

A STUDY ON WORKFORCE DIVERSITY AND ITS INFLUENCE EMPLOYEES IN ANNALECT

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

ANITHA M

Register No.41410020



DEPARTMENT OF BUSINESS

ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

MAY 2023



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **ANITHA M 41410020** who carried out the project entitled "**A study on workforce diversity and its influence employees in Annalect**" under my supervision from January 2023 to March 2023.

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DECLARATION

I **ANITHA M (41410020)** hereby declare that the Project Report entitled “**A study on workforce diversity and its influence employees in Annalect**” done by me under the guidance of **DR.J.RANI** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE: 05/05/2023

A handwritten signature in black ink that reads "Anitha M". The signature is written in a cursive, flowing style.

PLACE: Chennai

ANITHA M

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

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To Whomsoever It May Concern

This is to certify that Anitha M interned with our **Enablement - People Operations** department at our **Chennai** office from **16-January-2023** to **17-April-2023**.

During her above tenure, she proved to be a willing learner and completed all projects and tasks. She specifically worked on '**A Study on workforce diversity influences on employee's performance in Annalect**'.

For Omnicom Media Group India Private Limited

A handwritten signature in black ink, appearing to read 'Divya Patney'.

Divya Patney

Chief People and Culture Officer

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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.

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CHAPTER 1 – INTRODUCTION

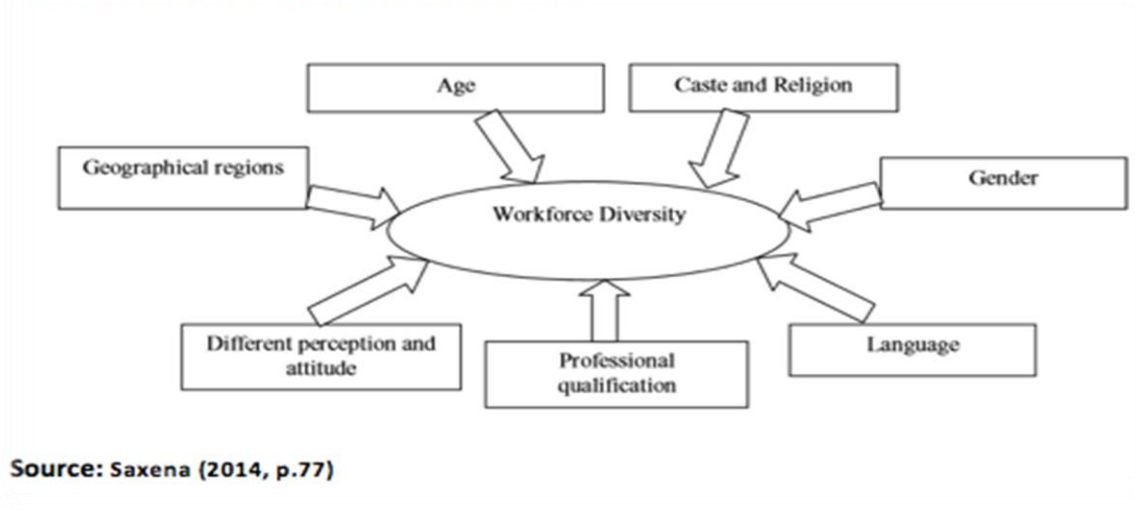
1.1 INTRODUCTION:

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 mode

Figure 1: The Key Variables of Workforce Diversity



Due to the increased rate of globalization, privatization, and liberalization we can view the change at our workplace also, gone were the days where the people of same age, same professional qualification, same experience and same religion come together to work in an organization. Now day's females are also working in the equal ratio with males. Therefore, the researcher is focusing over these critical aspects of diversified workforce that affects the working of employees. Next aspect that affects the work climate is language. People may speak different languages at workplace because of different geographical region to which they belong. Due to which the people may find some problem. Employees coming from various geographical regions with their different mindset create contradiction among employees. Gender discrimination is also a major problem at Indian workplace.

CULTURAL DIVERSITY:

Cultural diversity is also known as Multiculturalism. It is a group of diverse individuals from different cultures or societies. Usually, cultural diversity takes into account language, religion, race, sexual orientation, gender, age and ethnicity. To manage effectively in a global or a domestic multicultural environment, we need to recognize

the differences and learn to use them to our advantage, rather than either attempting to ignore differences or simply allowing differences to cause problems (Adler, 1997).

Encouraging cultural and diversity in workplace, will provide expand the business opportunity in another boundary. Employees from different backgrounds, so share their belief systems and business practices with the company can improve its ability to solve the problems.

AGE DIVERSITY:

Age diversity is the ability to accept all different types of ages within a business environment. Companies have to adjust to an aging population in various ways. Today's diverse workforce reflects generational differences and differing perspectives about the relationship between age and ability or professional worth. While complaints about age discrimination are not as prevalent as complaints about gender and racial discrimination, managers must still promote awareness and understanding of age differences in the workforce. Firms are not effectively utilizing the talents of old workers due to false assumptions and stereotypes that they are expensive, more prone to health problems, can't adapt to workplace changes and new technology, perform poorly, in comparison to their younger employees and are a poor return on training investment (McGregor and Gray, 2002; Taylor, 2003)

Age Diversity Trends and Examples

1. Salary differences: Since older workers are usually higher-paid due to the time in the job market, there needed to be a salary adjustment overall. The younger employees needed to have their salary adjusted to match their job responsibilities. Some of the older managers had top-heavy salaries for their position. Certain older employees were offered early retirement, while others took a pay cut to ensure the success of the company.

2. Team building sessions need to be run every month to help develop intergenerational communication. For example, younger employees rely heavily on texting and their iPads for work communication, while older employees still uses traditional emails. Technology training sessions were provided to bring the older employees up to date. Some of the younger managers acted as mentors to help with setting up iPads for the sales force.

GENDER DIVERSITY:

Gender diversity in the workplace is the equal treatment and acceptance of both males and females in an organization. Diversity adds value to a company's bottom line due to the different viewpoints and backgrounds of diverse individuals. Gender diversity is when a company is represented by a more equal proportion of men and women. More companies are realizing the value of having a diverse workforce. Wood (1987) showed that mixed gender group performed better than the same gender group. Richard et al (2004) has observed an inverted U-shaped

relationship between management group gender heterogeneity and productivity, with moderately heterogeneous management groups exhibiting better performance than gender homogeneous management groups. Gender diversity showed a positive impact in the services industry and a negative impact on the manufacturing industry. Thus, services industries might benefit more from gender diversity than firms in the manufacturing industries. Therefore, high gender diversity will have a greater positive effect on performance in the services industry than in the manufacturing industry. Organizations have a preference to contract male workforce compared to female since they should have better performance and abilities to manage their jobs. Overall, the sections of organizations with more gender-based diversity at managerial and non-managerial levels were more cooperative and collaborative.

ETHNIC DIVERSITY

An “ethnic group” has been defined as a group that regards itself or is regarded by others as a distinct community by virtue of certain characteristics that will help to distinguish the group from the surrounding community. Ethnicity is considered to be shared characteristics such as culture, language, religion, and traditions, which contribute to a person or group’s identity. Ethnicity has been described as residing in:

- The belief by members of a social group that they are culturally distinctive and different to outsiders.
- Their willingness to find symbolic markers of that difference (food habits, religion, forms of dress, language) and to emphasize their significance; and
- Their willingness to organize relationships with outsiders so that a kind of „group boundary“ is preserved and reproduced

This shows that ethnicity is not necessarily genetic. It also shows how someone might describe themselves by an ethnicity different to their birth identity if they reside for a considerable time in a different area and they decide to adopt the culture, symbols, and relationships of their new community. Interculturalism promotes interaction, collaboration, and exchange between people of different cultures, ethnicities or religions to develop understanding, respect and equality –of-outcome for all. Ethnicity is associated with culture.

