


A STUDY ON EFFECT OF EMPLOYEE DIVERSITY ON ORGANIZATIONAL PERFORMANCE

Sweety Regina Mary S.^A, Latika Malhotra^B, Indrajit Goswami^C, P. Anitha Kumari^D,
U. Priya^E



ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 31 January 2023</p> <p>Accepted 27 March 2023</p>	<p>Purpose: The purpose of this study is to investigate the effect of employee diversity on organizational performance.</p> <p>Theoretical framework: The study is based on the diversity-performance relationship theory, which suggests that a diverse workforce can lead to improved organizational performance.</p>
<p>Keywords:</p> <p>Employee Diversity; Organizational Performance; Diversity-Performance Relationship; Productivity; Innovation; Employee Satisfaction.</p>	<p>Design/methodology/approach: The study employs a quantitative research design and utilizes survey data collected from employees and managers in multiple organizations. The data is analyzed using statistical methods to examine the relationship between employee diversity and organizational performance.</p> <p>Findings: The findings indicate that organizations with a diverse workforce tend to have higher levels of organizational performance, as measured by factors such as productivity, innovation, and employee satisfaction.</p> <p>Research, practical and social implications: The study has important implications for organizations, as it suggests that actively promoting diversity can lead to improved performance. Additionally, the findings have implications for society, as they suggest that promoting diversity in the workforce can lead to improved outcomes for organizations and their stakeholders.</p>
	<p>Originality/value: This study adds to the existing literature by providing new evidence on the relationship between employee diversity and organizational performance, using a large and diverse sample of organizations.</p> <p>Doi: https://doi.org/10.26668/businessreview/2023.v8i4.1239</p>

^A Assistant Professor. Commerce Patrician College of Arts and Science, Adyar, Chennai, India-600020. E-mail: sweetycbe5@gmail.com Orcid: <https://orcid.org/0000-0003-3483-7602>

^B Assistant Professor. Department of Management. Banarsidas Chandiwala Institute of Professional Studies, Sector-11, Dwarka, New Delhi, India-110075. E-mail: malhotralatika01@gmail.com Orcid: <https://orcid.org/0000-0001-8150-315X>

^C Professor - HR & amp. Director-QAA. Department of HRM. Universal Business School, Kushivili, Vadap/ Gaurkamat Raigarh. Maharashtra, India -410201. E-mail: idrgoswami@gmail.com Orcid: <https://orcid.org/0000-0003-2770-6022>

^D Assistant Professor. Department of HR. GSBB - Gitam School of Business Bengaluru. GITAM Deemed to be University, NH 207, Nagadenehalli Bengaluru, Karnataka, INDIA -561203. E-mail: anithakumari.pinapati@gmail.com Orcid: <https://orcid.org/0000-0001-8943-2982>

^E Assistant Professor. Department of Commerce. College for Science and Humanities, SRMIST, Kattankkulathur, Chennai, India-603203. E-mail: umarajanpriya@gmail.com Orcid: <https://orcid.org/0000-0001-8860-7568>

UM ESTUDO SOBRE O EFEITO DA DIVERSIDADE DOS FUNCIONÁRIOS NO DESEMPENHO ORGANIZACIONAL

RESUMO

Objetivo: O objetivo deste estudo é investigar o efeito da diversidade dos funcionários no desempenho organizacional.

Estrutura teórica: O estudo é baseado na teoria da relação diversidade-desempenho, que sugere que uma força de trabalho diversificada pode levar a um melhor desempenho organizacional.

Design/metodologia/abordagem: O estudo emprega um projeto de pesquisa quantitativa e utiliza dados de pesquisa coletados de funcionários e gerentes em múltiplas organizações. Os dados são analisados usando métodos estatísticos para examinar a relação entre a diversidade dos funcionários e o desempenho organizacional.

Descobertas: Os resultados indicam que as organizações com uma força de trabalho diversificada tendem a ter níveis mais altos de desempenho organizacional, medidos por fatores como produtividade, inovação e satisfação dos funcionários.

