: to find out whether workers motivation influences organizational performance in Morogoro Railway Station, to determine whether effective communication can influence organizational performance at Morogoro Railways Station. The study used a survey design because it allows the researcher to use some of representatives from the population. The sample size of the study was 40 respondents. The researcher used a sample of 40 respondents because according to the law of central limit theorem, any sample size of any number above 30 was enough to make statistical inferences at lower costs and give accurate results to enable researcher draw conclusion that a sample size can represent the entire population under study. In this report both quantitative and qualitative data methods were used. The findings show that Cooperation among workers was 85.7%, followed by 89.5% where Communication strategies introduced in Tanzania Railways Corporation will be successful 89.5% and 66.7% of staff seem to work as a team while 66.7% have great significant toward organizational performance.

Finally, the Government should continue revamp Tanzania Railways Corporation in order to cater services in a wide range and nearby countries, recruiting more employees for efficiency job performance, employees should be committed in accomplishment of their daily routine activities and utilize time effectively for the success of organization, and Management should continue providing information to employees in order to make them aware of what is going on.

## 1. INTRODUCTION

### 1.1 Background Information

In today's dynamics, rapid changing workplace and globalized economy, development of organizational performance was associated with the development of personal performance, skills, knowledge and experience. However, the ability to achieve and maintain high performance and productivity in organizations was a key facing management today <sup>[1]</sup>.

Also <sup>[2]</sup> to manage means to bring about, to accomplish, to have charge of or responsibility for, to conduct. Management was all about the process of deciding what to do and then getting it done

Furthermore, achieving organizational performance depends largely on through the effective use of resources. It was about what managers do to make things happen. They define goals, determine the resources – people, finance work systems and technology – required to achieve the goals, allocate those resources to opportunities and planned activities and ensure that those activities take place as planned in order to achieve predetermined objectives. Other source assert that performance refers to “the degree to which an organization, as a social system, with certain resources and means, achieves its objectives <sup>[3]</sup>.”

<sup>[4]</sup> added that there are two factors which influenced performance management system in a public organization. Those are internal factors and external factors. Internal factors include internal management commitment, internal resources, performance-oriented culture, leadership employee engagement and maturity of performance management system. External factors include elected officials, citizens, legal requirements and labor union.

Performance was very complex concept that needs to be considered and assessed so that it can achieve the goals in the future better and more effectively by achieving actual results <sup>[5]</sup> Improving organizational performance was the focus of each manager and its success in improving organizational performance was very important for organizations to establish a comprehensive measurement index set by the company <sup>[6]</sup>

Competent employee performance was crucial factor in organizational performance because it was a key factor driving the company's wheels to face competitive challenges <sup>[7]</sup> Organizational performance was a key aspect in many studies in the management literature because it plays an important role in developing, implementing, monitoring strategic plans and setting future directions <sup>[8]</sup> Organizational growth and progress were achieved only through continuous improvement in performance <sup>[9]</sup>

Many believe that organizations can operate in competitive world and survive that has an optimal organizational performance superior to their rivals and use proper opportunities and win benefit from threats. Factors affecting the performance of organizations are divided into external factors and internal factors. External factors include economic, social, political, cultural, legal and organizational factors include categories such as social capital, intellectual capital and organizational culture, structure, technology, strategies and organizational learning process and the role of these factors are clear in the organization more than ever <sup>[10]</sup>

<sup>[11]</sup> recommendations for his research that includes guidelines for establishing effective performance goal, for providing feedback effectively, for documenting employee accomplishments, and for addressing legal requirements. There are four principal normative concerns of performance management, first is to improve performance, second it endeavors to develop employees, third it seeks to satisfy the expectations of the various organizational stakeholders and finally communication and involvement is imperative due to the ideology of arriving at jointly agreed goals and objectives <sup>[12]</sup> Organizations perform various activities to establish and accomplish their organizational objectives. It is these repeatable activities that utilize process for the organization to be successful that must be quantified to ascertain the level of performance and for management to make informed decisions on where, if needed, within the processes to initiate actions to improve performance. The research project by <sup>[13]</sup> the main objective was to investigate the effects of communication strategies on organizational performance at Kenya Ports Authority.