1.2 INDUSTRY PROFILE:

The marketing and advertising agency industry is a dynamic and constantly evolving sector that provides businesses with a wide range of services to help them promote and grow their brands. Marketing and advertising agencies offer a variety of services, including market research, strategic planning, creative development, media planning and buying, public relations, and digital marketing.

The industry is highly competitive and fragmented, with many small and large agencies operating in local, regional, and international markets. The industry has been shaped by advances in technology, changing consumer behaviour, and the rise of digital media. As a result, marketing and advertising agencies have had to adapt and innovate in order to stay relevant and competitive.

The industry is also characterized by a high level of collaboration and partnership between agencies and their clients. Agencies work closely with their clients to understand their business objectives, target audience, and marketing goals. They then develop customized marketing strategies and campaigns that are designed to meet the client's specific needs.

The marketing and advertising agency industry is a vital part of the overall marketing ecosystem, and its impact on the economy is significant. The industry employs a large number of people across a wide range of roles, including creative professionals, account managers, media planners, and analysts. It also generates significant revenue, with global spending on advertising and marketing services projected to reach over \$1 trillion by 2025.

Despite the industry's importance and growth potential, it faces several challenges, including increasing competition, evolving consumer preferences, and the ongoing impact of the COVID-19 pandemic. These challenges have led many agencies to focus on innovation, efficiency, and the development of new business models in order to stay competitive and meet the changing needs of their clients.

Overall, the marketing and advertising agency industry is a dynamic and exciting sector that plays a critical role in helping businesses promote and grow their brands. As the industry continues to evolve, it will be important for agencies to stay agile, innovative, and responsive to the changing needs of their clients and the broader marketing landscape.

1.3 COMPANY PROFILE:

Annalect is a global data and analytics consultancy that provides data-driven marketing solutions to brands and agencies. Annalect India is a subsidiary of Annalect Group, operating in the Indian market. The company was founded in 2010 and has since grown to become a leading provider of data-driven marketing services in India.

Annalect India offers a range of services including analytics, media buying, programmatic advertising, research, and marketing strategy consulting. The company uses advanced data analytics tools and techniques to help clients make informed marketing decisions and optimize their marketing campaigns.

Annalect India has a team of experienced professionals who are experts in data analytics, media planning, and marketing strategy. The company has worked with several leading brands in India across various industries, including consumer goods, automotive, finance, and healthcare.

Annalect India's success is driven by its focus on delivering measurable results to clients through data-driven insights and strategies. The company's expertise in data analytics and marketing strategy has helped clients achieve significant improvements in their marketing ROI.

In summary, Annalect India is a leading data-driven marketing consultancy that provides a range of services including analytics, media buying, programmatic advertising, research, and marketing strategy consulting. The company's focus on

delivering measurable results to clients through data-driven insights and strategies has helped it become a trusted partner for several leading brands in India.

Annalect India has established partnerships and affiliations with several leading technology providers in the marketing industry. For example, the company is a certified partner of Google and Adobe, which allows it to leverage their technology platforms to provide more comprehensive marketing solutions to clients. Annalect India invests heavily in the training and development of its employees to ensure they stay up to date with the latest trends and technologies in the marketing industry. The company offers regular training programs, workshops, and knowledge-sharing sessions to help employees enhance their skills and knowledge.

1.4 STATEMENT OF THE PROBLEM:

The purpose of this research study is to explore the impact of workforce diversity on employees in Annalect, a global marketing and advertising agency. Despite the increasing importance of workforce diversity in today's business environment, there is a lack of empirical research on the impact of workforce diversity on employees in Annalect, a global marketing and advertising agency. Specifically, there is a need to understand how workforce diversity affects employee job satisfaction, engagement, and performance in Annalect, as well as the challenges and benefits of managing a diverse workforce in this context. Furthermore, there is a need to identify best practices and strategies for effectively managing and leveraging Annalect's diverse workforce to promote a culture of inclusion and equity. Therefore, the aim of this research study is to address these gaps in the literature by exploring the impact of workforce diversity on employees in Annalect, and providing actionable recommendations for promoting a more inclusive and equitable workplace culture.

1.5 OBJECTIVE OF THE STUDY:

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

1.5.1: PRIMARY OBJECTIVE:

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

1.5.2: 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.

1.6 NEED FOR STUDY:

- The study is necessary for Annalect to understand the diversity of its workforce and its employees' perceptions and attitudes towards diversity.
- The study will help Annalect to identify gaps in its diversity initiatives and understand the challenges faced by its employees related to diversity.
- It will also provide recommendations for enhancing diversity and inclusion practices in the organization, which will improve employee satisfaction, productivity, and overall organizational performance.

1.8 SCOPE OF THE STUDY:

- The study will focus on Annalect, a global marketing and advertising agency, and its diverse workforce.
- The study will examine the current level of workforce diversity in Annalect and how it has evolved over time.
- The study will investigate the impact of workforce diversity on employee job satisfaction, engagement, and performance in Annalect.
- The study will explore the challenges and benefits of managing a diverse workforce in Annalect, and how they impact employee outcomes.
- The study will identify best practices and strategies for effectively managing and leveraging Annalect's diverse workforce to promote a culture of inclusion and equity.

CHAPTER 2 – REVIEW OF LITERATURE

2.1 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 DiTomaso 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.
11. **Sreelatha R. Rao, Dr. M. M. Bagali** This paper examines the acceptance of gender diversity among employees and how the impact of diversity management programs and practices has taken by different IT companies, and investigates influence of obstacles present in IT industry. The population for the study consists of employees from Information Technology firms situated at Bangalore. With the help of focus group interview and discussions with HR managers of reputed companies, questionnaire was developed by the researcher. The study was conducted by the responses of 100 employees.
12. **Namita Rajput, PreetiMarwah, RituBalli, and Monika Gupta** the objective of this exploratory study is to examine the comparison of work values for gaining of knowledge for management of the multi-Generation workforce for increasing intergenerational perceptive, morale and improve efficiency. The word multi generation workforce includes individuals born around the same time who share distinctive social or historical life events during critical developmental periods (e.g., Schaie, 1965).

- 13. (Jeffery Sanchez-Burks and Michal E. Mor Barak, 2005)** the researcher has discussed one's perceptions, values, and behavior in such situations reflect deep-seated beliefs about the nature of interpersonal work relationships. He further emphasized that to understand and manage these differences requires understanding the nature of workforce diversity and how it influences relational and communication styles.
- 14. (Ashok Chanda, Dec 2006).** In this article the author says that workforce diversity is a hot and burning issue in every organization of current scenario. Every human resource manager must take care in managing this diversity and finally he concluded that there is a lack of awareness towards diversity management approach, the manager doesn't have sufficient knowledge and competency to manage diversified workforce.
- 15. (Sharbari Saha, Dewpha Mukherjee Patra, 2008)** in this the authors have focused over the requirements due to globalized market and benefits of workforce diversity further they said that if the organization is not employing the diversified workforce, then that organization is not competitive enough and the sales managers can make their diversified workforce effective and competent by providing them training.
- 16. (Asmita Jha, 2009)** in this article the author said that the most important asset of any organization is diversified workforce because the diversified workforce is good at problem solving as they provide different and creative ideas and gives competitive advantage to the organization. Further the author focused over making the workforce happier by proper understanding of the expectations and needs of everyone.
- 17. (Kulin Patel and Anuradha Sriram, Oct 2010)** in this article the author explores the role of managing diversified workforce in the case of mergers and acquisitions. The author said that the merger and acquisitions among the organization is just like a marriage which means that the compatibility among the employees of both

the organizations having different cultures is most important for this the culture assessment of both the organizations is necessary.