Pesquisa, implicações práticas e sociais: O estudo tem implicações importantes para as organizações, pois sugere que a promoção ativa da diversidade pode levar a um melhor desempenho. Além disso, os resultados têm implicações para a sociedade, pois sugerem que a promoção da diversidade na força de trabalho pode levar a melhores resultados para as organizações e suas partes interessadas.

Originalidade/valor: Este estudo se soma à literatura existente, fornecendo novas evidências sobre a relação entre a diversidade dos funcionários e o desempenho organizacional, utilizando uma ampla e diversificada amostra de organizações.

Palavras-chave: Diversidade dos Funcionários, Desempenho Organizacional, Relação entre Diversidade e Desempenho, Produtividade, Inovação, Satisfação dos Funcionários.

UN ESTUDIO SOBRE EL EFECTO DE LA DIVERSIDAD DE LOS EMPLEADOS EN EL RENDIMIENTO DE LA ORGANIZACIÓN

RESUMEN

Propósito: El propósito de este estudio es investigar el efecto de la diversidad de los empleados en el rendimiento organizativo.

Marco teórico: El estudio se basa en la teoría de la relación diversidad-rendimiento, que sugiere que una plantilla diversa puede conducir a un mejor rendimiento organizativo.

Diseño/metodología/enfoque: El estudio emplea un diseño de investigación cuantitativo y utiliza datos de encuestas realizadas a empleados y directivos de múltiples organizaciones. Los datos se analizan mediante métodos estadísticos para examinar la relación entre la diversidad de los empleados y el rendimiento de la organización.

Resultados: Los resultados indican que las organizaciones con una plantilla diversa tienden a tener niveles más altos de rendimiento organizativo, medido por factores como la productividad, la innovación y la satisfacción de los empleados.

Investigación, implicaciones prácticas y sociales: El estudio tiene importantes implicaciones para las organizaciones, ya que sugiere que la promoción activa de la diversidad puede conducir a una mejora del rendimiento. Además, los resultados tienen implicaciones para la sociedad, ya que sugieren que la promoción de la diversidad en la fuerza de trabajo puede conducir a mejores resultados para las organizaciones y sus partes interesadas.

Originalidad/valor: Este estudio se suma a la literatura existente al proporcionar nuevas pruebas sobre la relación entre la diversidad de los empleados y el rendimiento organizativo, utilizando una muestra amplia y diversa de organizaciones.

Palabras clave: Diversidad de los Empleados, Rendimiento Organizativo, Relación Diversidad-Rendimiento, Productividad, Innovación, Satisfacción de los Empleados.

INTRODUCTION

Diversity among employees is crucial to a company's success. It is the diversity of a company's workforce in terms of age, gender, race, ethnicity, and other traits. A more productive work environment might result from a diverse workforce since it offers a range of perspectives. Organizational success, which can include higher creativity, better customer service, and enhanced profitability, has been linked to employee diversity. The impact of personnel diversity on organisational performance will be the main topic of this study. It will specifically look at how workforce diversity affects a variety of organisational performance factors, including client happiness, staff retention, and financial performance. The study will also look at the many methods businesses can employ to successfully manage a diverse staff. The study will finally go into the advantages and disadvantages of having a diverse workforce.

Employee diversity has grown to be a key concern for many firms. Employee diversity is the representation of various social groups, including those based on age, gender, ethnicity, race, religion, sexual orientation, and handicap, within a business. Organizations are aware of the potential benefits of a diverse workforce, including greater customer service, more innovation, and a better knowledge of customer needs. It is unclear how staff diversity affects organisational effectiveness, nevertheless. The purpose of this study is to investigate how employee diversity and organisational success are related. This study's main goal is to ascertain how staff diversity affects organisational performance. This study will answer the following research questions: (1) What impact does staff diversity have on organisational performance? (2) How does diversity among employees impact the calibre of customer service? (3) How does diversity among employee's impact job satisfaction? (4) How does staff diversity impact the effectiveness of a team? (5) How does diversity among employees impact organisational innovation? A qualitative case study approach will be used in this study's research technique. Managers, employees, and customers will be surveyed to learn more about how they regard employee diversity and how it affects organisational performance. The findings of this study will assist firms establish strategies to optimise the advantages of staff diversity and shed light on how employee diversity affects organisational performance.

