

Integrated Role of Marketing, Human Resource, and Financial Strategies in Enhancing Organizational Performance: An Analytical Study

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Abstract: Nowadays organisations face stiff competition and hence intra departmental coordination is the most important element. Areas in the management like marketing HR finance are the keep performers that keep the organisation well ahead in the competition. This research particularly aims to analyse the communication among the workforce and planning finance. Both descriptive and analytical methods are used. From the results it is visible that if there is a strong intra-departmental communication, it always helps the organisation to grow efficiently and effectively. This helps in supporting stability and growth. The same research findings offer advice to managers.

Keywords: Intra-Departmental Communication, Organizational Coordination, Cross-Functional Integration, Managerial Effectiveness, Organizational Performance