18. (K Mallikarjunan, 2007) in this the author is saying that each individual is different, everybody is having their own perception, attitude and thoughts and to manage such type of different individuals require a specific skill because of the complexities involved in this process.

19. (Arpita Saha, 2007) in this article the author says that due to the increased globalization the world is shrinking day by day. Hence the organizations have to recruit cross cultural employees, but it is very difficult for the employees to adapt and adjust with a new environment and culture. At this point of time a manager can play a very important role like a leader by providing the employees with training, interactive sessions so that they come to know about the rituals, dressings, mannerisms, food habits of different people.

20. In this paper the authors says that diversity management is an important issue in current scenario due to increasing globalization. In order to make these diversified employees as competitive resources the organizations have to manage them effectively. Further the authors have concluded by saying that if the organizations will focus over managing the diversified employees, then the employees will become more committed. **(Marie-Élène Roberge , Rolf van Dick, 2010)**

21. (Patricia A. Kreitz, 29 January 2008). In this paper the author says that in today's scenario the organizations are facing diversity challenges from many areas like demographic changes in the workforce and customer populations, combined with globalized markets and international competition. The researcher focuses over the ways to manage diversity strategically. Further the researcher added that successful diversity management requires HR managers to possess skills in leadership, organizational development, change management, psychology, communication, measurement, and assessment.

22. (Maria Riaz Hamdani, M. Ronald Buckley, 2010). In this paper the researchers are saying that the diversified workforce should not be merely treated as a means for generating economic benefits for an organization but we should also pay attention towards the factors that promote diversity at workplace. Further the researchers have focused that we can promote diversity by understanding the complex dynamics of workplace diversity. And to understand the complex dynamics of workplace diversity institutional factors like regulatory structures, governmental agencies, lawmakers, courts, professional organizations, interest groups, and the general public must be considered.

23. (Daniel Vloeberghs”, 2005). The researcher says that managing diversified workforce is a biggest challenge in front of the human resource management department of the organizations. Further the author says that diversity can affect an organization’s functioning through four ways first is diversity can have affective consequences, like lower organizational commitment or lower satisfaction, because people prefer interactions with similar others. Second, cognitive outcomes refer to an increase in creativity and innovation because through diversity people get an opportunity to interact with various people. Third, a diverse organizational workforce is a symbol of equality. And last, diversity also has clear implications on the communication processes within a group or organization, i.e. communication effects which means that workforce diversity has both positive as well as negative results.

24. (Janice R.W. Joplin and Catherine S. Daus, 1997). In this paper the author emphasizes that various companies are focusing over capitalizing the skills of a diverse workforce but they have to face many challenges like diverse opinion, lack of empathy, differences in perception, lack of participation. Further the author has concluded that these challenges can be faced by effective leadership style instead of implementing traditional methods.

25. (Taylor H. Cox, 1991). In this paper, the writer has suggested that organizations should value diversity to enhance organizational effectiveness. Diversified workforce provides various advantages like creativity, problem solving, and flexible adaptation to change that may leads to competitive advantage But the management of such diversified workforce is an important issue and can be done by adopting key components like leadership, training, research, analysis and change of culture and human resource management systems and follow-up activities like additional training, discussions about diversity issues with the group members.

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28. (Daniel Vloeberghs", 2005). The researcher says that managing diversified workforce is a biggest challenge in front of the human resource management department of the organizations. Further the author says that diversity can affect

an organization's functioning through four ways first is diversity can have affective consequences, like lower organizational commitment or lower satisfaction, because people prefer interactions with similar others. Second, cognitive outcomes refer to an increase in creativity and innovation because through diversity people get an opportunity to interact with various people. Third, a diverse organizational workforce is a symbol of equality. And last, diversity also has clear implications on the communication processes within a group or organization, i.e., communication effects which means that workforce diversity has both positive as well as negative results.

29. (Janice R.W. Joplin and Catherine S. Daus, 1997). In this paper the author emphasizes that various companies are focusing over capitalizing the skills of a diverse workforce, but they have to face many challenges like diverse opinion, lack of empathy, differences in perception, lack of participation. Further the author has concluded that these challenges can be faced by effective leadership style instead of implementing traditional methods.

30. (Taylor H. Cox, 1991). In this paper, the writer has suggested that organizations should value diversity to enhance organizational effectiveness. Diversified workforce provides various advantages like creativity, problem solving, and flexible adaptation to change that may leads to competitive advantage but the management of such diversified workforce is an important issue and can be done by adopting key components like leadership, training, research, analysis and change of culture and human resource management systems and follow-up activities like additional training, discussions about diversity issues with the group members.

31. (Arpita Saha, 2007) in this article the author says that due to the increased globalization the world is shrinking day by day. Hence the organizations have to recruit cross cultural employees, but it is very difficult for the employees to adapt and adjust with a new environment and culture. At this point of time a manager can play a very important role like a leader by providing the employees with

training, interactive sessions so that they come to know about the rituals, dressings, mannerisms, food habits of different people.

32. (Joyendu Bhadurya. E. Joy Mightyb, Hario Damarb, 1 June 1999). In this paper the researcher says that there are various political, social and economic factors that are responsible for increasing the diversity of workforce, so the writer has depicted certain ways for increasing the effectiveness like to make people of different backgrounds work on common projects so as to facilitate understanding and communication between them. The researcher has also depicted one model which assumes that the population is classified into 'families' where individuals within a family are 'similar' with respect to the diversity criterion being used but are very different from individuals in other families. This enables the researchers to formulate their problem as a network flow problem.

33. (Jakob Lauring, 2009). In this paper the author says that in today's scenario workforce diversity is a necessity for the development, both in terms of economic growth and satisfactory intellectual, emotional, and moral existence. Further he explained that in business firms the workforce diversity among employees not merely means differences in languages, perception, and attitude but also the managed differences of skills and knowledge, because knowledge sharing is an important aspect to improve productivity among the organization which is guided by social interaction.

34. (Emiko Magoshi a, Eunmi Chang, 2008). In this paper the authors says that diversity management is an important issue in current scenario due to increasing globalization. In order to make these diversified employees as competitive resources the organizations have to manage them effectively. Further the authors have concluded by saying that if the organizations will focus over managing the diversified employees, then the employees will become more committed.

35. (Saumya Goyal, Aug 2009) In this article the author has depicted four models to understand the dimension of diversity they are diversity wheel in this model the author has classified the model into two dimensions first is primary which includes age, gender, mental/ physical abilities, race, ethnic heritage, sexual orientation and the secondary dimension includes geographic location, work experience, income, religion, first language, organizational role and level, communication style, family status, work style, education, military experience. Next model is four layers of diversity in this the author adds on two more layers with the diversity wheel they are personality at the core and external dimension includes work field, division, seniority, work location, union affiliation, management status, organizational dimensions. Third model is diversity iceberg in this the author adds one more dimension in diversity wheel which is tertiary dimensions like beliefs, assumptions, perceptions, attitude, values, group norms. And the last model is kaleidoscope perspective of the individual in this the author has described various attributes like age, region, gender, qualification, caste, family status.