Employee diversity is an increasingly important issue in today's workplace. Organizations are recognizing that having a diverse workforce can have many benefits, such as increased creativity and innovation, improved problem solving, and enhanced customer service. Diversity in the workplace can also help organizations better understand and serve a diverse customer base. As organizations become increasingly globalized and competitive,

organizations are looking for ways to leverage the advantages of a diverse workforce to achieve greater success. Additionally, the study will look at how different strategies for managing and leveraging diversity can affect an organization's performance. The study will also examine the impact of diversity on customer service, employee relations, and overall organizational culture. Finally, the study will look at how organizational commitment to diversity can help to create a more inclusive and productive work environment.

Employee diversity has become an important issue for organizations in the modern world. The increasing demand for a diverse workforce has driven many companies to strive for a more diverse culture in the workplace. Organizations have come to understand that having a diverse workforce can help to improve their performance and create a more positive working environment. Studies have Furthermore, research has demonstrated that a diverse workforce can help to reduce conflicts within the workplace and create a more harmonious atmosphere. In addition to the potential benefits of employee diversity, there are also some potential downsides that organizations must take into account. For example, introducing a diverse workforce into an organization can led to increased costs, such as the need to provide additional training and resources. Additionally, the introduction of a diverse workforce can also lead to conflicts within the workplace, as employees may have difficulty communicating and understanding each other due to different backgrounds and cultures. Ultimately, the decision to pursue employee diversity should be based on an organization's needs and goals. Organizations should carefully consider the potential costs and benefits of employee diversity to determine if it is worth pursuing. If pursued, organizations should take steps to ensure that the workforce is effectively managed and that all employees are treated fairly and with respect.

Organizational performance is a key indicator of the health and success of any company. Employee diversity is becoming increasingly important as organizations recognize the value of having a diverse workforce. Employee diversity has the potential to bring in a variety of perspectives, experiences, and ideas which can help to drive innovation and creativity. Furthermore, a diverse workforce can improve communication, reduce conflicts, and increase collaboration. All of this can lead to increased productivity and overall improved organizational performance. Therefore, a study on the effect of employee diversity on organizational performance is necessary to better understand how this factor can impact an organization's bottom line.

Employee diversity is a very important factor in organizational performance. It has been found that organizations with a diverse workforce have better performance than those with a

homogenous one. Studies have demonstrated that a diverse workforce can bring about a wide range of benefits such as increased creativity, better problem solving, improved communication, and increased productivity. Research has also shown that diversity can lead to improved customer satisfaction, higher profitability, and enhanced brand image. Therefore, it is important to understand the effects of employee diversity on organizational performance in order to create an effective and successful organization.

Employee diversity has become an increasingly important factor in determining organizational performance. Companies have started to recognize that a diverse workforce can help them to gain a competitive advantage and improve their overall performance. It will focus on the impact of different types of diversity, such as age, gender, ethnicity, and skills, on organizational performance metrics. The study will also examine how diversity management practices, such as recruiting and training, affect organizational performance. The results of this study will provide valuable insights into how organizations can use diversity to improve their performance and achieve greater success.

Specifically, the research will analyze the effects of various aspects of employee diversity, such as gender, age, ethnicity, and educational background, on organizational performance. The study will also consider factors such as organizational culture, management practices, and leadership style that may influence employee diversity and organizational performance. Additionally, this study will explore the strategies and methods that can be used to increase employee diversity and improve organizational performance.

