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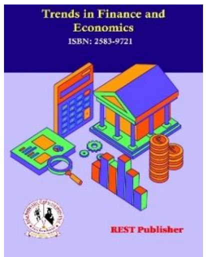

Corporate Communications Creating a Competitive Advantage using the TOPSIS Method

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Abstract: *Business corporate communication of any company the key to success is a feature. This is Includes exchange information, both internally among employees and externally with stakeholders, to achieve the company's goals and objectives. Effective corporate communication helps in building a positive corporate image, fostering a culture of transparency, and ensuring that all members of the organization are aligned with its mission and values. Here are some key components and practices of business corporate communication: Clear Objectives: Define the goals and objectives of your communication strategy. It could be to inform, persuade, motivate, or engage different audiences. Audience Segmentation: Understand your various stakeholders (employees, customers, investors, media, etc.) and tailor your messages to suit their interests, needs, and preferences. Channels of Communication: Utilize various channels like emails, memos, newsletters, social media, company intranet, meetings, presentations, and more, to reach your target audience. Consistency: Ensure that the messaging across different channels and platforms is consistent to avoid confusion or conflicting information. Two-way Communication: Encourage feedback and open channels for employees and stakeholders to communicate back to the company. This could be through surveys, suggestion boxes, or regular meetings. Crisis Communication: Have a plan in place for addressing and communicating during crisis situations. This includes being transparent, honest, and providing regular updates. Brand Voice and Tone: Define a consistent brand voice and tone that represents the company's values and resonates with the target audience. Internal Communication: This involves communication within the organization. It includes disseminating information about company policies, updates, changes, and fostering a sense of belonging among employees. External Communication: This pertains to communication with external stakeholders like customers, investors, suppliers, and the media. It includes marketing messages, press releases, and customer support. Leadership Communication: Leaders play a crucial role in setting the tone for corporate communication. They should be effective communicators and lead by example. Cultural Sensitivity: Be aware of cultural differences when communicating with a diverse audience, both internally and externally. Measurement and Evaluation engagement on social media, feedback surveys, etc. Training and Development: Provide training to employees on effective communication, especially if it's a critical part of their role. Legal and Ethical Considerations: Ensure that all communication complies with legal requirements and ethical standards. This includes issues like privacy, data protection, and truthfulness in advertising. Adaptability and Flexibility: Be ready to adapt your communication strategies as per the evolving needs of the business and changes in the external environment. The Significance of Corporate Communication Corporate communication, at its essence, encompasses all forms of communication that an organization undertakes, both internally and externally. It serves as the lifeblood that keeps a company's stakeholders informed, engaged, and aligned with its goals. Effective communication is pivotal in fostering a positive corporate image, cultivating trust, and ensuring that all constituents - from employees to customers to investors - are on the same page. The TOPSIS ranking system aims to enhance clarity by evaluating and comparing items through weighted averages. A common strategy involves reducing uncertainties and assigning equal weight to each response. Timely handling of the matter is crucial in this process. Later, a more comprehensive approach was adopted, Social Media Engagement, Employee Newsletter, Customer Feedback Surveys, Press Releases, Executive Town Hall Meetings and Community Engagement Events. Effectiveness, Engagement, Feedback and Response Time and Alignment with Company Values and Objectives. the Ranking of Business Corporate Communication in Social Media Engagement is got the first rank whereas is the Press Releases is having the Lowest rank.*

Keywords: *Effectiveness, Engagement, Feedback and Response Time and Alignment with Company Values and Objectives.*

