

Measuring Employee Satisfaction with Internal Corporate Communication Channels: The MUSA method

Stelios Tsafarakis^{a*}, Efthymios Altsitsiadis^b, Andreas Andronikidis^c, and Konstantina Zefkili^d

^aTechinal University of Crete, Chania, Greece; ^bCopenhagen Business School, Copenhagen, Denmark; ^cUniversity of Macedonia, Thessaloniki, Greece; ^dAthens University of Economics and Business, Athens, Greece.

**tsafarakis@tuc.gr*

Employee preferences regarding the channels of internal corporate communication (ICC) could provide useful insights that can be used by academics and practitioners with a view to identifying and meeting employees' needs and encouraging their engagement. Prior research discusses the participation, direction and content aspects of ICC. However, there is limited research on employee preferences for ICC channels. This study draws on Media Richness Theory and employs the MULTicriteria Satisfaction Analysis (MUSA) method to investigate employee preferences for ICC channels. The findings provide valuable guidance for companies aiming to develop an effective ICC climate and enhance organizational outcomes.

Keywords: internal corporate communication, media richness theory, multicriteria analysis, communication channels