CHAPTER 3 – RESEARCH METHODOLOGY

3.1. 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

3.2. 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.

3.3. SOURCE OF DATA:

Data collection is the term used to describe a process of preparing and collecting data.

- Primary Data – Questionnaire given to 185 respondents
- Secondary Data - Websites and online journals, Published reports & Review of literature from published articles.

3.4. 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

3.5 SAMPLING TECHNIQUE

Convenience sampling is adopted to collect data from the respondent. A Convenience sampling method is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.6. SAMPLE SIZE:

Sample size: 185

Period of the study: 3 months

Targeted people of the study- Employees of Annalect.

3.7. TOOLS FOR ANALYSIS:

3.7.1. 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.

3.7.2. HYPOTHESIS ANALYTICAL TOOLS USED:

CHI-SQUARE:

Chi-square is a statistical test that is used to analyze categorical data. It measures how closely the observed data match the expected data. It is commonly used in hypothesis

testing to determine if there is a significant difference between the observed data and the expected data.

REGRESSION:

Regression is a statistical analysis technique used to explore and model the relationship between a dependent variable and one or more independent variables. The goal of regression analysis is to understand how changes in the independent variables are associated with changes in the dependent variable.

CHAPTER 4 – DATA ANALYSIS AND INTERPRETATION

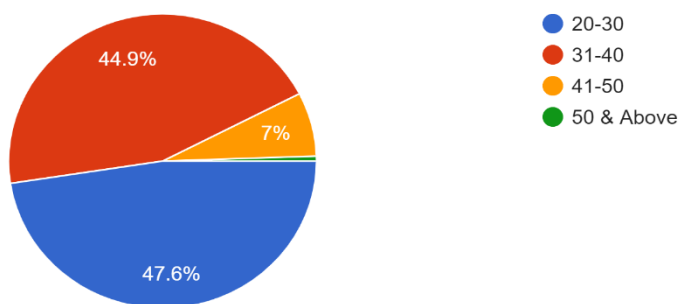
4.1. PERCENTAGE ANALYSIS

Table 4.1.1: 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 4.1.1: Chart represents Age of the respondents

Age
185 responses



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.

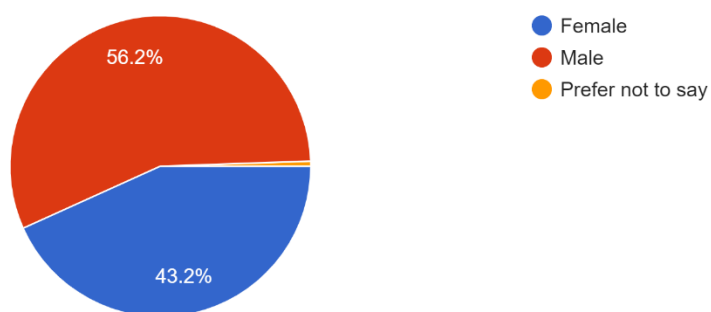
Table 4.1.2: Gender of the respondent

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 4.1.2: 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.

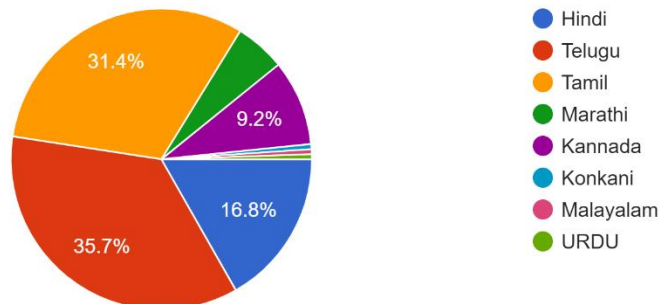
Table 4.1.3: Ethnicity of the respondents

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 4.1.3: Ethnicity of the respondents

What is your ethnicity?
185 responses



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.

Table 4.1.4: Educational Background of the Respondents

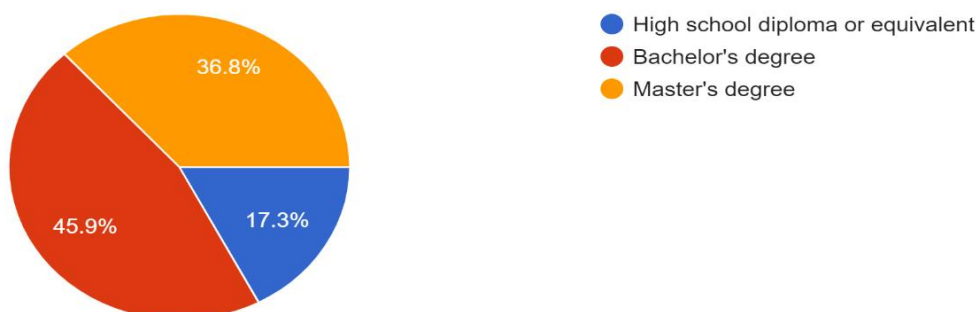
S NO	Particulars	No. of Respondents	Percentage
1	Master's Degree	63	36.80
2	Bachelor's Degree	85	45.90
3	Higher or Dimploma	32	17.30
TOTAL		185	100.00

Source: Primary data.

Chart 4.1.4: Educational Background of the respondents

Educational Background

185 responses



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.

Table 4.1.5: Job Title of the Respondents

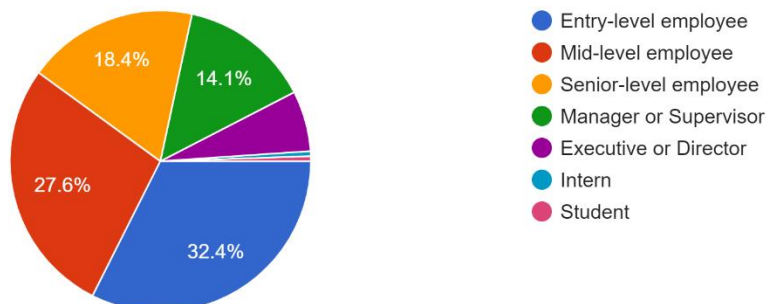
S NO	Particulars	No. of Respondents	Percentage
1	Entry level employee	60	32.40
2	Mid level employee	51	27.60
3	Senior level employee	34	18.40
4	Manager	26	14.10
5	Executive	12	6.50
6	Intern	2	1.00
TOTAL		185	100.00

Source: Primary data.

Chart 4.1.5: Job Title of the respondents

What is your job title?

185 responses



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.

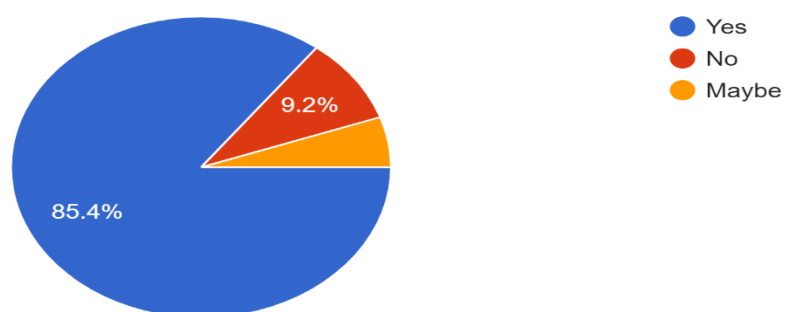
Table 4.1.6: Annalect values diversity and inclusion opinion by respondents

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 4.1.6: 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.

