

Strategic communication: outlining the way forward to encourage tax compliance in Malaysia

ABSTRACT

Communication should be regarded as constitutive on the basis of proper preparation, proper execution and ongoing assessment. In this study, the scope of the strategic communication can be viewed in the context of approaches, models and concepts. This research will perform the data analysis in a qualitative manner. In this regard, Barret's strategic employee communication model was found to be relevant to the context, in which this study will be conducted. This research is intended to discover the way out for contact issues between top management and subordinate workers, followed by targeting clear communications, disseminating the efficacy of media and platforms to taxpayers in Malaysia. Strategic communication is often approached from the viewpoint of efficiency of communication and its effects on the organization. Hence, the purpose of this review is to identify the strategic communication practice by Inland Revenue Board of Malaysia (IRBM) in order to strengthen tax compliance in Malaysia. This review has suggested that strategic supportive management, targeted message and media/ forum platform are capable of strengthening tax compliance in Malaysia.

Keyword: Strategic communication; Management; Taxpayers; Tax compliance; Inland revenue board of Malaysia