It also sought to find out how open-door policy of communication influences organizational performance, to assess how group effort enhances organizational performance, to analyze how organizational structure can improve organizational performance and to identify the roles of formal communication channels on organizational performance. The main conclusion drawn from the research was communication strategies play a central role in high performance. The research concluded that for any organizational performance to be effective, the communication should be an open communication environment in which all members of the organization feel free to share feedback, ideas and even criticism at every level. Inclusive – was one in which explicit steps are taken to decisions that affect their day-to-day work. Organizations with a secretive communication environment shut people out, which can stifle involvement and result in lost ideas and opportunities. Companies whose managers successfully engage employees in conversations about their work, their ideas and perspectives on issues related to products, services, customers, and the business environment develop a culture of inclusiveness that generates results. Result driven -Business communications should be measurable results. Organizations need to think about what employees need to know to do their jobs effectively, to interact with customers effectively and to serve as ambassadors outside of the organization <sup>[14]</sup>

The leader influencing the performance of the organization in many ways like; ensures that effort was made to achieve the proposed objectives, coordinates employees' efforts, building on his/her own experience, not necessary on formal procedures, to achieve the goals, enthusiastically motives employees to achieve the results. Performance level include cultivating a pleasant work environment, positive relationships and communication within organizations, and highlighting a positive sense of work <sup>[15]</sup>

To improve organizational performance, staff must be hired, fired, promoted and transferred on basis of merit principles. But employees without motivation (intrinsic and/or extrinsic) will not work towards fulfilling organizational mandates. In addition, the organization's management must help to structure work in an appropriate manner and to encourage cooperation, communication and meaningful jobs for the employees <sup>[16]</sup>

## **1.2 Statement of the Problem**

Managing and improving employees' performance was essential for achieving competitive advantage. Managers should pay attention to the quality and quantity of employees' productivity and evaluate employees' performance in order to recognize the errors in production, as well as the factors that reduce employee performance, and to be able to manage organizational performance effectively <sup>[17]</sup>

The challenge of performance management was to demonstrate outcomes resulting from the resources that the program, agency, or organization has consumed to appropriate managers, stakeholders, clients and citizens. Performance Management also strives to improve performance over time by using performance information to identify and correct deficiencies in the production process. The exact users of performance information vary from setting to setting, and so will their information needs, as well see throughout the book. This implies that performance management systems need to be custom designed according to the purposes they serve. Over time, performance measurement has become further integrated into decision making, with data collected at various point suited to providing meaningful report to support these purposes at the appropriate times <sup>[18]</sup> Moreover <sup>[19]</sup> advocates three overlapping transitions: from strategic planning to strategic management, from performance measurement to performance management, and from using such tools independently toward better integration of strategic management and performance management.

The routing operations of movement of cargo and passenger are the fundamental task of railways in Morogoro to upcountry. But there is delay of information to customers towards off-loading goods and waiting time in queue at Railway Ticket Window. This led to undertake the study to find out the roles of management in organizational performance.

### **1.3 Theoretical framework**

The study is guided by Expectancy theory based on the fact that, the intensity of a tendency to perform in a particular manner was dependent on the appeal of the outcome to the individual <sup>[20]</sup>

The employee's motivation was an outcome of how much an individual wants a reward (valence). The assessment that the likelihood effort led to expected performance (Expectancy) and the belief that the performance led to reward (Instrumentality). The theory works in the assumption that people will choose to maximize pleasure and minimize pain. This means that people will behave in a way that results in the best outcome or reward. The theory is dependent on the idea that the more an employee values the outcome, the more effort they put in to succeed, the more certain they are of getting that satisfying reward. To make connection between motivation, effort and performance, expectancy theory brought the following variables: Motivational Force (MF)= Expectancy(E) x Instrumentality (I) x Valence (V). if either E, I or V are zero, then the equation fails, and this indicates that motivation is low or non-existent <sup>[21]</sup>