Table 4.1.7: A diverse workforce leads to greater innovation and creativity

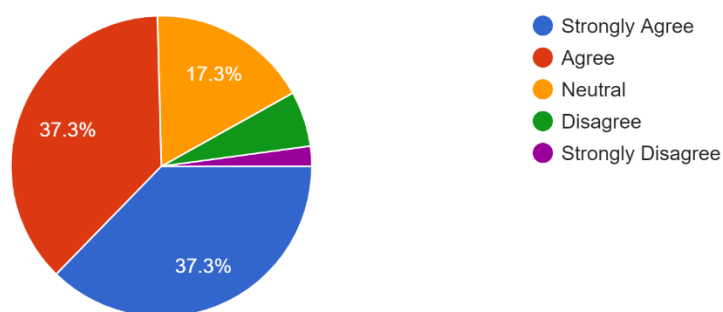
S NO	Particulars	No. of Respondents	Percentage
1	Strongly Agree	69	37.30
2	Agree	69	37.30
3	Neutral	32	17.30
4	Disagree	11	5.90
5	Strongly Disagree	4	2.20
TOTAL		185	100.00

Source: Primary data.

Chart 4.1.7: 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.

Table 4.1.8: Annalect values diversity in the workplace.

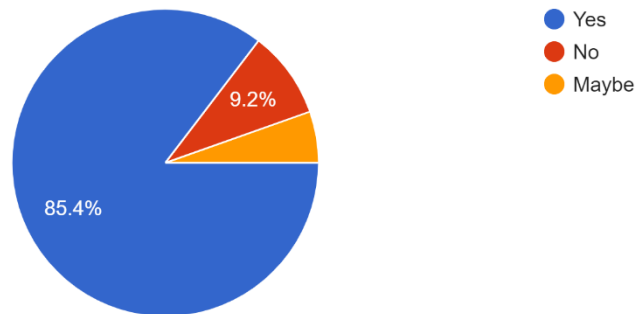
S NO	Particulars	No. of Respondents	Percentage
1	Strongly Agree	63	34.10
2	Agree	70	37.80
3	Neutral	31	16.80
4	Disagree	17	9.200
5	Strongly Disagree	4	2.200
TOTAL		185	100.00

Source: Primary data.

Chart 4.1.8: Annalect values diversity in the workplace.

Do you feel that Annalect values diversity and inclusivity?

185 responses



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.

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

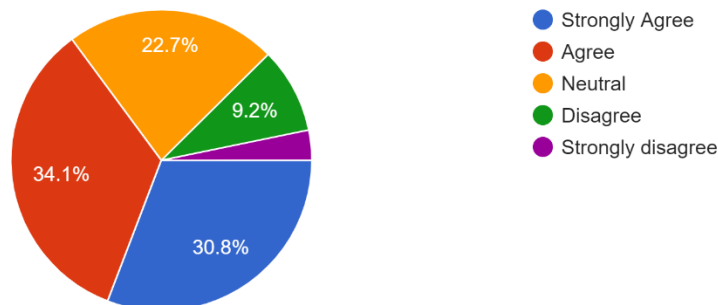
S NO	Particulars	No. of Respondents	Percentage
1	Strongly Agree	57	30.80
2	Agree	63	34.10
3	Neutral	42	22.70
4	Disagree	17	9.20
5	Strongly Disagree	6	3.20
TOTAL		185	100.00

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



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 misunderstanding or communication difficulties in the workplace.

Table 4.1.10: Annalect has a culture of respect and acceptance for all employees, regardless of their background or personal characteristics.

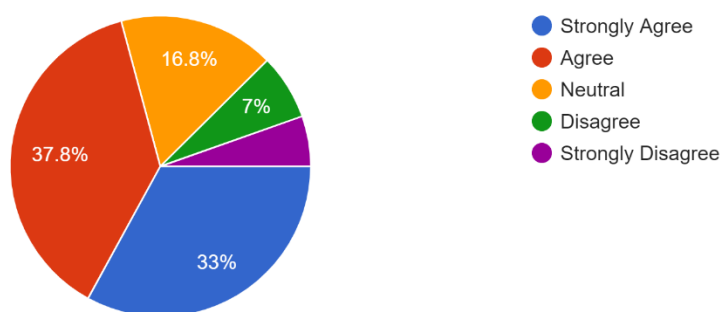
S NO	Particulars	No. of Respondents	Percentage
1	Strongly Agree	61	33.00
2	Agree	17	37.80
3	Neutral	31	16.80
4	Disagree	13	7.00
5	Strongly Disagree	10	5.40
TOTAL		185	100.00

Source: Primary data.

Chart 4.1.10: 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



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.

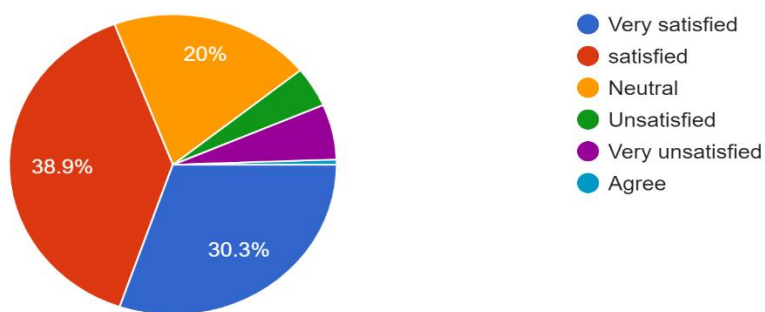
Table 4.1.11: level of diversity and inclusivity at Annalect

S NO	Particulars	No. of Respondents	Percentage
1	Very Satisfied	56	30.30
2	Satisfied	72	38.90
3	Neutral	37	20.00
4	Unsatisfied	8	4.30
5	Very unsatisfied	11	5.90
TOTAL		185	100.00

Source: Primary data Chart 4.1.11: level of diversity and inclusivity at Annalect

How satisfied are you with the level of diversity and inclusivity at Annalect?

185 responses



Interpretation:

From the above table it is interpreted that 30.3% respondents Very satisfied, 38.9% respondents satisfied, 20% respondents are neutral, 4.3% respondents unsatisfied and, 5.9% of the respondents very unsatisfied level of diversity and inclusivity at Annalect

Inference: Majority (38.9%) strongly agree that level of diversity and inclusivity at Annalect.

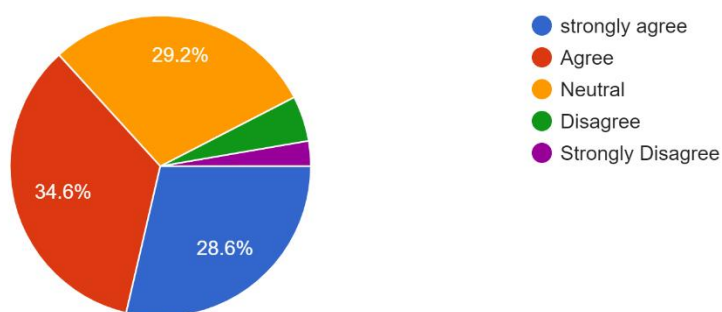
Table 4.1.12: Annalect attracts and recruits diverse candidates

S NO	Particulars	No. of Respondents	Percentage
1	Strongly Agree	53	28.60
2	Agree	64	34.60
3	Neutral	54	29.20
4	Disagree	9	4.90
5	Strongly Disagree	5	2.70
TOTAL		185	100.00

Source: Primary data. Chart 4.1.12: Annalect attracts and recruits diverse candidates

To what extent do you agree that Annalect attracts and recruits diverse candidates?

