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"The Critical Impact of workforce diversity and Gender Equality on firm's performance in the private sector."



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Abstract

Pakistan being an Islamic country where upright hypocrisy is seen, on one hand making it such a taboo for women to work and on the other hand where Islam shows equality between everyone; rights and places for people from diverse background, race, color, religion etc. are ignored and the they are deprived off their rights.

Historically, recruitment by the working sector in Pakistan has been standardized, where they tend to hire mostly males and even that of that a specific class and creed ignoring the minorities and other ethnic groups. This made the private sector male-dominated. It has been seen before as well that when it comes to ethnic minorities and women in organizations a lot of discrimination has been faced making sure that a 'men culture' stay on top, separation and 'unfair limitations' to their profession society. This, thus, prompted an upright segregation inside the private sector. Thank fully with time and the changing thinking of people this trend of non-diverse workforce and gender inequality is diminishing.

This research has been led to see the critical impact of workforce diversity and gender equality on the performance of firms. The research was carried out targeting multiple private firms located in Islamabad Pakistan. The information was gathered through questionnaires from 100 respondents, the managers and employees of, TCS; which is an internationally known courier firm, Ufone; a well-known cellular company all over Pakistan and Axproz; a multidimensional firm known for their services in customer services, software development and high quality press releases development.

The analysis is based to the liking and preferences of the respondent so saying that 100% precision can't be assured will be well justified. The analysis was led in Islamabad Pakistan and was constrained to one city and the conclusions are just illustrative of those unique circumstances. The research was done in a very limited time, so we can't broaden the result. The results show that there is high impact of diverse workforce and gender equality on the high performance of a firm, making the dependent variable which is "Firm's performance" highly improved by the improvement of the independent variables.