### **1.4 Conceptual Framework**

**Independent Variables**

**Dependent Variable**

**Intervening variables**

Figure 1 : Study framework

**Source: Field Research, 2022**

Organizational performance is a dependent variable because its occurrence varies as a result of the independent variables. The independent variables are evaluated with respect to how they affect the dependent variable. The independent variables are work experience, effective communication, staff motivation, working environment, and training development. Intervening variables influence relationship between dependent and independent variables. And intervening variable in this study were goal setting, engagement with the process, accurate data and reward & recognition.

**2. RESEARCH METHODS AND METHODOLOGY**

The study adopted the use of a survey design because survey design allows the researcher to make use of the representative samples from study population so as to generalize the results from the samples to a larger study population. Both quantitative and qualitative research approaches were used. A total of 40 respondents were selected i.e, ten managers and thirty technicians' employees within Morogoro Railways were selected. Both questionnaire and interviews were introduced in data collection in order to determine the role of management in organizational performance. Validity of the data collected was tested using pilot study, reliability was tested using Cronbach Coefficient Alpha and coefficient of 0.8 was observed. The quantitative data was analyzed using Statistical Package for Social Science (SPSS) purposely for descriptive statistics includes tables, percentage and qualitative data was analyzed using thematic for interpretation.

**3. RESULTS AND DISCUSSION**

The first objective of this study was set to investigate the workers motivation as an influence factor in the organization performance. The respondents were asked to indicate whether they agree, disagree or Neutral on the sub items presented in the Likert scale. Table 1 present views on whether motivation has influence on organization performance.

**Table 1: Workers Motivation as an influence in organization performance (n=33)**

<b>Item</b>	<b>Agree F (%)</b>	<b>Neutral F(%)</b>	<b>Disagree F(%)</b>	<b>Total F(%)</b>
My employer care about my welfare	11(78.6%)	1(7.1%)	2(14.3%)	14(100%)
There is cooperation among Workers	12(85.7%)	0(0%)	2(14.3%)	14(100%)
Improving the level of employee job satisfaction	10(71.4%)	3(21.4%)	1(7.1%)	14(100%)
Your Organization has a safe working environment	5(35.7%)	5(35.7%)	4(28.6%)	14(100%)
There are training and personal development to my job	8(57.1%)	2(14.3%)	4(28.6%)	14(100%)
Defining the desired performance expectations of organizations and their perception to employees	8(57.1%)	6(42.9%)	0(0%)	14(100%)
I am satisfied with the personal development opportunity available at work	8(57.1%)	3(21.4%)	3(21.4%)	14(100%)

**Source: Field Research, 2022**

Table 1 above shows that 12(85.7%) of the employees agreed that there was cooperation among workers in an organization and only few to about (14.3%) disagreed. Team is a group of people working together towards a common goal. Team work is an integration of resources and the goals achievement of the goals <sup>[22]</sup> The majority of the respondents have shown that team work is fundamental in terms of departmental wise for example mechanical technicians and electricians normally cooperate together because there are components which need short meeting before disassemble the intended component.

It also emerged that 78.6% of employer care about employee's welfare. Employee welfare in general, refers to the benefits that an employee must receive from his/her industry, like allowances, housing for those companies who provides, transportation, medical, insurances, food and some other way where the employee has rights to demand <sup>[23]</sup> Salary is conceptually, a fixed amount of money paid to worker usually measured at monthly and annual basis, not hourly, as opposed to wages. <sup>[24]</sup> This idea correlated with the findings of <sup>[25]</sup> that, Wages are very important for the industry because it reflects the industry's efforts to defend human resources in order to have a high loyalty and commitment to the industry. Effective wages strategy is expected to contribute to maintaining the viability of the work force, the realization of the vision and mission, as well as for the achievement of work objectives. Therefore, the majority of the respondents have agreed that wages and salary have been paid on time and they feel motivated in such a way that the level of appreciation a worker feel can have a direct impact on his overall motivation.