185 responses



Interpretation: From the above table it is interpreted that 28.6% respondents strongly agree, 34.6% respondents agree, 29.2% respondents are neutral, 4.9%

respondents disagree and, 2.7% of the respondents strongly disagree that Annalect attracts and recruits diverse candidates

Inference

Majority (34.6%) strongly agree that Annalect attracts and recruits diverse candidates

Table 4.1.13: Current policies and practices at Annalect are in promoting diversity and inclusion.

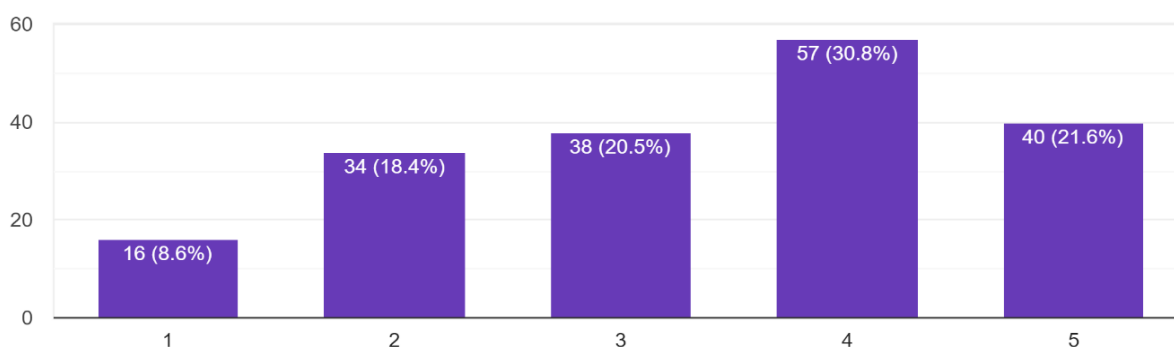
S NO	Particulars	No. of Respondents	Percentage
1	Very Effective	40	21.60
2	Effective	57	30.80
3	Neutral	38	20.50
4	Ineffective	34	18.40
5	Ver Ineffective	16	8.60
TOTAL		185	100.00

Source of data

Chart 4.1.13: Current policies and practices at Annalect

On a scale of 1-5, How effective do you think that current policies and practices at Annalect are in promoting diversity and inclusion?

185 responses



Interpretation:

From the above table it is interpreted that 30.8% respondents Likely, 21.6% respondents Very likely, 20.5% respondents are neutral, 18.4% respondents unlikely and, 8.6% of the respondents very unlikely that Current policies and practices at Annalect are in promoting diversity and inclusion.

Inference

Majority (30.8%) likely that Current policies and practices at Annalect are in promoting diversity and inclusion.

Table 4.1.14: Annalect treats all employees fairly and with respect.

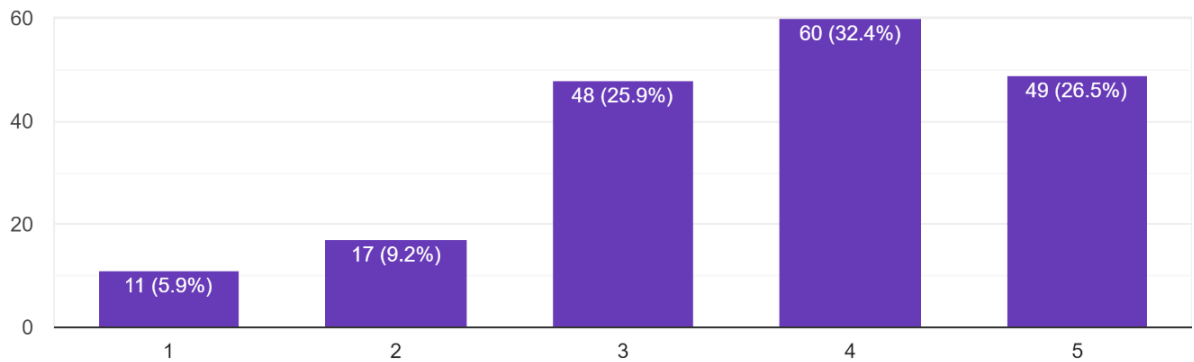
S NO	Particulars	No. of Respondents	Percentage
1	Strongly confident	49	21.60
2	Confident	57	30.80
3	Neutral	38	20.50
4	Not confident	34	18.40
5	Not strongly confident	16	8.60
TOTAL		185	100.00

Source: Primary data.

Chart 4.1.14: Annalect treats all employees fairly and with respect

On a scale of 1-5, How confident are you that Annalect treats all employees fairly and with respect?

185 responses



Interpretation:

From the above table it is interpreted that 32.4% respondents are fairly confident, 26.5% respondents completely confident, 25.9% respondents are somewhat confident, 9.2% respondents not confident and, 5.9% of the respondents unconfident that Annalect treats all employees fairly and with respect.

Inference : Majority (32.4%) confident that Annalect treats all employees fairly and with respect.

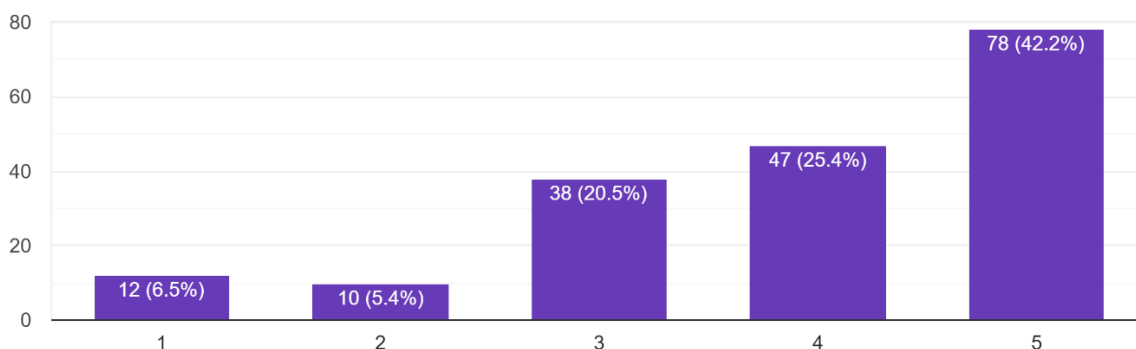
Table 4.1.15: Annalect as a diverse and inclusive workplace to others.

S NO	Particulars	No. of Respondents	Percentage
1	Strongly Agree	18	9.70
2	Agree	52	28.10
3	Neutral	41	22.20
4	Disagree	7	3.80
5	Strongly Disagree	-	-
TOTAL		185	100.00

Source: Primary data. Chart 4.1.15: Annalect as a diverse and inclusive workplace to others.

How likely are you to recommend Annalect as a diverse and inclusive workplace to others?

185 responses



Interpretation:

From the above table it is interpreted that 42.2% respondents strongly agree, 25.4% respondents agree, 20.5% respondents are neutral, 5.4% respondents disagree and, 6.5% of the respondents strongly disagree that Annalect as a diverse and inclusive workplace to others

Inference : Majority (42.2%) strongly agree that Annalect as a diverse and inclusive workplace to others.