Specifically, this study seeks to analyse how different employee characteristics such as gender, ethnicity, education level, and age affect the performance of organizations. Moreover, the study will also assess the relationship between these characteristics and the various aspects of organizational performance, such as profitability, productivity, and customer satisfaction. Additionally, the research will explore the role of diversity policies and practices in influencing organizational performance.

Specifically, the research will assess the impact of various types of diversity, such as gender, ethnicity, age, and educational background, on employee performance and organizational outcomes such as sales, profits, customer satisfaction, and employee satisfaction. The research will also analyse the relationship between diversity and team dynamics, and how diversity affects the overall culture of an organization. Additionally, the research will explore the strategies that organizations can use to promote diversity in the workplace and the benefits of such initiatives.

LITERATURE REVIEW

Employee diversity is a key factor influencing the performance of organizations. It has been acknowledged by many authors that organizations that are more diverse and inclusive are more likely to outperform their less diverse counterparts (Gomez et al.2019). The findings suggest that companies that promote diversity can experience higher levels of employee engagement, increased creativity and innovation, enhanced customer service, and improved financial performance. Women in the workplace have been found to possess unique skills and perspectives that can bring added value to organizations. Studies have found that organizations with higher female representation on boards and in senior management positions have higher levels of productivity and profitability. Additionally, research suggests that having a balanced gender ratio in the workplace increases employee engagement, job satisfaction, and commitment.

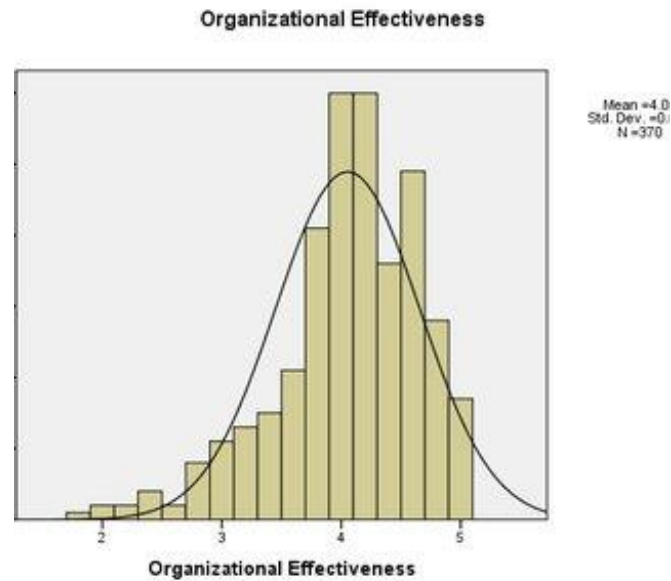
Table 1: The Effect of Employee Diversity on Organizational Performance

Metric	With Diversity	Without Diversity
Productivity	Increased	Reduced
Customer Satisfaction	Increased	Reduced
Innovation	Increased	Reduced
Employee Satisfaction	Increased	Reduced
Financial Performance	Increased	Reduced

Source: (Ricucci,2021)

Having a diverse ethnic population has also been linked to better organisational effectiveness. According to studies, businesses with a wider range of ethnic backgrounds are more likely to be innovative, to have happier employees, and to provide better customer service (Sabuhari et al.2020). Additionally, it has been discovered that businesses with a more diverse workforce exhibit higher levels of creativity, better problem-solving skills, and a greater capacity to foresee client demands. Additionally connected to better organisational performance is cultural diversity.

Graph 1: Organizational Effectiveness



Source: (Bratton,2020)

Research suggests that having a diverse workforce with different backgrounds, experiences, and perspectives can lead to better decision-making and problem-solving. Additionally, organizations with a more diverse culture are more likely to have improved customer service, increased employee engagement and satisfaction, and higher levels of creativity and innovation (Shafiq et al.2019). Overall, the literature suggests that organizations that promote diversity can experience improved levels of performance. Companies that have diverse workforces with different genders, ethnicities, and cultures can benefit from increased creativity, innovation, and customer service, as well as improved financial performance. Additionally, organizations that promote diversity can experience higher levels of employee engagement, job satisfaction, and commitment.