1. INTRODUCTION

"Corporate Communication" refers to the intentional dissemination of ideas and objectives of a company to its stakeholders, which includes shareholders, with the ultimate goal of manifesting the company's philosophy and culture. This concept gained significant attention the inaugural Annual Corporate Social Responsibility Seminar was held in 1972 at a venue provided by the widely read US economic publication Fortune. There isn't a concrete definition for this term, though, even now. In the 1972 conference, only a small portion of attendees first concentrated on discussing issues relating to "Corporate Communications," but since then, its use has progressively risen [1]. This suggests that it encompasses more than just conveying information; it is seen as a crucial management strategy. Historically, in the early seventeenth century, corporate activities were primarily evaluated based on tangible assets and financial aspects. However, by the 1970s, the importance of information related to corporate activities began to grow. This information came to be regarded as the fourth management resource, alongside cash, tangible assets, and human resources. It became evident that effectively utilizing this resource in business strategy is an integral aspect of corporate communication [2]. For a company aiming for growth and expansion, it is imperative to have a forward-thinking approach. This involves developing an understanding of how to adopt and deliberate on future-oriented strategies, which necessitates a conscious effort to efficiently utilize knowledge. In times of rapid change, relying solely on past experiences may lead to misguided decisions. Therefore, a clear and unbiased awareness of facts is essential. Moreover, companies need to communicate their values effectively to adapt to changing societal values and behaviours. This not only positions them to seize business opportunities but also aligns them with global market trends. As we approach the new millennium, the business landscape demands a vision that surpasses past limitations [3]. This vision should be broadly understood and accepted by be accepted by stakeholders and the general public. new benchmarks for assessing company performance, comparable to lists of admired individuals, have emerged, with emphasis on ethical and environmentally-friendly practices. Companies, especially in Japan, have undergone significant structural changes in response to shifts in the global business environment. In this context, middle management, acting as information brokers, must align their strategies with the firm beliefs of top management for effective business development [4]. In the fast-paced and interconnected world of business, effective corporate communication stands as a linchpin for success. It serves as the bedrock upon which organizations build their relationships with stakeholders, convey their values, and navigate the complex terrain of the modern marketplace. This article delves into the critical role of corporate communication, examining its various facets, and offering insights into best practices for fostering a robust communication strategy that drives organizational growth. Internal Communication [5]. A cornerstone of successful corporate communication lies in the realm of internal communication. It's the conduit through which information flows within an organization. Whether through team meetings, emails, or internal platforms, clear and transparent internal communication fosters a cohesive and motivated workforce. When employees are well-informed about company objectives, feel heard, and understand their role in achieving organizational goals, productivity and morale soar. External Communication: Equally vital is external communication. This encompasses all interactions between an the company's outside customers, including the customers, vendors, supporters, and the general public [6]. Effective external communication builds brand equity, establishes credibility, and cultivates customer loyalty. It involves elements like advertising, public relations, social media engagement, and customer support. Crafting a Unified Message: A key tenet of corporate communication is making certain if all communication adheres to the firm's principles and objectives. From the visual elements like logos and design, to the tone of voice in written content, a unified message strengthens brand identity and reinforces the company's positioning in the market. Mission, Vision, and Values: The cornerstones of an organisation are its purpose, goal, and core beliefs. Effective corporate communication should crystalize these into clear, understandable statements. These statements are not mere platitudes; they represent the compass by which every decision and action within the company should be guided [7]. Crisis Communication: In the unpredictable landscape of business, crises are inevitable. How an organization communicates during a crisis can make or break its reputation. A well-crafted crisis communication plan enables the company to respond swiftly, transparently, and with empathy. It gives consumers the reassurance that their fears were being taken seriously and that the problem is being handled skilfully. Employee Engagement: Engaged employees are the backbone of a thriving organization. Effective corporate communication plays a pivotal role in keeping employees engaged, informed, and motivated. Regular updates, feedback mechanisms, and opportunities for two-way communication empower employees, fostering a sense of belonging and dedication [8]. Investor Relations: For publicly-traded companies, investor relations are paramount. Clear and transparent communication with shareholders and potential investors is crucial for maintaining trust and confidence in the organization. This includes regular financial reporting, investor presentations, and updates on company performance. Corporate Social Responsibility (CSR): In an era where social and environmental responsibility is at the forefront of public consciousness, effective communication of CSR initiatives is imperative. Reporting on sustainability efforts and community engagement not only demonstrates the company's commitment to making a positive impact but also resonates with socially-conscious consumers. Feedback and Listening: Effective corporate communication are not a one-way street [9]. Actively listening to feedback from stakeholders is just as important as delivering messages. Feedback mechanisms provide valuable insights that can shape decision-making processes, improve products or services, and strengthen relationships. Corporate communication finds its roots in public relations. Thomas Jefferson, the third U.S. President, first used the term in his State of the Union Message to Congress in 1802. However, it was Ivy Lee who elevated public relations into a corporate strategy. Lee, a public relations professional working in the coal industry, recognized the importance of a company maintaining strong relations with society. He believed that this could be achieved by sincerely and accurately expressing the company's principles, without concealing projects or problems [10]. This transparent approach forms the cornerstone of a favorable relationship between an organization and society, which is essential for company growth. In Japan, the term "public relations" is said to have gained prominence after World War II, when the General of the Allied Forces of Occupation Headquarters issued an order in 1947 for each province to establish a General Relationship Officer. When assessing a company, individuals initially consider its attributes, determining the type of entity it is and the benefits it provides. They then go a step further, evaluating its worth based on how these benefits uniquely cater to their needs. This value system prioritizes practicality. Another approach focuses on the benefits a company offers to society [11]. Recent societal judgments of corporate performance have included considerations like Increasing environmental and contamination concerns in the late 1960s, the energy crises and oil shocks of the 1970s, and President Kennedy's introduction of the Four Consumer Rights in 1962. The culture of businesses became increasingly important in the 1980s, a sign of the desire of owners for steady, diverse growth. When a business notifies the public of its new the mission, it elicits a range of responses from a diverse society [12]. These diverse viewpoints should be carefully considered and integrated into the next management strategy. This iterative process is achieved by establishing common ground with society. Essentially, for a company to thrive, it must embrace and leverage social change with insight and wisdom. Partnerships that develop a business model and create added value are necessary. This involves co-creating values, fostering a mutually beneficial relationship between the company and society. Co-creation, as a concept, falls under a paradigm that assesses how corporate information can be strategized. The conventional approach of compartmentalizing information services, including PR, communications with investors, client approval guidelines, hiring practises, and ethical business initiatives, is deemed ineffective [13]. This approach, known as the "fall of composition," operates on the false assumption that all components must independently hold true. Instead, organizations should unify under a shared philosophy, consistently communicating information on a day-to-day basis. In simpler terms, it involves uniting the entire organization by breaking down barriers and fostering synergies between different departments. This strategic shift acknowledges the significance of swiftly responding to anticipated events, often referred to as "performance," emphasizing the need for robust leadership at the helm [14]. An illustrative example of effective leadership comes from a prominent Japanese president who used personalized letters as a means to engage top management in American and European companies, building valuable relationships. This CEO not only replied to every received letter, but also introduced emotional content selectively, creating genuine connections with correspondents beyond business matters. This practice highlights the beginnings of an impactful leadership style rooted in self-discipline. In today's digital society, a company's most valuable assets extend beyond physical infrastructure to include intangible elements like its public image, brand assets, and communication proficiency [15]. This trend is anticipated to become even more pronounced in the 21st century, underlining the importance of maintaining superior organizational communication as a potent tool wielded by corporations. To exemplify the significance of corporate communication, a specific A Japanese businesses case study is given. This multinational electronics corporation recorded combined sales of 4.991 ,000,000,000 yen ($48.5 billion) and a taxable profit of 10.4 milliards of yen ($101 million) for its financial year 2000 and a workforce of 155,000 employees [16]. Approximately 30 percent of its gross sales were generated internationally, and it operated 165 subsidiaries in 24 countries, with 128 plants spanning 21 countries worldwide. Established in 1899 as Japan's inaugural joint venture with American capital, the company initially specialized in telephones and switchboards, importing cutting-edge technology from the USA and implementing advanced American management practices. Over time, it honed its ability to integrate the latest technology efficiently, leading to its success in the market and the development of its proprietary indigenous technology. After World War II, the company evolved from a single-customer, single-product focus [17].