4.2 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						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
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

Significantly related to creating a more inclusive work environment in Annalect

CHAPTER 5 – FINDINGS, SUGGESTIONS AND CONCLUSION

5.1. 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.
- Majority (38.9%) strongly agree that level of diversity and inclusivity at Annalect.
- Majority (34.6%) strongly agree that Annalect attracts and recruits diverse candidates
- Majority (30.8%) likely that Current policies and practices at Annalect are in promoting diversity and inclusion.
- Majority (32.4%) confident that Annalect treats all employees fairly and with respect.

- Majority (42.2%) strongly agree that Annalect as a diverse and inclusive workplace to others.

5.2 SUGGESTIONS & RECOMMENDATIONS:

To increase diversity in hiring, expand recruitment efforts to reach a wider pool of candidates and ensure an inclusive and unbiased hiring process.

To fully realize the benefits of a diverse workforce, address communication difficulties by offering communication training and resources to employees.

To promote diversity and inclusion, review and update policies and practices to ensure they are effective and in line with best practices.

To promote a culture of inclusion, ensure fair treatment and respect for all employees through ongoing training and education for managers and employees.

To attract and retain diverse talent and customers, promote the perception of a diverse and inclusive workplace through various means.

Develop a comprehensive diversity and inclusion strategy that outlines specific goals and action items for improving recruitment, retention, and promotion of diverse employees.

To address communication difficulties, promote communication and collaboration across diverse teams through initiatives such as training programs, mentoring programs, or team-building exercises.

To promote diversity and inclusion in the workplace, conduct regular training sessions for all employees on topics such as unconscious bias, cultural competency, and communication skills.

5.3. LIMITATIONS OF STUDY

- The study is confined to Annalect Employee
- The study is based upon the workforce diversity influences on employees in Annalect
- The data collected for the research is fully on primary data given by the respondents. There is chance for personal bias. So the accuracy is not true
- Due to storage of time and other constraints, the study has been limited 185 respondents only.

5.4. 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.

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ANNEXURE – I QUESTIONNAIRE

1. Name:
2. What is your gender?
 - A) Male
 - B) Female
 - C) Prefer not to say
3. What is your age range?
 - A) 20-30
 - B) 31-40
 - C) 41-50 D) 50 & Above
4. What is your ethnicity?
 - A) Hindi
 - B) Bengali
 - C) Marathi
 - D) Telugu
 - E) Tamil
 - F) Gujarati
 - G) Urdu
 - H) Kannada
5. What is your educational background?
 - A) High school diploma or equivalent

B) Bachelor's degree

C) Master's degree

D) Doctorate

E) Other

6. What is your job title?

A) Entry-level employee

B) Mid-level employee

C) Senior-level employee

D) Manager or Supervisor

E) Executive or Director

F) Other

7. Do you feel that Annalect values diversity and inclusivity?

A) Yes

B) No C) Unsure

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

A) Strongly agree

B) Somewhat agree

C) Neutral

D) Somewhat disagree

E) Strongly disagree

9. How strongly do you agree or disagree with the statement: "Annalect values diversity in the workplace."

A) Strongly agree

B) Somewhat agree

C) Neutral

D) Somewhat disagree

E) Strongly disagree

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

A) Strongly agree

B) Somewhat agree

C) Neutral

D) Somewhat disagree

E) Strongly disagree

11. 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."

A) Strongly agree

B) Somewhat agree

C) Neutral

D) Somewhat disagree

E) Strongly disagree

12. How satisfied are you with the level of diversity and inclusivity at Annalect?

A) Very satisfied

B) Somewhat satisfied

C) Neutral

D) Somewhat dissatisfied

E) Very dissatisfied

13. To what extent do you agree that Annalect attracts and recruits diverse candidates?

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

14. How effective do you think the current policies and practices at Annalect are in promoting diversity and inclusion?

- Very effective
- Somewhat effective
- Neither effective nor ineffective
- Somewhat ineffective
- Very ineffective

15. How confident are you that Annalect treats all employees fairly and with respect?

- Very confident
- Somewhat confident
- Neither confident nor unconfident
- Somewhat unconfident
- Very unconfident

16. How satisfied are you with the training and development programs at Annalect that promote diversity and inclusion?

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

17. How likely are you to recommend Annalect as a diverse and inclusive workplace to others?

- Very likely
- Somewhat likely
- Neither likely nor unlikely
- Somewhat unlikely
- Very unlikely

A STUDY ON WORKFORCE DIVERSITY AND ITS INFLUENCES EMPLOYEES IN ANNALECT

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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 DiTomaso 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**

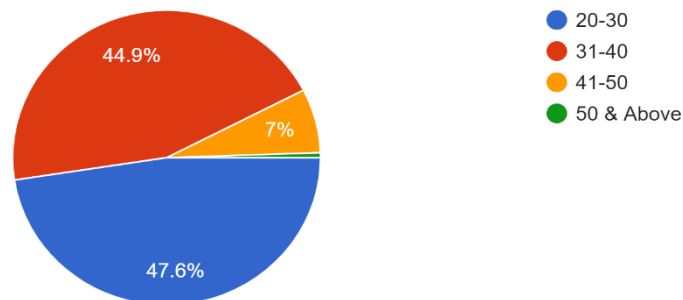
S.NO	AGE	NO. OF RESPONDENTS	PERCENTAGE
1	20-30	88	47.60
2	31-40	83	44.90
3	41-50	23	7.00
4	50 & Above	-	-
5	TOTAL	185	100.00

Source: Primary data.

Chart: Chart represents Age of the respondents

Age

185 responses



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
3.	Male	104	56.20
4.	Female	80	43.20
TOTAL		200	100.00

Source: Primary data.

Gender

185 responses

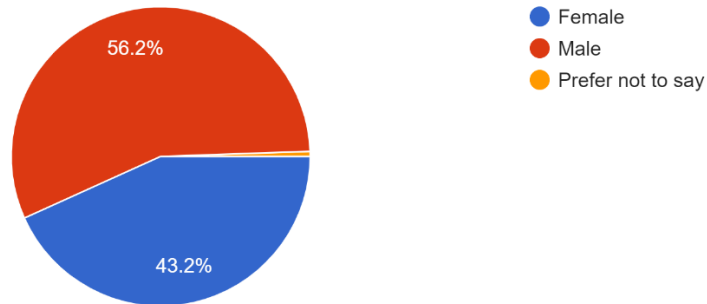


Chart : Chart represents Gender of the respondent

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

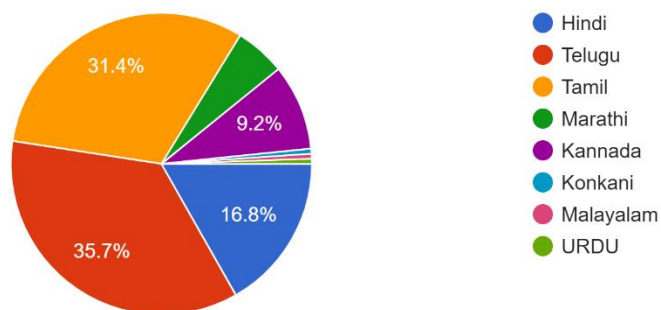
S NO	Particulars	No. of Respondents	Percentage
5.	Telugu	66	35.70
6.	Tamil	58	31.40
7.	Hindi	31	16.80
8.	Kannada	17	9.20
5.	Marathi	10	5.40
6.	Malayalam	1	0.50
7.	Konkani	1	0.50

8.	Urdu	1	0.50
TOTAL		185	100.00

Source: Primary data Chart: Ethnicity of the respondents

What is your ethnicity?