The findings show that 71.4% means majority have agreed with improving the level of job satisfaction and satisfaction with work space at the office 10(71.4%) this was an indicator that employees at TRC have agreed that there is the improvement level of job satisfaction and working space at office. Only leaving the 1(7.1%) disagree about the situation. This is in agreement with <sup>[26]</sup> that, our employees realize that the company values them and considers them important, as manifest by offering rewards, bonuses, and promotions according to their skills and performance, they will be highly motivated, committed and satisfied. Similar to <sup>[27]</sup> reported that Employees need a flexible work environment that allows them to work freely and without problems.

The data also indicates that majority have agreed that provisional of training opportunities increases employee's performance 8(57.1%) leaving others 4(28.6%) who disagree the statement. Training for staff constitutes a process that gives specific knowledge and skills, and also behavior in purpose to let the staffs skilled and be able to perform their responsibilities better relevant with the standard <sup>[28]</sup> The view was similar to <sup>[29]</sup> that Organizational management requires certain skills for effectiveness and efficiency in resource utilization for results. In work organization across the world, productivity, improved performance and competitive advantage had become issues of concern among the stakeholders immediately ascertained whether workers training programs have a direct positive influence on job security, increased productivity, improved workers performance among workers and boosts the employee's morale at workplace Respectively. Findings of the research showed that TRC provides training to employees for the sake of coming new technology in SGR within and abroad therefore most of the employees have got a chance to sharpen their knowledge and skills in order to cope with the current situation and for this reason employee's fills recognized and hence maximize productivity in organization.

Majority of the respondents at TRC have satisfied with the personal development opportunity available at work 8(57.1%), acceptance of motivation as a major sense of personal satisfaction 8(42.1%) few were neutral 6(31.6%), Defining the desired performance expectations of organizations and their perception to employees 8(57.1%) few were neutral 6(42.9%), also 8(57.1%) have agreed that there are training and personal development to their job. This is an agreement with several scholars <sup>[30]</sup> that Organizations today have realized the importance of motivated and satisfied employees as important contributors towards long term objectives. It has made organizations to cater to the expectations and needs of the employees and could expect the similar response. Motivation also positively influences performance at individual and group level ultimately affecting the organizational performance. <sup>[31]</sup> also agreed that in most organization development programs worth investing so much into, as successful factor for organization consider the progress of workforce and therefore invest in their training in order to increase in skills and competence that improve morale and productivity. Finding from research have showed that employees have desire in performing organization expectations, developing their skills in terms of training and development. TRC should continue with offer to employees in three categories listed above.

The findings of the study as summarized in Table 1 shows that (35.7%) of workers in the organization has safe working environment. <sup>[32]</sup> supports this view by arguing that a healthy work environment is characterized by physical and psychological conditions, procedures, structures,

relationships, and policies that positively influence employees' satisfaction, motivation, and performance in the workplace. The findings were correct due to the fact that each section visited has specialized employees in respective area of daily activities and other procedure were followed including meeting before attending services of machines and other related activities.

