IJNRD.ORG   **ISSN : 2456-4184**

INTERNATIONAL JOURNAL OF NOVEL RESEARCH AND DEVELOPMENT (IJNRD) | IJNRD.ORG

An International Open Access, Peer-reviewed, Refereed Journal

A STUDY ON WORKFORCE DIVERSITY AND ITS INFLUENCES EMPLOYEES IN ANNALECT

Ms. M. ANITHA.B.COM., MBA.,
School of Management Studies, Sathyabama Institute of Science and Technology
Chennai, Tamil Nadu, South India.

Dr.J. RANI M.B.A., M.Com., M.Phil., Ph.D.,
Assistant professor, Sathyabama Institute of Science and Technology
Chennai, Tamil Nadu, South India.

ABSTRACT

Workforce diversity means similarities and differences among employees in terms of age, cultural background, physical abilities and disabilities, race, religion, gender, and sexual orientation. No two humans are alike. People are different in not only gender, culture, race, social and psychological characteristics but also in their perspectives and prejudices. Society had discriminated on these aspects for centuries. Diversity makes the work force heterogeneous. In current scenario, employing diversified workforce is a necessity for every organization but to manage such diversified workforce is also a big challenge for management. This paper critically analyses the workforce diversity and its impact on productivity of an organization. The researcher after examining the literature and various research papers, concluded that workforce diversity is strength for any organization, but people still stick to their views related to caste, religion etc. and so consider diversity as a problem but if managed properly, can increase the productivity.

INTRODUCTION:

Workforce diversity is consisting of similarities and differences among employees in terms of age, cultural background, physical abilities and disabilities, race, religion, gender, and sexual orientation. Workforce diversity has become an increasingly important topic in modern workplaces, with organizations recognizing the benefits of having a diverse range of employees from different backgrounds and experiences. The purpose of this study is to examine the influence of workforce diversity on employees in Annalect, a leading data analytics and marketing consultancy firm.

The study will seek to identify the demographic characteristics of Annalect employees and the extent of diversity within the workforce. Additionally, the study will explore the perceptions and attitudes of Annalect employees towards workforce diversity, including its potential benefits and challenges. Finally, the study will identify best practices and recommendations for enhancing workforce diversity and promoting a more inclusive work environment in Annalect.

Each individual is different from each other because of their different religion, educational background to which they belong, age and the perception. When different types of people in terms of thinking, perception, generation come together to work at the same place then definitely a situation may come where all these different types of people may not agree at the same point. At that point, of time it is going to affect the interpersonal relationship among people. The researcher has taken some aspects, which are a part of diversity among workforce they are age, gender, caste, experience, professional qualification and the employees coming from various geographical regions. On the basis of above statement, researcher has prepared the following model.

REVIEW OF LITERATURE:

1. **Barboza Coral (2015)** stated about impact of workforce diversity on retail sector employees in Mangalore city, found that the major reason retail outlets in Mangalore strive to incorporate diversity is to improve productivity and to remain competitive in the market.. The units selected for the study consists of employees working in retail sectors (6 retail subsectors were selected) in the city of Mangalore. The sample size of 50 respondents with diverse backgrounds was selected. The author pointed that diversity management is the key to growth in today's fiercely competitive global marketplace.

2. **Klaus Desmet, et al; (2015),** in their study described on Culture, Ethnicity and Diversity. This study investigated the empirical relationship between ethnicity and culture. Using surveys of individual values in 76 countries, they found that ethnic identity is a significant predictor of cultural values. This study revealed that ethnic and cultural diversity are unrelated. This study explored the correlates of cultural diversity and of the overlap between culture and ethnicity, found that the level of economic development is positively associated with cultural diversity and negatively associated with the overlap between culture and ethnicity.

3. **Darwin Joseph R, et al; (2015),** explained in their study the effects of work force diversity on employee performance in Singapore organizations. This study focused on the effect of the workforce diversity in terms of age, gender and ethnicity. The study exposed that the diversity of all three demographic profiles of the workforce - namely age, gender and ethnicity - does not significantly impact the performance of employees.

