

CULTURAL DIVERSITY IN THE WORK PLACE AND ITS ADVANTAGES AND DISADVANTAGES: A SURVEY OF OIL BASED COMPANIES BASED IN KARACHI

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MBA Thesis

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at ----- that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

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ABSTRACT

Purpose: The main aim of this research is to investigate the relationship among the workplace diversity its advantages and disadvantages and its impact on organizational effectiveness through employee productivity. The research is carried out in the oil sector of Pakistan as it is one of the most revenue generating as well as, diverse sector. Most of the firms are international having sound culture however, the main aim of this research is to investigate the cultural aspects and its impact on organization.

Methodology: the research is carried out on quantitative basis as the scope for his research suggests that it could have some measurable results for investigation. Questionnaire is used to gather the data from the respondents in telecom sector. SPSS is used to analyze the data and I SPSS Pearson moment correlation test is used.

Findings: Findings from the research suggest that, the variables i.e. the independent variables ED (Ethnic Diversity), GD (Gender Diversity), AD (Attitude Diversity) and BD (Behavior Diversity) have shown significant relationship with the employee productivity while RD (Religion Diversity) & LD (Language Diversity) does not have significant relationship on organizational effectiveness measured through employee productivity.

Conclusion: In conclusion, cultural diversity has positive yet negative results on team or organizational performance however the role of manager is important here in order to streamline the cultural aspects among the team. Research shows that culturally diverse teams bring synergy but however, it also develops some conflicts which may hamper the employee performance and the organization as a whole.

Keywords: Cultural Diversity, (Ethnic Diversity), GD (Gender Diversity), AD (Attitude Diversity) and BD (Behavior Diversity), Oil Sector,

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