Table 2 : Epidemiological study

Item	Agree F (%)	Neutral F(%)	Disagree F(%)	Total F(%)
Carrier achievement	4(21.1%)	8(42.1%)	7(36.8%)	19(100%)
Promotion	6(31.6%)	4(21.1%)	9(47.4%)	19(100%)
Provision of non-cash facilities, such as staff bus increases employees' performance	6(31.6%)	2(10.5%)	11(57.9%)	19(100%)
The organization has been effective in provision of guidance, sharing information, providing support in order to complete a task	12(63.2%)	4(21.1%)	3(15.8%)	19(100%)
The organization has recognition for employees who perform better which is an encouragement which leads to self -confidence.	7(36.8%)	6(31.6%)	6(31.6%)	19(100%)

**Source: Field Research, 2022**

Table 2 above shows that (63.2%) of employees have agreed that organization has been effective in provision of guidance, sharing information, providing support in order to compete a task. Sharing of information from supervisor to subordinates is very important as far as one of the causatives of accidents is human error which highly comes from poor communication. This view correlate with <sup>[33]</sup> that in relationship between work, the workplace and the tools of work, workplace becomes an integral part of work itself. Increasing workplace understanding is built on the recognition that space has different characteristic. It performs different functions and there are different ways people work. People work individually and interact with others and this requires different workplace solution. Therefore, it can be suggested that, the organization should continue with effective in providing of guidance, sharing information, providing support in order to compete a task so as to increase organizational performance.

From table 2 it can be observed that 7(36.8%) have agreed that, the organization has recognition for employees who perform better which is an encouragement which leads to self-confidence.<sup>[34]</sup> argued the same that, employees' recognition has been identified to be a strong motivational tool that enriches employees' energies towards the accomplishment of organizational goals and objectives. The TRC has a tendency of selecting excellence employee annually who will be announced and awarded a prize at workers day ceremony. The appreciation of employees' performance always motivates others to work hard in order to be appreciated by organization. Similar to 7(36.8%) have agreed to extra duty allowance and leaves majority 8(42.1%) who neutral towards extra duty allowance in organization. This showed that same employees got allowance for some reason and in other way they won't get the extra duty allowance, the situation was true for the response because once happen extra activities beyond the normal time, employee will be considered if situation won't happen employees won't be paid.

From table 2 it was clearly that Promotion, and Provision of non- cash facilities such as staff bus increases employee's performance have agreed by 6(31.6%) leaves majority 9(47.4%), and 11(57.9%) Disagree and others Neutral towards listed questionnaires respectively. This is contrary

with the study of <sup>[35]</sup> who investigated significance of motivational factors on IT park company employees who were conveniently sampled. Correlation and regression analysis showed performance of the employees was influenced by motivational factors. Consequently, reasonable salary and wages, job security and enlargement, supplementary financial, and incentives were revealed as key determinants of employee motivation and stimulated job satisfaction. Similarly, <sup>[36]</sup> assessed factors influencing employees' motivation in the context of performance in Pakistan Banks.

Motivational level was observed to be increased by number of factors including recognition, rewards, empowerment, job environment, and benefits. The data from respondent showed that very small number of employees got promotion leaves majority who haven't been promoted. This situation will bring demoralization of others in performing their daily activities and hence lower productivity. Therefore, the management should continue look for other employees' who are in need to be promoted base on qualification and other criteria.

From table 2 career achievement was agreed by 4(21.1%) leaving majority disagree by (36.8%) this is contrary to <sup>[37]</sup> who argued that, individuals' subjective career success depends not only on the self-referent criteria set by themselves but also on the other referent criteria, which refer to the status of ones' career success relative to those of others. In career achievement always stimulated by personal will, sometimes due to changes of technology they are forced to be trained to develop their career.

The second objective of this study was set to investigate the effective communication as an influence factor in the organizational performance.

The respondents were asked to indicate whether they agreed, disagree or Neutral on the sub items presented in the Likert scale. Table 3 present views on whether effective communication has influence on organization performance.