2. MATERIALS AND METHOD

Social Media Engagement: Social media engagement involves leveraging platforms like Facebook, Twitter, LinkedIn, and Instagram to connect with our audience. Through regular posts, updates, and interactive content, we aim to foster a dynamic and engaging conversation with customers, partners, and stakeholders. This strategy not only allows us to share important updates and announcements promptly but also provides a platform for direct interaction, enabling us to address queries, gather feedback, and showcase our brand's personality.

Employee Newsletter: Our monthly employee newsletter serves as a dedicated channel for internal communication. It keeps our team members informed about company-wide updates, achievements, and upcoming initiatives. Packed with insights, employee spotlights, and departmental highlights, the newsletter aims to strengthen internal cohesion, celebrate successes, and ensure that everyone feels connected to the broader company vision.

Customer Feedback Surveys: Customer feedback surveys are an integral part of our communication strategy. They provide us with invaluable insights into the customer experience. By actively seeking feedback on various touchpoints, we are better positioned to refine our products and services, address pain points, and exceed customer expectations. This continuous feedback loop is a testament to our commitment to delivering exceptional value to our customers.

Press Releases: Press releases serve as a powerful tool for broadcasting important company news and developments to the wider public and industry stakeholders. They allow us to share achievements, partnerships, and product launches in a formal and structured manner. Through well-crafted press releases, we ensure that our key messages are communicated accurately and resonate effectively with our target audience.

Executive Town Hall Meetings: Our quarterly Executive Town Hall Meetings provide a direct line of communication from our leadership team to all employees. These sessions offer a platform for sharing strategic insights, outlining organizational goals, and providing updates on company performance. By fostering transparency and enabling open Q&A sessions, we aim to keep our team aligned with our vision and empower them with the information they need to excel in their roles.

