

## INCLUSION OF SUSTAINABLE CULTURAL DIVERSITY: OPPORTUNITIES & OBSTACLES

Twinkle Lokwani\* Dr. Sushmita Mallik\*\*

### ABSTRACT:

The inclusivity of sustainable diverse cultures at the workplace is the primary objective of this study. Every organization that wishes to succeed needs to think broadly and expansively. To compete better on a massive scale, organizations must encourage diverse workplace. Worldwide businesses like Virgin Group, Disney, and PWC are recognizing the advantages of having a diverse staff. Each member within company enjoys feeling involved and included. Keeping the company's multiculturalism alive and well is a crucial key strategy used to run the business. People perform better whenever they feel a sense of belongingness to an organization. It's a well-established truth in neurology that when individuals believe rejected, it triggers biochemical signals inside the mind which are similar to those linked to physical discomfort, which is not good for organizational effectiveness and productivity. Businesses nowadays are working hard to maintain diverse cultures and satisfy expectations of the employees. There is no benefit or disadvantages at workplace because of the balanced atmosphere they are creating.

**Keywords:** *Cultural Diversity, Organization, Workplace.*

### INTRODUCTION

Cultural diversity is opposed to monoculture. It is the homogenization of cultures. It is used to describe the variety of human societies or cultures in a specific region, or in the world as a whole. Cultural diversity in the workplace is a result of practices, values, traditions, or beliefs of employees based on race, age, ethnicity, religion, or gender. Basically, cultural diversity is about bringing people together to a single platform from a diverse set of backgrounds and cultures, then building an environment that not only identifies the differences between those cultures, but solves them also. It helps in providing a space for people to be authentically themselves. The driving force of cultural diversity in the workplace is the globalization. Employers have realized that managing workforce diversity will result into multiple benefits. Therefore, Employers celebrate their employees' diversity to avoid workplace issues, like awkwardness and hostility. The basic objective of cultural diversity in the workplace is to allow businesses to form

teams and groups that convey diverse views and talents to combine, improve, innovate, maximizing the efficiencies and thus generating higher revenues.

Objective of the study

1. To determine how inclusive sustainable diverse cultures are in the workplace.
2. To study the opportunities and obstacles faced by the organisation.

### LITERATURE REVIEW

As per SHRM survey (1995), Because of the opportunity for higher workplace productivity and competitiveness, businesses must respect other cultures and seek to become accommodating at workplaces. According to the statistics, diverse teams outperformed homogeneity in terms of creativity as much as the teammates' skill sets were matched. Simlin (2006) discovered that as people age, their view of openness to variety declines. It is crucial to educate older workers on the importance of diversity in businesses through education, workshops, panel discussions, and other means. An essential part of

efficient managing people at work is integrating difference. As per the report given by Deloitte, Despite of widespread attempts to increase workplace female participation, women are still substantially neglected on boardrooms internationally. Women currently hold 15percent of all directorships worldwide, up from 12percent in 2015. Approximately 4% of executive directors and board chair positions are held by women worldwide. 2/3 of executives (up from 59percent in 2014) view inclusiveness and diversity as a critical problem, as per Deloitte's 2017 GHCT study. Another crucial finding is that 78percent of participants agreed that inclusion and variety are competitive advantages, according to the same survey.

### RESEARCH METHODOLOGY

An attempt has been made in this study to analyze the secondary data available in this field.

Data Collection: Various articles and studies conducted by other scholars that

\*MBA Student, Gyan Ganga Institute of Technology and Science, Jabalpur  
 \*\*Assistant Professor, Gyan Ganga College of Technology, Jabalpur

are considered as secondary sources are used for the study

- Statistics and reports made available by numerous articles and websites.
- Information about diversity management published in reports and data by the businesses.
- Various books, periodicals, and magazines.

## **EXAMPLES OF CULTURAL DIFFERENCES IN THE WORKPLACE**

### **GENERATIONAL IMPACT**

There are cultural differences between the employees. A diverse workplace includes employees like traditionalists, baby boomers, Generation X, Generation Y and Millennials. Each generation has distinct characteristics. Likewise, baby boomer's employees tend to link their personal identity to their profession or the kind of work they do.

### **BEING AWARE OF EDUCATIONAL DIFFERENCES**

Many differences exist between employees who have scored well in academics and those employees who have mastered themselves in the workplace through training and development programme and skill up gradation techniques. The cultural differences between these employees results into the source of conflict when there's disagreement about theory versus applying practical knowledge.

### **ONE'S PERSONAL BACKGROUND**

Surroundings of an individual bring cultural differences in the workplace. Sometimes it is visible in the workplace that there is a distinct difference between the employee from a one place and the employee from the other place. An employee from a small town may not

perform their job duties with the same energy as someone who is from a large city where the work is done on urgent basis.

