The role of cultural diversity and its impact on the workplace

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ABSTRACT
It has been extremely important to know the cultural diversity in the workplace and it is essential for an employer or an employee to have the smooth functioning of the bias free business organization. Engaging multi culturalisminvolves individuals from different cultures society's different race, language ,religion, ethnicity and etc. a culturally diverse place is a great place for improving interpersonal skills and knowing more about other cultures. It is the cultural gap and helps to foster personal connections among employees. Cultural diversity includes and develops a variety perspective that can be benefit to business generating a culture of innovation and more effective ways working and behaving. It increases the ability to become a dynamic organization and one which is focused on learning and promoting work place inclusion. The organization becomes more vibrant by respecting and valuing the skills and differences that each staff member brings into the workplace.
Achieving workplace diversity means that you are bring out the very best of your employees and allowing them to reach their full potential, by doing so ,your workplace benefits as it encourages a more very than innovative talent pool. Companies need to create a better diversity management action plans in order to better accommodate the changing business environment. Assessing and evaluating the diversity process should be an integral part of any organization management system. It is also essential that business incorporate training in cultural diversity not only to top management but every member in the workforce.
Key Words: -*Cultural Diversity, Diversity Management, Workforce Diversity, Workplace.*

I.   INTRODUCTION

The worldview we have is shaped by our culture. An international team's diverse perspectives and extensive personal and professional experience can provide fresh insights that encourage colleagues to perceive the workplace and the wider world in new ways.It has been demonstrated that a diversity of viewpoints fosters creativity and innovation, which aids in finding novel solutions to issues and satisfying client needs. When different voices, viewpoints, and personalities interact with one another, innovative ideas might arise. The greatest advantages of workplace diversity for firms come from providing a forum for the free flow of ideas.

When entering new markets, a firm might gain a significant advantage by having a multinational workforce. A good or service frequently needs to be modified to be successful abroad. A firm can succeed by having a thorough understanding of the competitive landscape, local laws, regulations, and customs. Furthermore, local ties, fluency in the target language, and awareness of cultural differences can greatly accelerate the growth of international business.

1.1 History of Cultural Diversity

Anti-discrimination legislation passed in the 1960s was a major factor in promoting cultural diversity in the workplace. These legal measures were designed to guard against workplace discrimination against employees from diverse cultural backgrounds.

Among the laws that were approved are the Age Discrimination in Employment Act of 1967 and the Equal Pay Act of 1963. Companies also started to notice at that time how diversity affected their clientele and pool of talent. Organizations gradually began aiming for higher diversity and inclusion standards for their workforce.

The majority of businesses currently offer their own DEI (Diversity, Equity, and Inclusion) initiatives for staff members. as they ought to. There is still a great deal of work to be done to improve the equity, diversity, and inclusivity of organizations. It is an ongoing procedure.

1.2 Types of cultural diversity

Cultural diversity can be classified into four types.

Internal	External	Organizational	Worldview
• Age • Gender • Ethnicity • Physical ability • Sexual orientation • National origin	• Appearance • Education • Citizenship • Relationship status • Religious beliefs • Socioeconomic status	• Employment status • Job role • Management status • Pay type • Place of work • Seniority	• Epistemology (theory of knowledge) • Political beliefs • Moral compass • Outlook on life

1.3 Cultural Diversity's Advantages in the Workplace
Creating a diverse workplace has numerous advantages for the company, its clients, and its workforce. The following are just a few advantages of diversity in the workplace:

Enhanced creativity and innovation: Combines a variety of viewpoints, experiences, and concepts to produce fresh, original solutions.Decision-making is improved when employees are exposed to a variety of ideas and viewpoints, which results in more considered and informed decisions.The worldview we have is shaped by our culture. An international team's diverse perspectives and extensive personal and professional experience can provide fresh insights that encourage colleagues to perceive the workplace and the wider world in new ways. It has been demonstrated that a diversity of viewpoints fosters creativity and innovation, which aids in finding novel solutions to issues and satisfying client needs. When different voices, viewpoints, and personalities interact with one another, innovative ideas might arise. The greatest advantages of workplace diversity for firms come from providing a forum for the free flow of ideas.

Improved problem-solving: Workers from various cultural backgrounds can offer unique methods of problem-solving and can also promote more thorough approaches to problem analysis and solution identification.But attitudes and working methods might vary greatly, reflecting cultural values and exacerbating disparities. Ineffective work practices might hinder productivity if they are not identified and addressed.

Improved customer service: The organization is better positioned to comprehend and satisfy the needs of a varied customer base because of the diverse backgrounds of its workers.
Employers gain from having access to experts with a wide range of abilities that are frequently unavailable when hiring locally by recruiting from a culturally varied talent pool. By utilizing the abilities and knowledge that their foreign staff members bring to the table, globally focused businesses can expand the scope of services they offer.

