TO IDENTIFY THE GENDER AND WORKPLACE DIVERSITY IN THE ORGANIZATIONS

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ABSTRACT

The workplace is an organization where in people of different backgrounds, religions, caste, creed voluntarily comes together to work for one common goal: to attain the zenith of whatever business they have devoted themselves into. This enthusiasm has deep roots in the individuals, very deep indeed. Each and every person becomes an integral part of that particular project, and with this confidence there takes place an involuntary transition. The "common goal" also becomes every ones' individual goal. And hence, everyone ends up devoting their heart and soul into the project. The creation of an interactive environment calls for participation of diversity among the humans. And when we talk about diversity and differences in humans, the most prominent distinction has ever been visible to our eyes, is that of the humans' gender. One looks at any person and the first thing that your brain will perceive is the gender of that human. Caste, creed, age, religion come afterward.

KEYWORDS: *Diversity Management, Diverse Environment, Gender and Workplace*

INTRODUCTION

The gender diverse environment also enables the administration to understand the various necessities and perspective of the target audience, and allows them to expand their roots further into the market without giving in much financial input (Boerner, Linkohr and Kiefer, 2011). These small changes in the administration all together simultaneously keep on increasing the brand value of the unit and help it gain higher reputation, making the unit

more established. Apart from the lucrative aspects of gender diversity, this practice also encourages teamwork and mutual esteem among the co-workers. Sharing of experiences, healthy discussions, facing difficulties together involuntarily give birth to an unsaid companionship between the workers, and they try to bring out the best from one another. Such change helps the people to evolve as better humans and makes them feel more happy and relieved about themselves.

Despite being such a beneficial and rewarding idea, it isn't every ones' cup of tea it to give rise to a diverse environment with complete stability. The concept behind it is very logical but the execution of this system requires lot more than just bringing in together a few men and women under one roof. The characteristics such as endurance, negotiation, respect for the co-workers, etc. have to be incorporated in the minds and souls of the employees very profoundly (Bogaert and Vloeberghs, 2005). It is because if not tackled with utmost care, the conflict of ideas and opinions can result in high instability of the system, which in severe cases could also result in the breakdown of the administration altogether. It would take an efficient leader/ manager to execute something as sensitive as diversity in workplace.

AIMS AND OBJECTIVES

The main aim of this research study is to identify the gender and workplace diversity in the organizations. Some of the research objectives are discussed below:

- ¤ To identify the concept of diversity management
- ¤ To analyse the factor that create gender and workplace diversity in the organizations.
- ¤ To recommend various strategies that improves the level of gender and workplace diversity.

RESEARCH QUESTIONS

In order to achieve the research objectives, researcher has to answer some research questions that are as follows:

1. What are the different factors that affect diversity management?
2. How diversity management is helpful in increasing the performance of the organizations?

RESEARCH METHODOLOGY

In order to conduct the research, in a particular direction, appropriate research methods are used by the researcher to collect relevant information and data. Following research methodology will be used for this study:

RESEARCH PHILOSOPHY

Researchers use research philosophy to obtain the guidance for conducting the study through a specific route. It includes shared values, perceptions, views and assumptions, which are crucial to get direction regarding research completion. Generally, positivism, realism and interpretive philosophies can be used by the researchers to complete their researches. For this research, interpretive research philosophy will be employed by the researcher over other philosophies because it would help to collect the views and opinions of people of the firm regarding the impact of training programs on their performance i.e. a social phenomenon (Holden & Lynch, 2004).

RESEARCH APPROACH

It is also a significant part of methodology, under which various theories are used by the researcher to provide reasoning behind the selection of particular research techniques. For this study, inductive research approach will be preferred by the researcher over deductive approach because it will be helpful to collect data from specific observations of people and empirical evidences

in the research and analyze this data to frame theory in order to solve the problem (Flick, 2011). It also provides flexibility to change the data as per the situation to conclude meaningful outcomes.

RESEARCH DESIGN

In the research, two types of research designs namely qualitative and quantitative are used to collect the data and information related to the issue. For this research, researcher would use a mix research design including both qualitative and quantitative research designs. Researcher will develop in-depth understanding about the topic through qualitative research (Flick, 2009). Quantitative research design will be used to conclude the research results from the analysis of collected data from participants in the study through use of SPSS software and statistical techniques (Daymon & Holloway, 2010). The research area would be descriptive that will be helpful to answer some specific questions in the research study.

DATA COLLECTION SOURCES

In order to gather related data and information, both primary and secondary data collection sources will be employed by the researcher that will help to achieve research aim and objectives successfully. Primary data sources provide fresh data, which are obtained during the study first time. But at the same time, secondary data sources are based o previous researches, which have been conducted by researchers and scholars in past time. The use of mix data collection method will be relevant for this study. As secondary source, researcher will use previous research studies including online database, reference books, websites, annual report of the company, journals, articles, etc. (Northcott & Doolin, 2008). Through these sources, researcher will collect a large data and information related to benefits of training

sessions for employee development in the organization in order to resolve the problem. With the help of secondary data collection method, researcher will gather a huge data in less period of time at low cost.

For collecting primary data, researcher will conduct a survey through questionnaire over employees of Primark to collect their views and opinions regarding the research issue. Use of primary data collection method will enhance the validity and reliability of the research outcomes by collecting authentic and applicable data (Taylor, 2005).

SAMPLING APPROACH

The use of appropriate sampling method is crucial to select representative population, who is capable to present the general opinion of the whole population in a research study. For this research, non-probability sampling strategy along with convenience method will be used to choose appropriate sample size form large population (Lohr, 2009). In this sampling approach, researcher will select 50 employees of Primark on random basis from different departments without consideration of their age and gender according to his convenience to select participants. With the help of this sampling approach, researcher will be able to reduce the biasness in selection of respondents.

DATA ANALYSIS TECHNIQUE

In order to compile and assess the collected data and conclude a specific research outcome, the researcher will use SPSS model by using charts and tables in the comprehensive way (Su, Yang & Wang, 2006).

LIMITATIONS OF PROPOSED STUDY

During the research study, researcher will also face some limitations regarding the time and budget available that can restrict this study to include only some primary and secondary data sources like one organization,

50 employees, a few books and articles, etc. In addition, there is no control on the primary data collection obtained from the respondents because they can be manipulated or misrepresented by them due to professional reasons that can have a negative impact on the validity and consistency of gathered data for this study (Scruggs & Mastropieri, 2006). Apart from this, researcher can face limitation of accessing needed information from some secondary sources, which were protected through password or login id.

DIRECTIONS FOR FURTHER RESEARCH STUDIES

Further researches can be conducted through comparative study by comparing two or more organizations from similar or different industries to evaluate the significance of training in employee development. Additionally, future research can be based on large sample size that can be useful to present more relevant and reliable research outcomes regarding the research issue by including the views of various participants in the study (Kasi, 2009).

CONCLUSION

The degree of impact of this simple and innovative idea is such that the MNCs are now greatly focusing on creating a gender balance, not under the influence of this new trend, but rather because, it has been proven many a times that through the analytical approach of women and their management skills, that stability can be brought in the administration and business can start making more sense if the methods suggested by females were carefully executed in the times of instability. In this research study, researcher has also used some different research methodology, which is useful in collecting the data from different areas.

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