Community Engagement Events: At [Company Name], community engagement is a core value. Our participation in local events, sponsorships, and outreach programs reflects our commitment to being a responsible corporate citizen. These events allow us to directly interact with the community, understand their needs, and contribute positively to local causes. By actively engaging with our community, we not only build goodwill but also create meaningful connections that extend beyond business transactions.

Effectiveness: Effectiveness measures how well a communication strategy achieves its intended goals and objectives. It assesses the extent to which the chosen approach delivers the desired results, whether it's increasing brand awareness, improving customer satisfaction, or driving employee engagement. An effective communication strategy should demonstrate tangible outcomes and favourably impact the corporation's general achievement It's critical to continuously assess and modify tactics to make sure they stay in line with evolving business priorities.

Engagement: Engagement evaluates the level of interaction and involvement generated by a communication strategy. It measures how effectively the strategy captures and maintains the attention of the target audience. High engagement indicates that the communication is resonating with the audience, leading to active participation, feedback, and a sense of connection. Whether it's through likes, comments, shares, or active participation in events, strong engagement indicates a healthy and dynamic communication environment.

Feedback and Response Time: Feedback and Response Time assesses how well a communication strategy facilitates the exchange of information between parties and how promptly inquiries or feedback are addressed. A good communication strategy should provide clear avenues for stakeholders to express their thoughts, concerns, or questions. Furthermore, a swift and efficient response time demonstrates attentiveness and a commitment to customer or employee satisfaction. Timely responses build trust and enhance the overall effectiveness of the communication process.

Alignment with Company Values and Objectives: This parameter evaluates how well a communication strategy adheres to the core values, mission, and objectives of the company. It ensures that the messaging and activities are in harmony with the organization's overarching goals. A communication strategy that aligns with company values and objectives reinforces the company's identity, fosters consistency, and strengthens the overall brand image. It is imperative that all communication efforts reflect and support the broader vision and purpose of the organization. This alignment ensures that every message reinforces the company's identity and direction.

Method: The TOPSIS ranking system aims to enhance clarity by evaluating and comparing items through weighted averages. A common strategy involves reducing uncertainties and assigning equal weight to each response. Timely handling of the matter is crucial in this process. Later, a more comprehensive approach was adopted, as indicated by reference [18]. TOPSIS employs a sophisticated ranking system that strives to select the best alternatives, even if they are not perfect. It seeks solutions that provide benefits by expanding scale and reducing costs, albeit at a higher price for less desirable options. This process effectively optimizes records and minimizes the TOPSIS attribute associated with favourable criteria, as noted in reference [19]. The TOPSIS approach incorporates two fuzzy functions: one for membership and the other for census. These functions serve as the basis for applying FMCDM to attributes. The discussion encompasses motivations, existing challenges, and barriers associated with its implementation and adoption in FMCDM. Additionally, it aims to enhance usability and offers recommendations for researchers as described in reference [20]. In contrast to heuristics, TOPSIS stands out due to its unique characteristics. It involves multiple parameters and allows for value adjustments, resulting in multiple response values in the development of the TOPSIS algorithm, as noted in Ref. The TOPSIS method evaluates five different metrics with varying degrees of randomness and applies these estimates to problems through a numerical example. Factors such as stability ratio, odds ratio of alternatives, and average Spearman correlation aid in determining preference with coefficients for detailed ranking orders [21]. Our study includes a comparative analysis. We rely on Spearman correlations of alternatives, rather than mean coefficients, to understand influence and order, using numbers and trait counts as distance measures. Regression is then applied through a compromise programming method called "close to ideal," designed to strike a balance between "majority" and "opposition," ultimately resulting in an "individual minimum maximization" approach [22]. This "group application" approach provides an optimal solution. The TOPSIS method is known for its short-distance and negative-optimal characteristics, which are crucial in determining a solution representing distances without significant magnitudes, as outlined in Ref. The TOPSIS similarity of selection (optimal solution sequence by technique) technique is given to denote TOPSIS, the chosen probability most criterion detection technique [23]. TOPSIS proves to be a viable approach to address such challenges. It involves the calculation of both the Positive Ideal Solution (PIS), representing short distances, and the Negative Ideal Solution (NIS), representing long distances, allowing for a comprehensive evaluation. A "satisfaction level" is then determined for each criterion, using the max-min operator. This process leads to the resolution of conflicts, ultimately resulting in a solution characterized by harmony and satisfaction, as elucidated in reference [24]. As an optimal solution method (e.g., for regulatory efficiency), TOPSIS proves valuable. It facilitates the selection, comparison, and evaluation of various alternatives, making it a practical tool for task-oriented group decision-making within various organizations. A detailed description of a comprehensive and effective screening process is provided in the next section [25]. TOPSIS was conducted using a comprehensive approach. Initially, detailed statistical analysis and theoretical evaluations serve as the foundation. These estimates play a crucial role in decision-making or evaluations related to the assessment of the impact of attribute configurations and environmental weights (EW). Examination is conducted at a specific and interactive level for decision-making or results-based evaluations. Similarly, the impact of Environmental Weights (EW) on TOPSIS is investigated. The use of EW in the selection or evaluation between E-TOPSIS is instrumental in streamlining operations, as noted in reference [26].