**Table 3 To determine whether effective Communication influences organizational performance**

Item	Agree F (%)	Neutral F(%)	Disagree F(%)	Total F(%)
Providing an appropriate framework for communication between supervisors and employees	12(85.7%)	1(7.1%)	1(7.1%)	14(100%)
Establishing a participatory decision making at all level of the organization so that the goals and wishes of the organization can be easily communicated to the employees.	9(64.3%)	3(21.4%)	2(14.3%)	14(100%)
Providing an appropriate opportunity for staff to continually evaluate, direct and encourage supervisors to achieve the organizational goal.	11(78.6%)	2(14.3%)	1(7.1%)	14(100%)
The expectations of the employees' are easily communicated to the supervisors and management of the organization.	9(64.3%)	0(0%)	5(35.7%)	14(100%)
Establishing a system of reward and compensation that is optimal and communicated with the performance of the staff	7(50%)	5(35.7%)	2(14.3%)	14(100%)

**Source: Field Research, 2022**

From table 3 above, Majority of respondents to about (85.7%) have agreed in Providing an appropriate framework for communication between supervisors and employees. Correspondence fills in as the coordination among individuals and hierarchical capacities, back-to-back correspondence is

a standout amongst the most significant parts of a complete employee relations system. Intuitive correspondence both giving and receiving messages accordingly constructs trust among employees and supervisors<sup>[38]</sup> This is in agreement with<sup>[39]</sup> that, the contribution of employees to jobs is the most important factor for development and excellence in the organization because the fulfillment of necessities in terms of satisfactory and correct information regarding the organization and their roles to be accomplished can enhance performance. according to the above views, the organization is advised to continue framing the proper means of communication between supervisors and employees to create mutual friendship so that employee will explore their difficulties without fear.

The findings of the study from table 3 shows that (78.6%) of work, providing an appropriate opportunity for staff to continually evaluate, direct and encourage supervisors to achieve the organization's goals by (78.6%). The official communication in organization involves formal communication in running most operation of the organization it may be oral or written from superior to sub ordinate, from a subordinate to superior, external and informal communication grow out of the social interactions among people who work together. In view of the response above employees in TRC have accepted that, there is an appropriate opportunity for staff to continue evaluate, direct in order to achieve organization goals. This view resembles with<sup>[40]</sup> that internal communication activities increase employees' awareness of how communication contributes to organizational goals and what their communicator role is, Internal communication is especially valuable for promoting active communication behaviors such as knowledge sharing, collaboration and creativity.<sup>[41]</sup> also suggested that all the states of employee engagement have a positive and significant relationship with prosperity of employer and organization as well. Moreover, all these states are dynamic and can fluctuate according to the circumstances and situation.

From table 3 above, three items have agreed Establish a participatory decision making at all level of the organization so that the goals and wishes of the organization can be easily communicated to the employees 9(64.3%), and the expectations of the employees are easily communicated to the supervisors and management of the organization 9(64.3%). It will assure everyone in organization is collaborating in his/her position at right time. Through good collaboration between employees at workplace the supervisor is among of the worker so employee expectation appears easily communicated with supervisor.<sup>[42]</sup> reported that, the management should consider first people.

The main aim of their involvement in the tasks they have undertaken, the efficiency with which they are carried out as it is a very important parameter, bearing especially in mind that it requires management to work together in terms. Management deals with the coordination of their activities, planning, organization and coordination of pre-established objectives, levels, budget management and control assessments as a result of work carried out. Therefore, a manager who is in charge of carrying out the functions of management will always use the process of communication in order to make it understandable to coordinate its business activities, to make decisions and implement them, in order to conclude partnership and cooperation agreements<sup>[43]</sup> Similar in agreement with<sup>[44]</sup> that, Specific inclusion of communications as part of strategy implementation is normally referred to as strategic communication. This is where communications activities are aligned to an organization's overall strategy, as a means to enhance its strategic positioning.