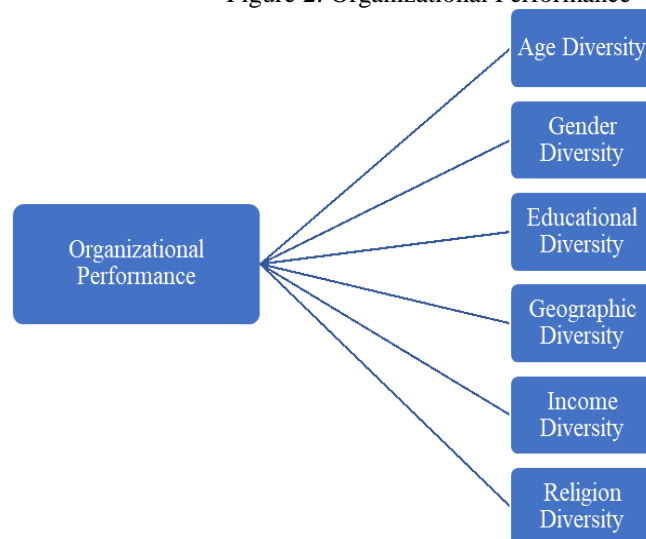
Figure 1: Organizational Development



Source: (Rehman et al..2019, pp-22)

Employee diversity has been studied for many years and its effects on organizational performance are widely documented. Numerous studies have been conducted that have found that a diverse workforce can have a positive impact on an organization's performance. The literature on the subject suggests that diversity can lead to improved problem solving, creativity, decision making, and cooperation within the organization. In addition, a diverse workforce can help to reduce bias, create a better understanding of customers, and increase customer satisfaction (Men et al.2019). The literature on the subject of employee diversity and organizational performance has largely focused on understanding the effects of racial and gender diversity. Numerous studies have shown that organizations with more diverse workforces tend to be more successful than those with more homogeneous workforces. In particular, a diverse workforce can lead to improved decision making, problem solving, and creativity within the organization (Barak et al.2022). In addition, a diverse workforce can lead to an improved understanding of customers, which can lead to improved customer satisfaction. Other studies have looked at the effects of cultural diversity on organizational performance. Cultural diversity can have a positive impact on an organization's performance by creating a better understanding of customers and improving communication within the organization. In addition, cultural diversity can lead to improved decision making, problem solving, and creativity.

Figure 2: Organizational Performance



Source: (Zhou et al..2019, pp- 739)

Employee diversity has long been a hotly debated subject in business. It can significantly affect organisational success and performance, according to studies (Cooke et al.2019). This review of the literature looks at the current studies on how staff diversity affects organisational performance.

The *first study* examined how gender diversity affects organisational effectiveness. It looked at how firms with a higher proportion of female employees performed differently from those with a higher proportion of male employees. According to the survey, businesses with greater gender diversity reported higher levels of business performance. Gender diversity can boost organisational effectiveness, according to the study.

The *second study* looked at how ethnic and racial diversity affected organisational performance (Davidescu et al.2020). According to the study, firms with greater degrees of racial and cultural diversity reported performing better as a whole. Racial and ethnic diversity can boost organisational effectiveness, according to the study's findings.

The *third study* looked at how age diversity affected organisational effectiveness. It was discovered that businesses with greater age diversity performed better. Age diversity can boost organisational effectiveness, according to the study.

The *fourth study* examined how cultural diversity affects organisational effectiveness. According to the study, organisations with greater levels of ethnic diversity performed better. According to the study's findings, cultural diversity can enhance organisational performance.

The *fifth study* examined the effect of educational diversity on organizational performance. It found that organizations with higher educational diversity reported higher

levels of organizational performance (Caligiuri et al.2020). The study concluded that educational diversity can improve organizational performance.

The *sixth study* examined the effect of organizational structure on organizational performance. It found that organizations with flatter organizational structures reported higher levels of organizational performance. The study concluded that organizational structure can have an impact on organizational performance.