4. **Shakila P (2014)** conducted a literature review about reports on training and development. This study explained that the importance, need of review of literature and the related review of studies to the topic. It has been concluded that the new advancements in Human Resource Development should be included in evaluating the effectiveness of training programs. This study suggested that training and development very much essential for employees for further development of their career.

5. Workforce diversity refers to the ways that people differ that can affect a task or relationship within an organization such as age, gender, race, education, religion, and culture. It is the exploration of these differences in a safe, positive, and nurturing environment. It is about understanding each other and moving beyond simple tolerance to embracing and celebrating the rich dimensions of diversity contained within each individual within the organization **(Carrell, 2006).**

6. **Jackson et al. (1995)** define diversity as the presence of differences among members of a social unit Today, the workforce is more diverse in terms of gender, race, ethnicity, national origin an comprises people who are different and share different attitudes, needs, desires, values and work behaviors as noted by Rosen and Lovelace (1991)

7. **Greenberg (2004)** also defines workplace diversity refers to the variety of differences between people in an organization including race, gender, ethnic group, age, personality, cognitive style, tenure, organizational function, education, background and more. The U. S National Partnership for Reinventing Government (NPR) Diversity Task Force in conjunction with the US Department of Commerce in their sponsored benchmark study of diversity.

8. **Thompson and DiTomasso in Ellis and Sonnen field (1994)** also argue that a multicultural management perspective fosters more innovative and creative decision making, satisfying work environments, and better products because all people who have a contribution to make are encouraged to be involved in a meaningful way this in turn yields more information, more points of view, more ideas and fewer reservations.

9. **According to D'Netto and Sohal (1999),** organizations which plan for the anticipated workforce and accept cultural diversity management as a progressive technique will benefit from better employee retention, increased productivity, less absenteeism, better morale, an expanded marketplace and improved customer service (Manning et al., 1996).

10. **Subhash C. Kundu, Jahanvi Bansal, ArchanaMor, MukeshPruthi** In this study the investigate the differences between employees across gender and categories towards workforce satisfaction in Indian public sector organization (i.e., Bharat Sanchar Nigam Limited).At the end of the study the investigator find out the efforts of employees to promote diversity to create opportunities to employees were more by female employees and valued least by general category employees in compared with males and other categories respectively.

OBJECTIVE OF THE STUDY:

This project is designed mainly to identify and evaluate the workforce diversity and its influences employees in Annalect.

PRIMARY OBJECTIVE:

- A study on workforce diversity and its influence employees in Annalect

SECONDARY OBJECTIVE:

- To identify the demographic characteristics of the employees in Annalect and the extent of diversity within the workforce.

- To explore the perceptions and attitudes of Annalect employees towards workforce diversity, including its potential benefits and challenges

- To identify best practices and recommendations for enhancing workforce diversity and promoting a more inclusive work environment in Annalect.

METHODOLOGY:

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the workforce diversity of Annalect employee's. This time research methodology is framed for the purpose of finding the level of of workforce diversity in Annalect

RESEARCH DESIGN:

Descriptive Research Design
Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

SOURCE OF DATA:

Data collection is the term used to describe a process of preparing and collecting data.
- Primary Data – Questionnaire given to 160 respondents
- Secondary Data - Websites and online journals, Published reports & Review of literature from published articles.

STRUCTURE OF QUESTIONNAIRE:

Questionnaire was divided into two sections. First part was designed to know the general information about Employee's and the second part contained the **Workforce diversity and its influences on employee's in Annalect.**

Types of questions

1.Direct questions

2.Multiple choice questions

3.Likert scaling questions

SAMPLE SIZE:

Sample size: 160

Period of the study: 3 months

Targeted people of the study- Employees of Annalect.

HYPOTHESIS:

TOOLS FOR ANALYSIS:

Percentage analysis

Research questions are always answered with a descriptive statistic: generally either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

PERCENTAGE ANALYSIS

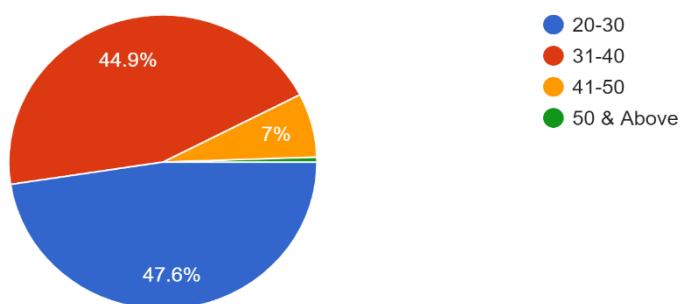   i.   **Table: Table Indicating Age of the respondents**

S.NO	AGE	NO. OF RESPONDENTS	PERCENTAGE
1	20-30	88	47.60
2	31-40	83	44.90
3	41-50	23	7.00
4	50 & Above	-	-
5	TOTAL	185	100.00

Source: Primary data.