From table 3 present that Establishing a system of reward and compensation that is optimal and communicated with the performance of the staff 7(50%). Reward and compensation make employees to feel appreciated and increase motives in working process. Managers and supervisor should create appropriate manner in make sure either quarterly or annually the employees who committed or create something new should be appreciated even by shake hand with higher authority leader by doing so others will be forced intrinsically to work hard in order to be appreciated. And once employees have got injury which led him/her not to continue with normal work workers compensation fund should be filed with the leader and the injury employee will get his/her right. This is in agreement with<sup>[45]</sup> that, the intrinsic rewards encourage and enhance both employees and employer to be able to challenge them and accomplish new tasks and cooperate with others to work in harmony environment. Apart from that, intrinsic rewards enable the employees to have greater concentration and keep them in energizing and self-managing<sup>[46]</sup> It is true for TRC s' employees are access by workers compensation fund (WFC) once injured and other benefits are included and paid.

Table 4 : Responds regarding Communication strategies

Item	Agree F (%)	Neutral F(%)	Disagree F(%)	Total F(%)
Varied communication leads styles by management cause barriers to organizational performance	8(42.1%)	8(42.1%)	3(15.8%)	19(100%)
Ineffective communication leads to a lack of transparency and trust in work environment	9(47.4%)	2(10.5%)	8(42.1%)	19(100%)
Effective communication reduces conflicts at workplace	14(73.1%)	1(5.3%)	4(21.1%)	19(100%)
Reliable information from other Departments has a positive effect on organizational performance.	9(47.4%)	4(21.1%)	6(31.6%)	19(100%)
Communication and conflict management training must be given to all employees to address common problems	13(68.4%)	2(10.5%)	4(21.1%)	19(100%)
Timely delivery of information from management must be practiced which reduces pressure on employees	13(68.4%)	2(10.5%)	4(21.1%)	19(100%)
Communication strategies plays a central role in high -performance	17(89.5%)	0(0%)	2(10.5%)	19(100%)
For organizational performance to be effective, the communication should be an open communication environment	15(78.9%)	0(0%)	4(21.1%)	19(100%)
Organization with a secretive communication environment shut people out.	9(47.4%)	8(42.1%)	2(10.5%)	19(100%)

**Source: Field Research, 2022**

From table 4 Majority of responds revealed that Communication strategies plays a central role in high -performance by 17(89.5%) this is in agreement with <sup>[47]</sup> that Communication can be applied as a means or tool throughout the strategy implementation process, the main purpose being to ensure consistency and alignment of the implementation process and activities, to the key values outlined in the strategy document, hence In order for a strategy to be meaningful, have impact and ensure change, support for its implementation in terms of means should be adequate, with enough capacity and capability, otherwise the entire process will count for little <sup>[48]</sup> The response of employees showed acceptance of communication strategies as a key factor or role in high performance of organization due to the fact that the authority from top always pass through horizontal or vertical to which each employee concern has to get information by any means. It is due to communication strategies that bring the organization output improved.

From table 4 above for organizational performance to be effective, the communication should be an open communication environment. And effective communication has a positive effect on organizational performance. The two items responded by majority who have agreed by 15(78.9%) that communication should be an open communication environment for organization to perform effectively and effective communication has positive effect on organization performance this is in agreement with <sup>[49]</sup> that Organizations that develop effective communication processes are more likely to both have positive work environment and be more effective in achieving their objectives". In this

way, communication contributes to increased job satisfaction for employees and better bottom line benefits for the organization.

From table 4 the majority responded that effective communication reduces conflicts at workplace by 14(73.1%). This is in agreement with Jones (2008) that Communicating strategy is both an internal and external process, where successful organizations effectively communicate whatever, they want to achieve and the key activities to be undertaken. Such organizations enlist the support of their people by getting them motivated and involved, bringing down obstacles that might be embed in the organizational culture, and which may lead to failure. In TRC organization the respondent showed that, they have not been experienced conflict in workplace due to the presence of effective communication between supervisor, subordinates and higher management, this smoothens the works condition and create harmony between employees.