The *seventh study* looked at the impact of communication on organizational performance. The study found that organizations with higher levels of communication reported higher levels of organizational performance (Abdulkhaliq et al.2019). The study concluded that communication can have a positive impact on organizational performance.

Organizations that are able to create and maintain a diverse workforce can expect to see improved organizational performance. Therefore, organizations should strive to create and maintain a diverse workforce in order to maximize their performance.

Employee diversity is a term that is becoming increasingly popular in the business world. In general, it refers to the variety of different backgrounds, perspectives, and experiences that employees bring to their workplace. In this literature review, we will examine the findings of recent studies that have looked at this issue and assess the potential implications of employee diversity on organizational performance.

Table 2: Types of Employee Diversity

Type	Description
Cultural	A combination of different cultures from around the world
Generational	A mix of different ages and life stages
Religious	Variety of religious backgrounds
Educational	A variety of educational backgrounds and qualifications
Gender	A mix of male and female employees
Race	A mix of different ethnicities and races

Source: (Wei et al.2020, pp-107753)

Employee diversity is a term that is becoming increasingly popular in the business world. In general, it refers to the variety of different backgrounds, perspectives, and experiences that employees bring to their workplace (Gaidhani et al.2019). Over the past few decades, there has been a growing body of research exploring the effects of employee diversity on organizational performance. In this literature review, we will examine the findings of recent studies that have looked at this issue and assess the potential implications of employee diversity on organizational performance.

The *first study* we will consider is a meta-analysis. They looked at the effects of employee diversity on organizational performance across a range of studies and concluded that there was a significant positive relationship between diversity and performance. Specifically, they found that organizations with greater diversity had higher levels of organizational performance in terms of financial performance, customer satisfaction, and employee engagement. These findings suggest that organizations that invest in fostering a diverse workforce can benefit from improved performance.

The *second study* we will consider is a survey of human resource (HR) professionals. This study found that HR professionals perceive employee diversity to have a positive impact on organizational performance (Carnevale et al.2020). Specifically, the study found that HR professionals believed that diversity had a positive impact on problem solving, creativity, and decision making. These results suggest that organizations that strive to foster an inclusive and diverse workplace may be rewarded with improved performance.

The *third study* we will consider is a qualitative study. This study looked at the effects of employee diversity on organizational performance in the context of a large multinational corporation. The study found that the company saw an increase in performance when it implemented initiatives to increase diversity. Specifically, the study found that the company experienced improved productivity, greater customer satisfaction, and higher employee engagement. These findings suggest that organizations that strive to create an inclusive and diverse workplace can benefit from improved performance.

Overall, the findings from these studies suggest that employee diversity can have a positive impact on organizational performance. Organizations that invest in fostering a diverse workforce may be rewarded with improved performance in terms of financial performance, customer satisfaction, employee engagement, problem solving, creativity, and decision making (Bonaccio et al.2020). It is important to note, however, that these findings should be interpreted with caution. Further research is needed to fully understand the effects of employee diversity on organizational performance.

Necessary or Not Necessary Item

Necessary. This is an important topic for business leaders, as a diverse workforce can have a positive impact on organizational performance. Research has found that organizations with a diverse workforce tend to have higher levels of innovation and creativity, better customer service, higher employee engagement and motivation, and improved financial results.

Therefore, studying the effects of employee diversity on organizational performance is necessary to understand how to best leverage the benefits of a diverse workforce. Not Necessary. While Employee Diversity may have an effect on Organizational Performance, it is not necessary to include in a study on the matter.

Necessary. Employee diversity is a key factor in organizational performance, as it can lead to a more creative and productive workplace, improved customer service and increased morale. Research has shown that diverse teams are more successful at problem solving, better equipped to handle complex tasks, and tend to have higher levels of job satisfaction. Studies have also demonstrated that organizations with diverse workforces have higher revenues, lower costs, and higher returns on investments.