    Chart: Chart represents Age of the respondents

Age

185 responses

- 20-30
- 31-40
- 41-50
- 50 & Above

Interpretation

From the above table it is interpreted that the number of respondents Between 20-30 age of respondents are 47.6%, between 31-40 age of respondents are 44.9%, between 41-50 age of respondents 7%.

Inference

Majority (47.6%) of the respondents are age between 20 to 30 years.

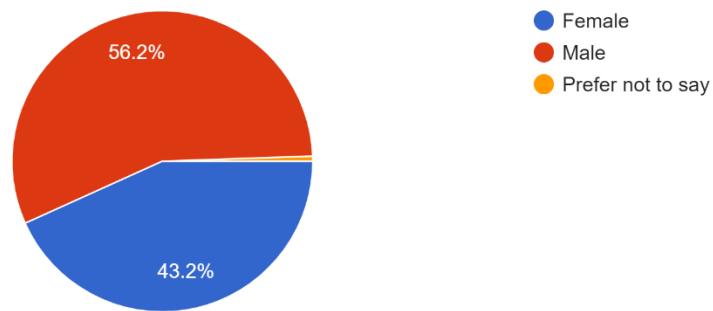   ii.   **Table: Gender of the respondent**

S NO	Gender	No. of Respondents	Percentage
1.	Male	104	56.20
2.	Female	80	43.20
TOTAL		200	100.00

Source: Primary data.

Chart : Chart represents Gender of the respondents

Gender

185 responses

Interpretation

From the above table it is interpreted that the number of male respondents is 56.2% and female respondent is 43.2%.

Inference

Majority (56.2%) of the respondents are Male.

iii.   **Table: Ethnicity of the respondents**

S NO	Particulars	No. of Respondents	Percentage
1.	Telugu	66	35.70
2.	Tamil	58	31.40
3.	Hindi	31	16.80
4.	Kannada	17	9.20
5.	Marathi	10	5.40
6.	Malayalam	1	0.50
7.	Konkani	1	0.50
8.	Urdu	1	0.50
TOTAL		185	100.00

Source: Primary data   **Chart: Ethnicity of the respondents**

What is your ethnicity?
185 responses

Legend:
- Hindi
- Telugu
- Tamil
- Marathi
- Kannada
- Konkani
- Malayalam
- URDU
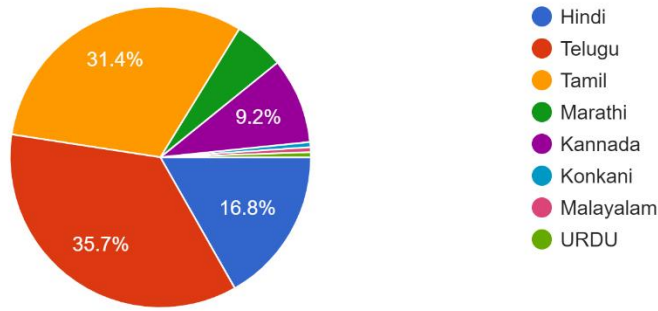
Interpretation

From the above table it is interpreted that the number of respondents were 35.7% is Telugu, 31.4% is Tamil, 16.8% Hindi , 9.2% is Kannada.

Inference

Majority (35.7%) of the respondents Ethnicity is Telugu.

**iv.   Table : Educational Background of the Respondents**

S NO	Particulars	No. of Respondents	Percentage
1	Master's Degree	63	36.80
2	Bachelor's Degree	85	45.90
3	Higher or Dimploma	32	17.30
TOTAL		185	100.00

Source: Primary data.