3. RESULT AND DISCUSSION

TABLE 1. Business Corporate Communication

	Effectiveness	**Engagement**	**Feedback and Response Time**	**Alignment with Company Values and Objectives**
Social Media Engagement	7.5	12.3	4.2	25,000
Employee Newsletter	8.2	9.8	3.8	30,000
Customer Feedback Surveys	8.7	8.1	3.5	35,000
Press Releases	9	7.5	3.2	40,000
Executive Town Hall Meetings	8.5	10.5	3.9	32,000
Community Engagement Events	8.3	10.2	4	28,000

Table 1. Shows the Business Corporate Communication in Evaluation Parameters is Effectiveness, Engagement, Feedback and Response Time and Alignment with Company Values and Objectives) and Alternative is Social Media Engagement, Employee Newsletter, Customer Feedback Surveys, Press Releases, Executive Town Hall Meetings and Community Engagement Events From the figure 1 and table 1 it is seen that Press Releases (9) is showing the Highest Value Effectiveness and Press Releases (7.5) is showing the lowest value. Social Media Engagement (12.3) is showing the Highest Value Engagement and Press Releases (7.5) is showing the lowest value. Social Media Engagement (4.2) is showing the Highest Value Feedback and Response Time and Press Releases (3.2) is showing the lowest value. Press Releases ($40,000) is showing the Highest Value Cost of Alignment with Company Values and Objectives and Social Media Engagement ($25,000) is showing the lowest value.

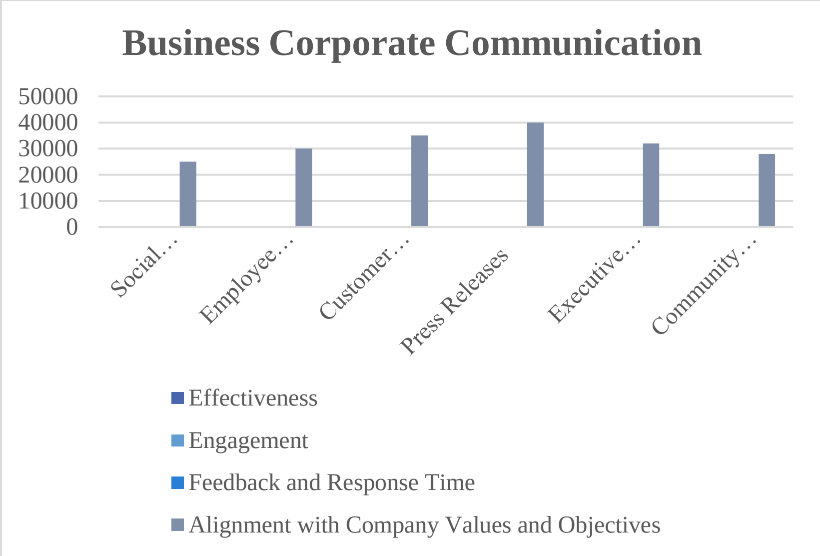

FIGURE 1. Business Corporate Communication

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$$X_{n1} = \frac{X1}{\sqrt{((X1)^2+(X2)^2+(X3)^2 \ldots)}} \quad (1).$$

TABLE 2. Normalized Data

Effectiveness	Engagement	Feedback and Response Time	Alignment with Company Values and Objectives
0.3654	0.5092	0.4535	0.3186
0.3995	0.4057	0.4103	0.3823
0.4239	0.3353	0.3779	0.4460
0.4385	0.3105	0.3455	0.5097
0.4141	0.4347	0.4211	0.4078
0.4044	0.4223	0.4319	0.3568

Table 2 shows the various Normalized Data for is Effectiveness, Engagement, Feedback and Response Time and Alignment with Company Values and Objectives Normalized value is obtained by using the formula (1). Table 3 shows Weightages used for the analysis. We taken same weights for all the parameters for the analysis.