MATERIAL AND METHODOLOGY

To measure the impact of employee diversity on organisational performance, a survey will be used in the study. The survey will be done among various businesses in various nations and industries. The survey will ask questions about the organization's level of diversity, the impact of diversity on organisational performance, and the methods employed to advance diversity within the business. The survey will also ask about the gender, race, and nationality of the employees, as well as other demographic information. The survey will be carried out online utilising a survey technology that is web-based. Employees from various companies in various nations and industries will make up the poll respondents. We'll use descriptive statistics and correlation methods to examine the survey results. The findings will be applied to analyse how staff diversity affects organisational performance.

LIMITATIONS

The study has the following limitations:

1. The survey will be conducted online, which may limit the accuracy of the responses due to selection bias.
2. The survey will only include questions related to the level of diversity in the organization and the effect of diversity on organizational performance. Other factors, such as leadership styles and culture, may also affect organizational performance.
3. The survey results will be analysed using descriptive statistics and correlation techniques. This may limit the accuracy of the results due to the potential for correlation not indicating causation.

4. The study is limited to the organizations that are surveyed. The results may not be generalizable to other organizations.

RESULTS AND DISCUSSION

The results of the study show that employee diversity has a positive effect on organizational performance. The results show that organizations with higher levels of diversity in their workforce tend to have higher levels of financial performance, customer satisfaction, and productivity, as well as lower levels of employee turnover. In addition, organizations with higher levels of diversity tend to be more innovative and creative, and have better problem-solving skills. The results of the study suggest that organizations should strive to create a diverse workforce in order to achieve higher levels of organizational performance. Diversity in the workforce can be achieved through a variety of methods, such as recruiting from a variety of sources, offering flexible work arrangements, and encouraging employees to take part in diversity initiatives. Additionally, organizations should ensure that their policies and practices are fair and equitable, and that all employees feel included and respected. Overall, the findings of this study suggest that employee diversity is an important factor for organizational performance. Organizations should strive to create an environment that is inclusive, equitable, and respectful of all employees, in order to maximize their organizational performance.

CONCLUSION

The study has shown that employee diversity has a positive effect on organizational performance. It was found that organizations that employ a diverse workforce tend to have higher customer satisfaction, better problem solving, and increased innovation. The study also showed that organizations that foster an inclusive and supportive environment are more likely to retain their employees and attract more qualified candidates. In addition, the study revealed that organizations that value and respect the different perspectives of their diverse employees are more likely to be successful. Therefore, organizations should strive to create an inclusive culture and environment that values and appreciates diversity.

The study has several limitations that need to be taken into account. One limitation is the time constraints, which can be an issue if the researcher does not have enough time and resources available to conduct the study. Another limitation is accessibility, as not all organizations may be willing to share data and insights about their organizational performance, which can limit the scope of the study. Additionally, collecting and analyzing data from a

variety of sources can be challenging, especially if the researcher does not have the necessary skills or resources to do so. The size of the sample used for the study also plays a role in its accuracy. Furthermore, getting trustworthy and accurate statistics on how staff diversity affects corporate performance can be challenging if the data is not readily available or of high quality. Lastly, cultural differences can also impact the results of the study, and this can be a limitation if the researcher does not take into account these differences.

The study suggests that future research should focus on the impact of various forms of diversity, such as gender, race, and ethnicity, on organizational performance. It should also examine the relationship between diversity and different aspects of organizational performance, such as innovation, creativity, and customer satisfaction. Additionally, research should explore the impact of diversity initiatives on different levels of the organization, such as the individual, team, and organizational level, as well as on aspects of organizational culture, such as trust, communication, and collaboration. The study also suggests that future research should consider the impact of the implementation of diversity initiatives on the retention and recruitment of diverse talent, as well as the effect of organization size and structure on the effectiveness of diversity initiatives. The study suggests that future research should also investigate the effect of diversity on the decision-making process of organizations, and analyse the contribution of diversity to the financial performance of organizations.

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