Chart : Educational Background of the respondents

Educational Background
185 responses

Legend:
- High school diploma or equivalent
- Bachelor's degree
- Master's degree
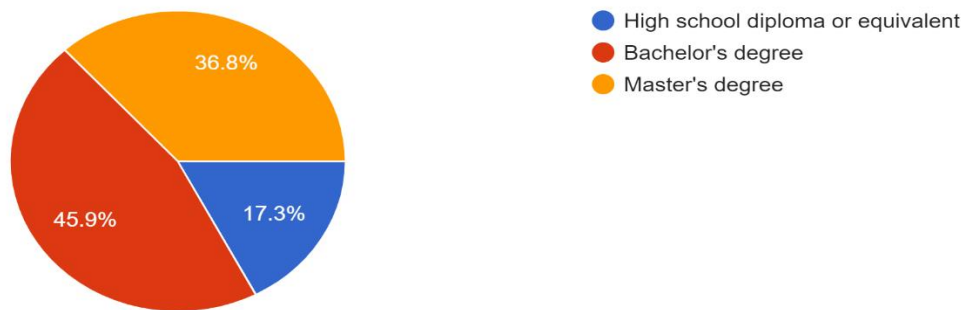
Interpretation

From the above table it is interpreted that the number of respondents has 45.9% of Bachelor's degree, 36.8% are Master's degree, 17.3% are High school diploma or equivalent.

Inference

Majority (45.9%) of the respondents are Bachelor's degree.
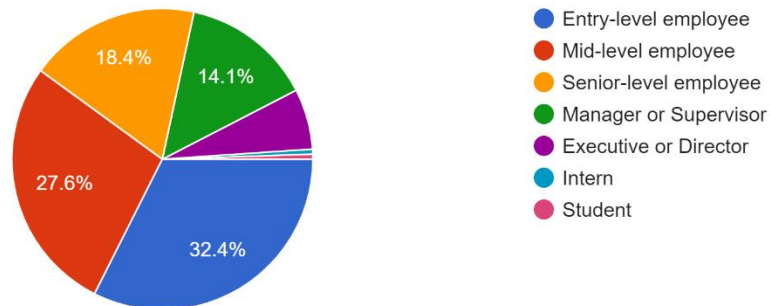
v.   Table : Job Title of the Respondents

S NO	Particulars	No. of Respondents	Percentage
1	Entry level employee	60	32.40
2	Mid level employee	51	27.60
3	Senior level employe	34	18.40
4	Manager	26	14.10
5	Executive	12	6.50
6	Intern	2	1.00
TOTAL		185	100.00

Source: Primary data.   Chart 4.1.5: Job Title of the respondents

What is your job title?
185 responses

- Entry-level employee
- Mid-level employee
- Senior-level employee
- Manager or Supervisor
- Executive or Director
- Intern
- Student

Interpretation

From the above table it is interpreted that the number of respondents 32.4% are Entry-level employee, 27.6% are Mid-level employees, 18.4% are Senior-level employee, 14.1% are Manager or supervisor.

Inference

Majority (32.4%) of the respondents are Entry-level employees.

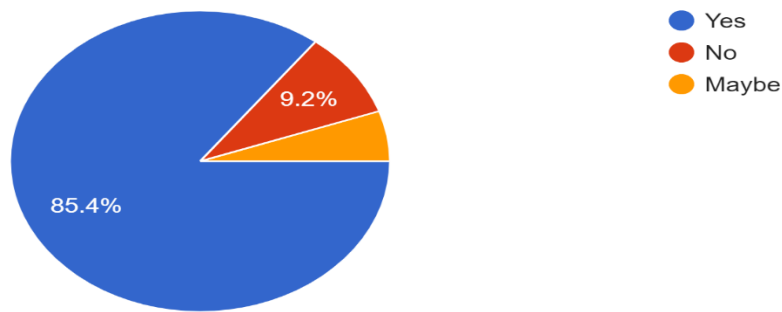**vi.   Table : Annalect values diversity and inclusion opinion by respondents**

S NO	Particulars	No. of Respondents	Percentage
1	Yes	158	85.40
2	No	17	9.20
3	May be	10	5.40
TOTAL		185	100.00

Source: Primary data.