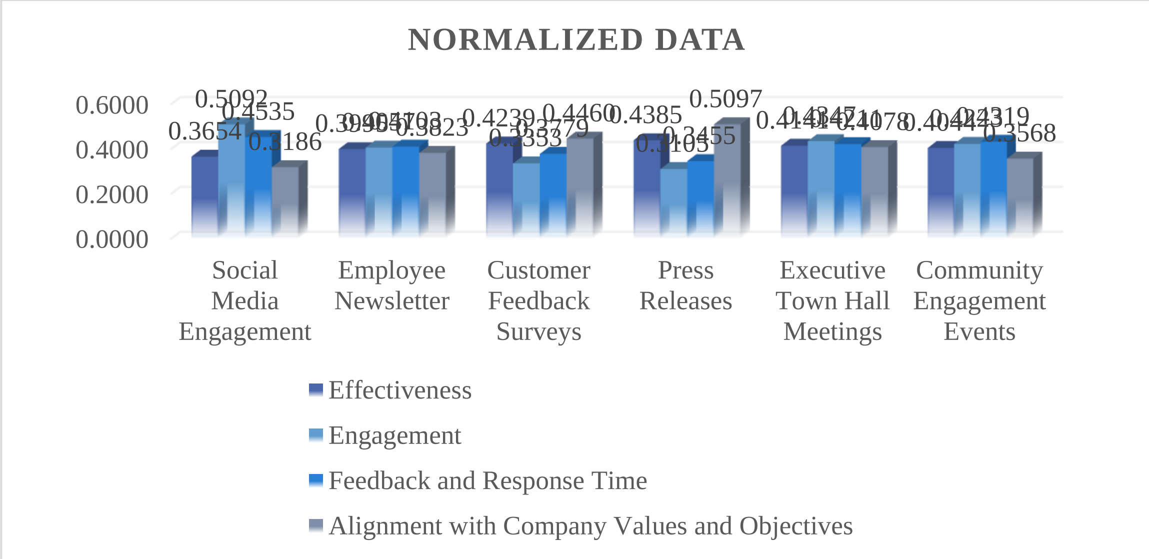

FIGURE 2. Normalized Data

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TABLE 3. Weightages

Weightages			
0.25	0.25	0.25	0.25
0.25	0.25	0.25	0.25
0.25	0.25	0.25	0.25
0.25	0.25	0.25	0.25
0.25	0.25	0.25	0.25

$$\boldsymbol{X_{wnormal1}} = X_{n1} \times w_1 \quad (2).$$

TABLE 4. Weighted Normalized Decision Matrix

Social Media Engagement	0.0913	0.1273	0.1134	0.0796
Employee Newsletter	0.0999	0.1014	0.1026	0.0956
Customer Feedback Surveys	0.1060	0.0838	0.0945	0.1115
Press Releases	0.1096	0.0776	0.0864	0.1274
Executive Town Hall Meetings	0.1035	0.1087	0.1053	0.1019
Community Engagement Events	0.1011	0.1056	0.1080	0.0892

Table 4 shows Weighted Normalized Decision Matrix in is Effectiveness, Engagement, Feedback and Response Time and Alignment with Company Values and Objectives. To figure out the weighted normalized decision matrix, we used the formula (2).

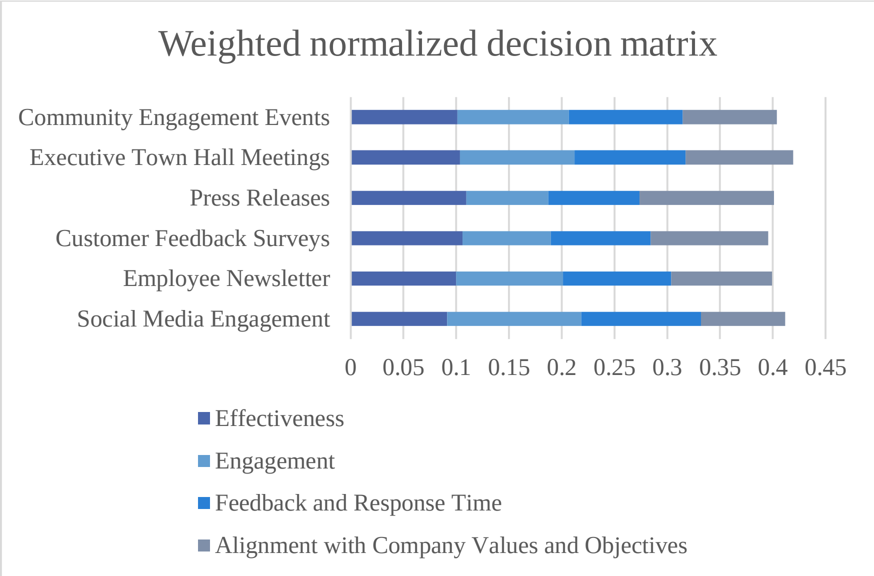

FIGURE 3. Weighted Normalized Decision Matrix

Figure 3 shows weighted normalized decision matrix for Table 4 shows Weighted Normalized Decision Matrix in is Effectiveness, Engagement, Feedback and Response Time and Alignment with Company Values and Objectives. To figure out the weighted normalized decision matrix, we used the formula (2). To figure out the weighted normalized decision matrix, we used the formula (2).