185 responses



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

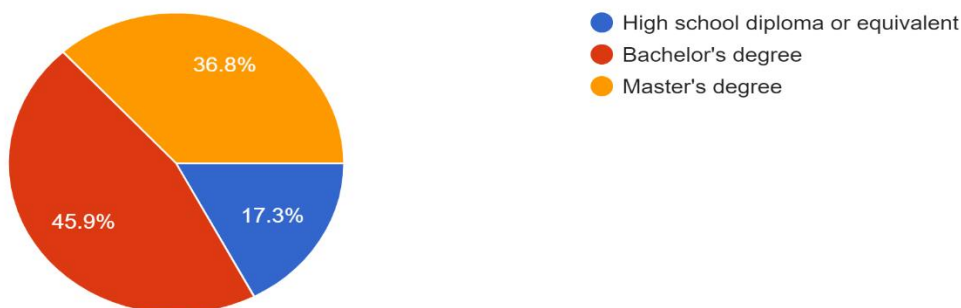
S NO	Particulars	No. of Respondents	Percentage
1	Master's Degree	63	36.80
2	Bachelor's Degree	85	45.90
3	Higher or Diploma	32	17.30
TOTAL		185	100.00

Source: Primary data.

Chart : Educational Background of the respondents

Educational Background

185 responses



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

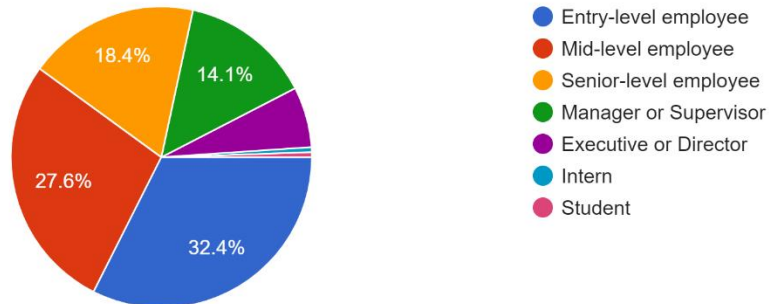
S NO	Particulars	No. of Respondents	Percentage
1	Entry level employee	60	32.40
2	Mid level employee	51	27.60
3	Senior level employee	34	18.40
4	Manager	26	14.10
5	Executive	12	6.50
6	Intern	2	1.00
TOTAL		185	100.00

Source: Primary data.

Chart 4.1.5: Job Title of the respondents

What is your job title?

185 responses



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

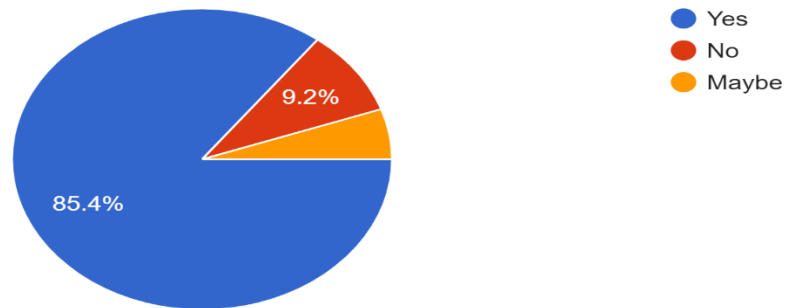
S NO	Particulars	No. of Respondents	Percentage
1	Yes	158	85.40
2	No	17	9.20
3	May be	10	5.40
TOTAL		185	100.00

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

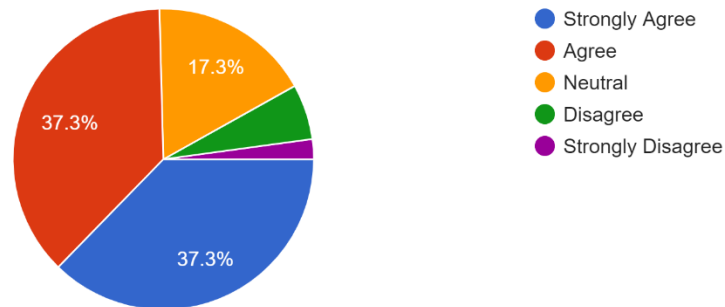
S NO	Particulars	No. of Respondents	Percentage
1	Strongly Agree	69	37.30
2	Agree	69	37.30
3	Neutral	32	17.30
4	Disagree	11	5.90
5	Strongly Disagree	4	2.20
TOTAL		185	100.00

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.

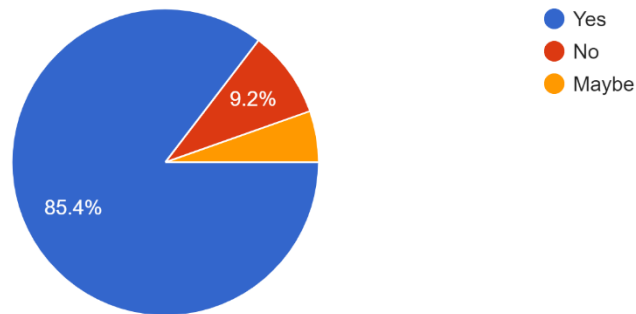
S NO	Particulars	No. of Respondents	Percentage
1	Strongly Agree	63	34.10
2	Agree	70	37.80
3	Neutral	31	16.80
4	Disagree	17	9.200
5	Strongly Disagree	4	2.200
TOTAL		185	100.00

Source: Primary data.

Chart : Annalect values diversity in the workplace.

Do you feel that Annalect values diversity and inclusivity?

185 responses



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.**

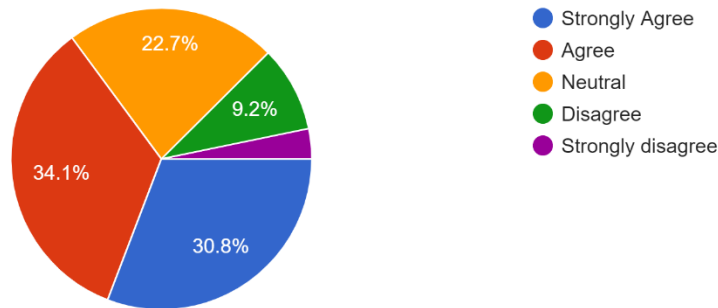
S NO	Particulars	No. of Respondents	Percentage
1	Strongly Agree	57	30.80
2	Agree	63	34.10
3	Neutral	42	22.70
4	Disagree	17	9.20
5	Strongly Disagree	6	3.20
TOTAL		185	100.00

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



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.**

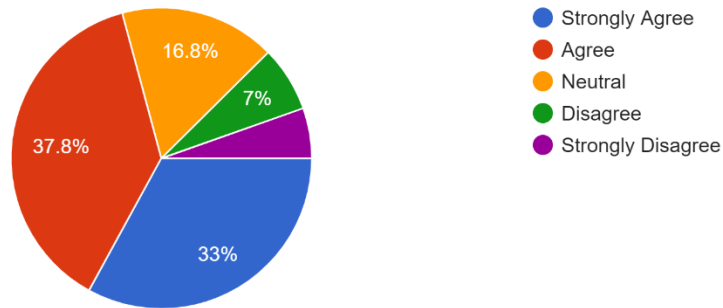
S NO	Particulars	No. of Respondents	Percentage
1	Strongly Agree	61	33.00
2	Agree	17	37.80
3	Neutral	31	16.80
4	Disagree	13	7.00
5	Strongly Disagree	10	5.40
TOTAL		185	100.00

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



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						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
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.

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