Chart : Annalect values diversity and inclusion opinion by respondents

Do you feel that Annalect values diversity and inclusivity?
185 responses

Interpretation

From the above table it is interpreted that the number of respondents 85.4% Yes, 9.2% No and 5.4% Others.

Inference

Majority (85.4%) of the respondents are Yes.

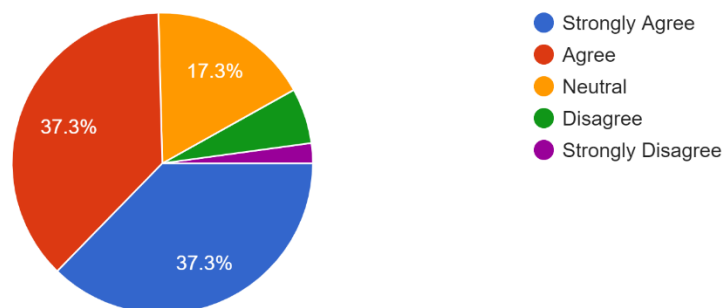vii.   **Table :** A diverse workforce leads to greater innovation and creativity

S NO	Particulars	No. of Respondents	Percentage
1	Strongly Agree	69	37.30
2	Agree	69	37.30
3	Neutral	32	17.30
4	Disagree	11	5.90
5	Strongly Disagree	4	2.20
TOTAL		185	100.00

Source: Primary data.

Chart : A diverse workforce leads to greater innovation and creativity

How strongly do you agree or disagree with the statement: "A diverse workforce leads to greater innovation and creativity."
185 responses

Interpretation:

From the above table it is interpreted that 37.3% respondents strongly agree, 37.3% respondents agree, 17.3% respondents are neutral, 5.9% respondents disagree and, 2.2% of the respondents strongly disagree that a diverse workforce leads to greater innovation and creativity.

Inference

Majority (37.3%) strongly agree that diverse workforce leads to greater innovation and creativity.
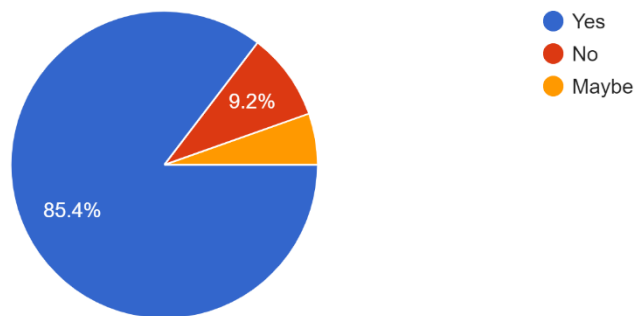
viii.   **Table : Annalect values diversity in the workplace.**

S NO	Particulars	No. of Respondents	Percentage
1	Strongly Agree	63	34.10
2	Agree	70	37.80
3	Neutral	31	16.80
4	Disagree	17	9.200
5	Strongly Disagree	4	2.200
TOTAL		185	100.00

Source: Primary data.   **Chart : Annalect values diversity in the workplace.**

Do you feel that Annalect values diversity and inclusivity?
185 responses

- Yes
- No
- Maybe

9.2%

85.4%

Interpretation:

From the above table it is interpreted that 34.1% respondents strongly agree, 37.8% respondents agree, 16.8% respondents are neutral, 9.2% respondents disagree and, 2.2% of the respondents strongly disagree that Annalect values diversity in the workplace.

Inference

Majority (37.8%) strongly agree that Annalect values diversity in the workplace.

ix.   **Table : Diversity can sometimes lead to misunderstandings or communication difficulties in the workplace.**

S NO	Particulars	No. of Respondents	Percentage
1	Strongly Agree	57	30.80
2	Agree	63	34.10
3	Neutral	42	22.70
4	Disagree	17	9.20
5	Strongly Disagree	6	3.20
TOTAL		185	100.00

Source: Primary data.

Chart 4.1.9: Diversity can sometimes lead to misunderstandings or communication   difficulties in the workplace.