### **NATIONAL ORIGIN**

People from different nation possess different characteristics. They differ because every nation has its own language, religion, caste, language etc. Therefore, sometimes national origin becomes the source of cultural differences in the organization. Affinity groups are given the task of bridging the cultural differences and smoothening working relationships within the workplace and throughout its global locations.

Why Is Cultural Diversity so Important in the Workplace?

In the arena of HR, "diversity" refers to a way of acting and thinking that fosters a completely different and optimistic view among colleagues. Diversity results in a blending of ability, intelligence, experience, and exposure to many cultures. By enabling this common expertise or new viewpoints to inspire improvements of goods, processes, and procedures, the organization is able to grow. Workplace diversity fosters compassion, empathy, and collaboration. A culturally diverse workforce gives the business a competitive edge. Businesses that successfully navigate diversity concerns frequently see increases in production, revenue, and employee morale.

### **CREATING A MORE DIVERSE WORKPLACE**

If in any organization employees are of same age, gender, group, caste, religion then it can cause boredom to them. Its impact would be visible in the productivity of the employees for example, if someone is the only person

from certain ethnic groups (like Asian, Latinx, or African American), or the only woman, or the only person with a disability that works for your company, they may feel uncomfortable or singled out. When the organization is culturally diverse and the team is made up of people from diverse backgrounds, diverse cultures, and diverse groups have more types of people represented which can make for a more inclusive environment for all.

### **POSSIBILITIES FOR EDUCATION AND DEVELOPMENT**

Growth doesn't happen in an echo chamber. For growing and developing the personality one has to work with diversified people who belong to different groups, background, and culture. Otherwise, one would to have a fairly limited perspective. When organization embraces diverse cultures, it exposes everyone to people with a different perspective, background, and experience. This can help everyone to grow, challenge their biases and stereotypes, learn from each other, and develop broader and more well-rounded world views-which can ultimately drive better business results.

### **DIFFERENT GROUPS CONTRIBUTE DIFFERENT THOUGHTS TO THE DISCUSSION.**

The more diverse workforce that that an organization has the more diverse viewpoints, ideas, and perspectives that workforce brings to the table—which can drive innovation and give you a competitive edge in the market.

### **BOOST THE ORGANIZATION'S STATUS**

A business will be seen as a responsible company if it hires individuals from various kinds of cultures and races. An organization's position will rise thanks

\*MBA Student, Gyan Ganga Institute of Technology and Science, Jabalpur

\*\*Assistant Professor, Gyan Ganga College of Technology, Jabalpur

to its recognition among its workforce, which will also draw more individuals to apply for jobs there. One of the most crucial factors is your organization's credibility among its clients. A workforce diversity can significantly improve customer satisfaction and reputation because varied employees can help consumers in a more personalized approach because they have common experiences and understandings.

#### OBSTACLES

- **Conflict** – When racist, inequality, and other forms of intolerance are permitted to flourish at work, this emerges. If businesses do not really take the necessary measures to demonstrate that any kind of discrimination will not be accepted, unreasonable attitudes could escalate into extreme hostility.
- **Harassment** – The definition of harassment ought to be made clear in the curriculum. Personnel who annoy other employees must be disciplined in accordance with corporate policy. Bullying may have a disastrous impact on both individual employees and the corporation as a whole, much like all the other problems brought on by diversity within the workplace.
- **Disregarding needs** – Some businesses struggle to meet the demands of disabled workers by not giving them the tools they require to use all amenities and perform their duties. Regardless of whether a worker has an impairment, organizations need to set the example by creating a pleasant workspace for each and every personnel.

#### CONCLUSION & RECOMMENDATION

A crucial analysis of the available literature and numerous research publications from multiple writers regarding employee diversity and its effect on efficiency has revealed the

following: The primary goals of the organisation are to make money and increase production efficiency, and while almost all authors agree that hiring a diverse workforce is essential in the current environment, managing such a diverse workforce poses significant obstacles. Employing a diverse labour force will undoubtedly boost efficiency, but if well maintained, it might backfire disastrously as not just organization but rather the labor are experiencing issues such as language difficulties (which seem to be permissible that are not the result of employee thoughts), attitude conflicts, and differences in views, that are all closely connected to individual behaviour and, in turn, have an impact on the performance). After considering all of the findings from the market research, the analysts must offer solutions regarding how to handle the issues raised all across the study. Because we support incorporating contemporary concepts into policies regarding human resources while at the same time viewing its recent change, like work place diversity, as a challenge, all Hr managers should be very worried about this. However, a number of measures, like the following, can be put in place to address this problem:

1. By promoting the usage of the same language by all personnel inside the company
2. By running numerous mentoring and motivating programs
3. By ensuring that both employers and staff may communicate openly
4. By promoting employee involvement
5. In addition, it is important to recognize that quality, not culture, is the issue here. As a result, maintaining quality rather than discarding it is necessary for increasing production.

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