TABLE 5. Positive and Negative Matrix

Positive Matrix				**Negative matrix**			
0.1096	0.1273	0.0864	0.0796	0.0913	0.0776	0.1134	0.1274
0.1096	0.1273	0.0864	0.0796	0.0913	0.0776	0.1134	0.1274
0.1096	0.1273	0.0864	0.0796	0.0913	0.0776	0.1134	0.1274
0.1096	0.1273	0.0864	0.0796	0.0913	0.0776	0.1134	0.1274
0.1096	0.1273	0.0864	0.0796	0.0913	0.0776	0.1134	0.1274
0.1096	0.1273	0.0864	0.0796	0.0913	0.0776	0.1134	0.1274

Table 5 shows Positive and Negative Matrix for Social Media Engagement, Employee Newsletter, Customer Feedback Surveys, Press Releases, Executive Town Hall Meetings and Community Engagement Events. In various Positive Matrix in Maximum value 00.1096,0.1273, Minimum value 0.0864, 0.0796 is taken and for Negative matrix the Minimum value 0.0913, 0.0776 and Maximum value 0.1134, 0.1274 is taken.

TABLE 6. Final Result of Exploring the Impact of Telehealth Integration

	SI Plus	**Si Negative**	**Ci**	**Rank**
Social Media Engagement	0.0326	0.0689	0.6790	1
Employee Newsletter	0.0358	0.0421	0.5404	4
Customer Feedback Surveys	0.0546	0.0294	0.3497	5
Press Releases	0.0689	0.0326	0.3210	6
Executive Town Hall Meetings	0.0352	0.0427	0.5485	3
Community Engagement Events	0.0332	0.0486	0.5943	2

Table 6 shows the final result of TOPSIS for Business Corporate Communication. Figure 3 shows the TOPSIS Analysis Result of Business Corporate Communication. In Table 6, Si positive is calculated using the formula (3). From figure 3, In Si positive, Press Releases is having is Higher Value and Social Media Engagement is having Lower value. Si Negative is calculated using the formula (4). In Si Negative, Social Media Engagement is having is Higher Value Customer Feedback Surveys is having Lower value. Ci is calculated using the formula (5). In Ci, Social Media Engagement is having is Higher Value and Press Releases is having Lower value.

$$X_{si+1} = \sqrt{((X_{wn1} - X_{p1})^2 + (Y_{wn1} - Y_{p1})^2 + (Z_{wn1} - Z_{p1})^2)} \quad (3)$$

$$X_{si-1} = \sqrt{((X_{wn1} - X_{n1})^2 + (Y_{wn1} - Y_{n1})^2 + (Z_{wn1} - Z_{n1})^2)} \quad (4)$$