Expanding your skill set and broadening your product and service offerings could give your company a competitive edge through flexibility. Agile and flexible companies are the ones that prosper in the current turbulent and unpredictable international business climate.

Access to a vast talent pool: Companies can access a much wider talent pool when they concentrate on building a culturally diverse staff. They also have a lower staff turnover rate and are more likely to draw in a wider pool of candidates.Showing prospective employees that your company is committed to creating a diverse and inclusive workplace will help you stand out in the competitive global employment market. Your skill pool of potential hires will grow if you make diversity a priority during the hiring process.

Enhanced profitability: A company's bottom line usually increases as a result of all these advantages of embracing cultural diversity in the workplace. When entering new markets, a firm might gain a significant advantage by having a multinational workforce. A good or service frequently needs to be modified to be successful abroad. A firm can succeed by having a thorough understanding of the competitive landscape, local laws, regulations, and customs. Furthermore, local ties, fluency in the target language, and awareness of cultural differences can greatly accelerate the growth of international business.

II.   CULTURAL DIVERSITY'S CHALLENGES IN THE WORKPLACE

It's crucial to recognize the difficulties that come with diversity in the workplace in addition to its many advantages.

Communication barriers: Individuals with diverse cultural origins may have disparate language and communication methods, which can cause miscommunication.Although accurate translations are essential for successful marketing, there is a genuine chance that multicultural coworkers would misunderstand one another. Language obstacles are merely one difficulty.

Moreover, speaking is only one aspect of successful cross-cultural communication. Interaction between team members from various nations can be strained or even offensive due to the subtle and delicate nature of nonverbal communication. Cultural differences can be significant when it comes to things like pointing, eye contact, and acceptable physical space.

Opposition to change: Owing to a misguided belief in their own cultural superiority, fear, or a lack of knowledge, some employees may be reluctant to adjust to new working practices or cultures.There will always be resistance to change, no matter how well an organization handles it. Businesses ought to talk to people who are against change. They can actively identify their problems by doing this, and it may help to solve the issue quickly. Giving workers time to provide feedback demonstrates to them that their employer values their opinions.

When attempting to communicate with employees, it is imperative to do so both frequently and early on. The C-Suite and regular staff members must to be in continual communication about the plans and day-to-day operations.

Tension and conflict: These might result from misunderstandings or poor communication.By becoming knowledgeable about the cultures they encounter, people can avoid cross-cultural disputes. Training programs, general reading, conversing with individuals from diverse cultures, and drawing lessons from the past are some ways to acquire this information. Understanding your own culture and cultivating cultural awareness by learning about the values and beliefs of various cultures—rather than viewing them through the lens of cultural stereotypes—are crucial components of cultural education.

The parties should first acknowledge that there is a cultural component to their disagreement before beginning the resolution process. Subsequently, all parties involved must be prepared to address all aspects of the issue, including the cultural one. Third, there needs to be methodical, gradual dispute resolution.

Stereotyping and bias: It can result in harassment, discrimination, and eventually exclusion when workers assume things about individuals based on their race or cultural background.Biases also affect how information is evaluated in the workplace. Examples of these biases are confirmation bias, which occurs when someone uses new information to support preexisting beliefs, and anchor bias, which occurs when we heavily rely on the first piece of information we are given about a topic, regardless of its accuracy or other details we learn later, and authority bias, which values an opinion from authoritative sources even without verifying those sources.

III.   CONCLUSION

Part of the challenge that organizations confront is realizing that beneficial cultural chasms brought about by globalization are what have led to culturally varied teams. It will become more common to encounter more diverse teams as a result of increased employee mobility and the increased efforts made by more firms to create virtual teams.The degree to which management is aware of diversity and its potential advantages and disadvantages dictates the strategy a company will choose to manage diversity. A diversified workforce is essential for businesses to thrive in the modern, worldwide economy. It is the management's responsibility to unbiasedly evaluate the benefits of having a varied staff. Instead, especially when developing their workforce diversity initiatives, managers should foster an atmosphere that will boost the output of their diverse workforce within their companies. Because of the staff's diversity, the company will therefore be competent. It is recommended that businesses put measures in place to diversify their workforce. Companies are still having difficulty getting people to accept diversity and have not yet developed any useful strategies.Companies are still having difficulty getting people to accept diversity and are constantly searching for practical ways to utilize and capitalize on it. One prerequisite for managing diversity in enterprises is the acceptance of some core objectives, such as the company's survival, that employees are willing to support. In the very competitive business world of today, a competitive company is one where diversity is valued more highly than stability.

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