How strongly do you agree or disagree with the statement: "Diversity can sometimes lead to misunderstandings or communication difficulties in the workplace."
185 responses

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly disagree

22.7% 9.2% 34.1% 30.8%
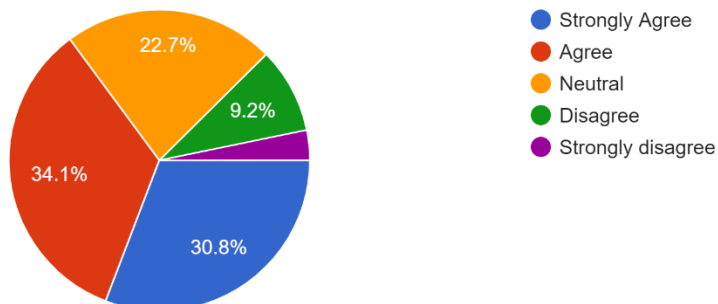
Interpretation:

From the above table it is interpreted that 30.8% respondents strongly agree, 34.1% respondents agree, 22.7% respondents are neutral, 9.2% respondents disagree and, 3.2% of the respondents strongly disagree that diversity can sometimes lead to misunderstandings or communication difficulties in the workplace.

Inference

Majority (34.1%) strongly agree that diversity can sometimes lead to misunderstandings or communication difficulties in the workplace.

x. **Table : Annalect has a culture of respect and acceptance for all employees, regardless of their background or personal characteristics.**

S NO	Particulars	No. of Respondents	Percentage
1	Strongly Agree	61	33.00
2	Agree	17	37.80
3	Neutral	31	16.80
4	Disagree	13	7.00
5	Strongly Disagree	10	5.40
TOTAL		185	100.00

Source: Primary data.

Chart : Annalect has a culture of respect and acceptance for all employees, regardless of their background or personal characteristics.

How strongly do you agree or disagree with the statement: "Annalect has a culture of respect and acceptance for all employees, regardless of their background or personal characteristics."
185 responses

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

16.8% 7% 37.8% 33%
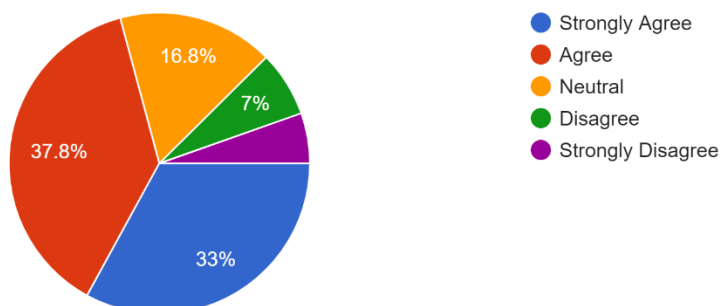
Interpretation:

From the above table it is interpreted that 33% respondents strongly agree, 37.8% respondents agree, 16.8% respondents are neutral, 7% respondents disagree and, 5.4% of the respondents strongly disagree that Annalect has a culture of respect and acceptance for all employees, regardless of their background or personal characteristics.

Inference

Majority (37.8%) strongly agree that Annalect has a culture of respect and acceptance for all employees, regardless of their background or personal characteristics.

STATISTICAL ANALYSIS

CHISQUARE:

Null Hypothesis (H0) : There is no significant difference in the perceptions and attitudes of Annalect employees towards workforce diversity, including its potential benefits and challenges.

Alternative Hypothesis (H1) : There is a significant difference in the perceptions and attitudes of Annalect employees towards workforce diversity, including its potential benefits and challenges

OUTPUT:

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	202.329[a]	15	<.001
Likelihood Ratio	63.871	15	<.001
N of Valid Cases	191		

Inference:

Since P value (<0.001) is less than 0.05. We accept the alternate hypothesis and reject the null Hypothesis. Hence there is significant difference in the perceptions and attitudes of Annalect

REGRESSION:

Null Hypothesis (H0) : There is no significant relationship between implementing diversity and inclusion practices and creating a more inclusive work environment in Annalect.

Alternative Hypothesis (H1) : Implementing diversity and inclusion practices is significantly related to creating a more inclusive work environment in Annalect.

OUTPUT:

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.582[a]	.339	.335	1.022
a. Predictors: (Constant), How likely are you to recommend Annalect as a diverse and inclusive workplace to others?				