$$X_{ci1} = \frac{X_{si-1}}{(X_{si+1}) + (X_{s(i-1)})} \quad (5)$$

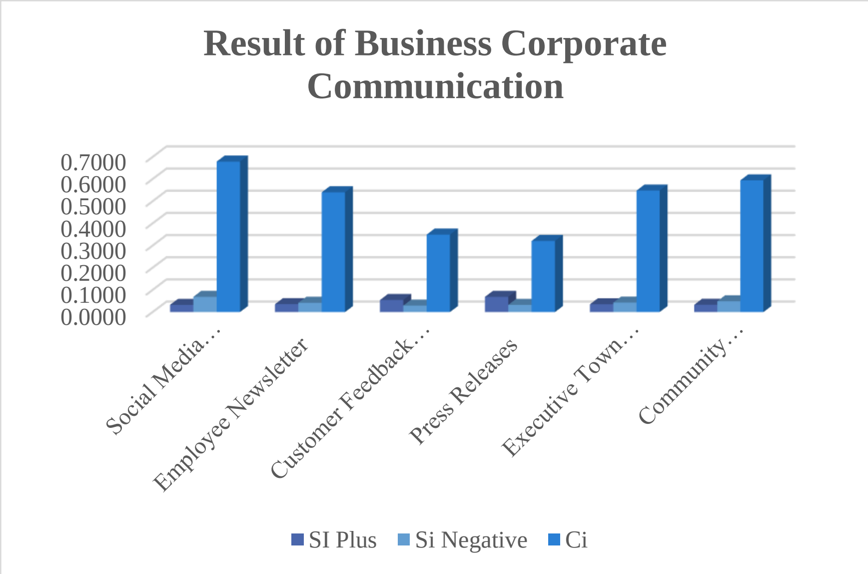

FIGURE 4. Result of Business Corporate Communication

Figure 4 Business enterprise communication shows the final result of TOPSIS. Business Corporate Communication TOPSIS analysis results Figure 3 shows. In Table 6, Using the Si positive formula Calculated (3). From Figure 3, in Si positive, press releases Greater value and social media engagement it also has low value. Si negative formula Calculated using (4). on the Si negative, social media engagement a high value customer Opinion polls are low have value. The CI formula is calculated using (5). in Ci, social media engagement is high Value and journalism Outputs are of low value.

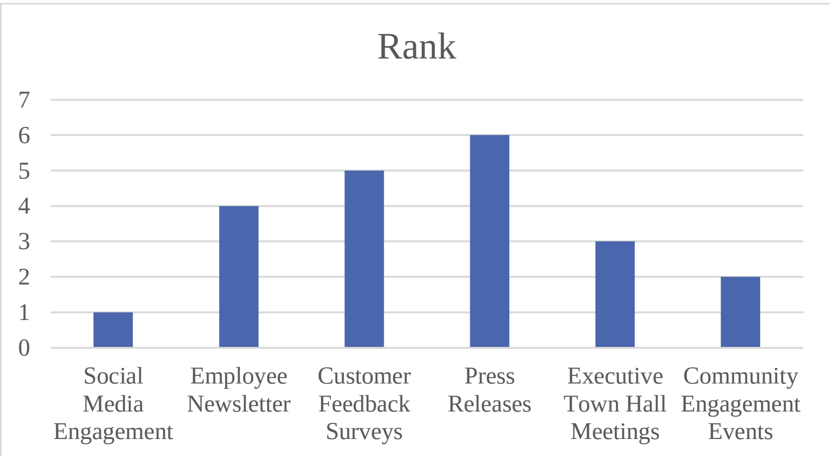

FIGURE 5. Rank

Figure 5 Shows the Ranking of Business Corporate Communication in Social Media Engagement is got the first rank whereas is the Press Releases is having the Lowest rank.

4. CONCLUSION

Business corporate communication of any company the key to success is a feature. This is Includes exchange information, both internally among employees and externally with stakeholders, to achieve the company's goals and objectives. Effective corporate communication helps in building a positive corporate image, fostering a culture of transparency, and ensuring that all members of the organization are aligned with its mission and values. Here are some key components and practices of business corporate communication: Clear Objectives: Define the goals and objectives of your communication strategy. It could be to inform, persuade, motivate, or engage different audiences. Audience Segmentation: Understand your various stakeholders (employees, customers, investors, media, etc.) and tailor your messages to suit their interests, needs, and preferences. Channels of Communication: Utilize various channels like emails, memos, newsletters, social media, company intranet, meetings, presentations, and more, to reach your target audience. Consistency: Ensure that the messaging across different channels and platforms is consistent to avoid confusion or conflicting information. Two-way Communication: Encourage feedback and open channels for employees and stakeholders to communicate back to the company. This could be through surveys, suggestion boxes, or regular meetings. Crisis Communication: Have a plan in place for addressing and communicating during crisis situations. This includes being transparent, honest, and providing regular updates. Brand Voice and Tone: Define a consistent brand voice and tone that represents the company's values and resonates with the target audience. Internal Communication "Corporate Communication" refers to the intentional dissemination of ideas and objectives of a company to its stakeholders, which includes shareholders, with the ultimate goal of manifesting the company's philosophy and culture. This concept gained significant attention the inaugural Annual Corporate Social Responsibility Seminar was held in 1972 at a venue provided by the widely read US economic publication Fortune. Social media engagement involves leveraging platforms like Facebook, Twitter, LinkedIn, and Instagram to connect with our audience. Through regular posts, updates, and interactive content, we aim to foster a dynamic and engaging conversation with customers, partners, and stakeholders. The TOPSIS ranking system aims to enhance clarity by evaluating and comparing items through weighted averages. A common strategy involves reducing uncertainties and assigning equal weight to each response. Timely handling of the matter is crucial in this process. Later, a more comprehensive approach was adopted. the Ranking of Business Corporate Communication in Social Media Engagement is got the first rank whereas is the Press Releases is having the Lowest rank.

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