From table 4. Timely delivery of information from management must be practiced in order to reduce pressure on employees this has 3(69.4%) and communication and conflict management training must be given to all employees to address common problems and this is about (68.4%). People need to be informed – to be provided with feedback – about how well they are doing in order to carry on doing it to good effect or to understand what they need to do to improve. They take action and then they learn through information that is fed back to them on how effective that action has been. Armstrong (2009). Organizational conflict can be realized as degree that happens when the goal-directed behavior of one group of blocks or thwarts the goals of another groups<sup>[50]</sup> This finding is in agreement with research by<sup>[51]</sup> that employees do not passively wait for feedback during annual performance reviews, but proactively seek feedback during daily interactions at work. Similar to<sup>[52]</sup> that, feedback seeking as an important as an important step in proactive performance improvement. High levels of feedback seeking behavior within organizations seem to impact the number of employees who are actively aiming to improve their performance. In view to the above authors, it seems that effective communication is very fundamental and it needs capability of a leader within organization to manage different information delivery to employees and evaluate the progress of production services whilst controlling of conflicts because it is an endless task sometimes conflict may stimulate the succession and progress of organization or failure of organization performance.

From table 4 majority have agreed that Ineffective communication leads to lack of transparency and trust in work environment by (47.4%). Ineffective communication frustrated employees and confuse at large extent because it lacks listening, commitment, respective and demoralize workers therefore, the respondents comply positively that ineffective communication leads to a lack of transparency and trust in work environment. This idea is supported by<sup>[53]</sup> that Effective communication is strategic for organizational goal achievement. However, ineffective communication in an organization may result in uncertainly, apprehension and dissatisfaction; these results in poor productivity. It is therefore necessary that managers communicate with employees effectively. The extent to which a manager accomplishes corporate goals depends on his ability to communicate effectively.

From table 4 the data also indicate that Reliable information from other Departments has a positive effect on organizational performance by (47.4%) and Organization with a secretive communication environment shut people out by (47.4%). This is supported by<sup>[54]</sup> that every organization has a management hierarchy where everyone makes each other responsible and answerable to their actions. The power structure in a management hierarchy defines every organization member. Leaders of the organization are responsible for ensuring that available organizational documents are followed, understood, and applied in practice by all the employees Heide et al., (2011). And various data and information must be available to all the employees and support the work assignments. Such data must flow and store in the channels such as the internet and management a system of the organization. The information flow creates transparency and credibility in the workplace necessary for successful communication and organization<sup>[55]</sup> The TRC has more than four departments all with target of smoothen movement of freight-cargo and passenger from DSM to upcountry via central Railway line, therefore, reliable information from other department are very essential for example, civil department are capable to ensure track is in good condition in order to allow operation department to allow locomotive to pass through and also mechanical department is capable to service wagons and locomotives in order to be in good condition for transportation process. Therefore, all departments intervene and make information via meeting or telegram in order to avoid accident and other failure which might happen during movement of locomotive.

It was evident from table 4 that the majority by (42.1%) agreed that varied communication leads styles by management cause barriers to organizational performance. This idea match with<sup>[56]</sup> that Many executives still do not understand what communication is and its role in the success of

enterprise. Similar to <sup>[57]</sup> posted that communication is a composite and often a very hard process for managers and employees. However, communication barriers come from both the managers and the employed which hinder or deviate the real meaning of a message and frustrate clear, open and satisfactory communication in the organization. It was true many managers and supervisors vary in terms of communication style therefore once leader has changed in a position different communication style happens which confuse employees in working place activities. Therefore, many managers should make sure they know well their employees in terms of characters and other manners hence remove the contradiction in terms of decision making.

#### 4. CONCLUSION

We can conclude that by observing afore said views by respondents' cooperation among workers will be 85.7% and 89.5% will be communication strategies introduced in Tanzania Railways Corporation while 89.5% of workers will have great significant toward organizational performance. Hence the study revealed that customers demoralization can be solved by cooperation among workers and introduction of communication strategies hence performance of organization will raise.

#### SUGGESTIONS FOR FURTHER STUDY

- 1.The effects of social activities in railways track.
- 2.Challenges facing railway transportation system.

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