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	97.534	1	97.534	93.394	<.001[b]
	Residual	190.069	182	1.044		
	Total	287.603	183			
a. Dependent Variable: On a scale of 1-5, How effective do you think that current policies and practices at Annalect are in promoting diversity and inclusion?						
b. Predictors: (Constant), How likely are you to recommend Annalect as a diverse and inclusive workplace to others?						

Coefficients[a]		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.994	.259		3.842	<.001
	How likely are you to recommend Annalect as a diverse and inclusive workplace to others?	.610	.063	.582	9.664	<.001
a. Dependent Variable: On a scale of 1-5, How effective do you think that current policies and practices at Annalect are in promoting diversity and inclusion?						

INFERENCE:

Since P value is less than 0.5 at the 5% level of significance, we reject the null hypothesis and accept the alternate Hypothesis. Hence Implementing diversity and inclusion practices is significant related to creating a more inclusive Work environment in Annalect.

FINDINGS

- Majority (47.6%) of the respondents are age between 20 to 30 years.
- Majority (56.2%) of the respondents are Male.
- Majority (35.7%) of the respondents Ethnicity is Telugu.
- Majority (45.9%) of the respondents are bachelor's degree.
- Majority (32.4%) of the respondents are Entry-level employees.
- Majority (85.4%) of the respondents are Yes.
- Majority (37.3%) strongly agree that diverse workforce leads to greater innovation and creativity.
- Majority (37.8%) strongly agree that Annalect values diversity in the workplace.

- Majority (34.1%) strongly agree that diversity can sometimes lead to misunderstandings or communication difficulties in the workplace.
- Majority (37.8%) strongly agree that Annalect has a culture of respect and acceptance for all employees, regardless of their background or personal characteristics.

CONCLUSION

The objective of this study was to create the awareness as well as the influence diversity management has on a healthy working environment whilst considering some practical companies view in order to ascertain the impact diversity have had on the Annalect.

Based on the information gathered and the responses given by Respondents it can be concluded that the majority of respondents at Annalect are between the ages of 20 to 30 years, male, and have a Telugu ethnicity. The majority of respondents have a bachelor's degree and are entry-level employees.

The majority of respondents believe that a diverse workforce leads to greater innovation and creativity, and that Annalect values diversity in the workplace. Additionally, the majority of respondents believe that Annalect has a culture of respect and acceptance for all employees, and that it attracts and recruits diverse candidates.

However, the majority of respondents also believe that diversity can sometimes lead to misunderstandings or communication difficulties in the workplace and are only likely or confident that current policies and practices at Annalect promote diversity and inclusion.

Overall, the study suggests that Annalect has made progress in promoting diversity and inclusivity in the workplace, but there is room for improvement in ensuring that diverse perspectives are effectively communicated and understood. Annalect should continue to prioritize diversity and inclusion efforts to create an even more welcoming and supportive workplace for all employees.

REFERENCES

Subhash C. Kundu, Jahanvi Bansal, Archana MOR (2018) Workforce Diversity in Indian Public Sector: A Study of Employees' Reactions. This Publication at: https// www. research gate.net/publicaction/328577579.

Namita Rajput, PreetiMarwah, RituBalli, Monika Gupta (2013) Managing Multigenerational workforce: Challenges for millennium managers. IJMT Volume3, Issue 2, ISSIN: 2249- 1058.

HimaniSheth (2018), Impact of Workforce Diversity on Employee Performance with Special Reference to IT, FMCG & Telecom Industry in Gujarat.

Priscilla Dike (2013) the Impact of Workplace Diversity on Organizations. Degree Thesis Degree Program in International Business 2013.

Anju K J, Sona George (2011), a Study on Job Satisfaction of Employees in BPCL – Kochi Refinery Limited, Ambalamugal. National Conference on Emerging Trends in Business, At Christ University Bangalore, Volume: 2011.

Jitendra Kumar Singh, Dr. Mini Jain (2013), A Study of Employees' Job satisfaction and its Impact on their Performance. Journal of Indian Research Vol.1, No.4, October – December, 2013,105 – 111.

Mrs. Shweta Rajput, Mr. MayankShinghal, Mr. Shivkant Tiwari (2016) Job Satisfaction and Employee Loyalty: A Study Of Academicians. Asian Journal of Management, Volume 7, Issue 2, ISSN: 0976-495X, ISSN ONLINE: 2321-5763.