

Workforce Diversity and Organizational Performance

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Introduction

The current trends of globalization in the business industry and augmenting gender and ethnic diversity are changing the attention of managers in a way to manage the diversity of culture in their workforce (McDaniel). The existing literature is supporting the argument that the diversity in the workforce of an organization is vital for enhancing the operational efficiency of an organization. In the United States, women have been getting empowered since last many decades. The diversity in gender along with race has increased the performance of the organization in the United States. The lives of working females and their importance in the economy of the U.S. have been discussed in the later section of the current study in a decent mixture of the literature and political and social history (McDaniel).

This topic is examined further in [Organizational Behavior and Workforce Diversity](#).

Media accept an essential part in passing on publicizing messages over the social event of individuals; ignoring the media methods can incite the passing on of phenomenal advancing mess (Vitell, Nwachukwu, and Barnes) are passed on before the wrong assembling of individuals. Media assurance by strong media configuration can provoke an extreme impact on the gathering of spectators. The diversity of culture in the workforce, high technology, and skilled labor have an effective role in the performance of the company (Kernaghan). According to different surveys, western countries have a huge part of the diverse labor within their organizations. Moreover, the comparison between the Asian and the Western countries reveals that they have more diversity in the employees. What the author is trying to investigate in the study is whether the company is more productive when it is working with a diverse labor force and advanced technology as compared to a company having less diversity in its labor workforce and outdated technology.

Purpose Of The Study

The intention is to investigate how esteems and qualities of Swedish and U.S. commercials vary on the premise of social contracts; are there any likenesses? The exploration is directed to acquire a better diverse comprehension of the two nations. The establishment of the examination is a score of each Hofstede's social measurement for Sweden and the U.S. and its relationship by Markie De Mooij in advertising crosswise over societies (Hunt and Vitell).

The examination will uncover fascinating outcomes on the grounds that Hofstede score for every nation fluctuates in an extraordinary arrangement for Sweden and Pakistan; in addition, Sweden and Pakistan are situated in two unique landmasses and vary, as it were, in topographical areas, thinking designs, political and monetary conditions, and slant towards religion and sexual orientation depiction (Thayer). The exploration is not just huge because it will feature similitudes and contrasts, but it will likewise discover which nations and concentrate more on featuring racial angles in their advertisement.

The exploration will likewise help for diverse comprehension of Sweden and Pakistan in light of the fact that occasionally organizations (extraordinarily Western and European) confront issues by consolidating esteems and attributes in their promotions (TV, magazines, and radio), which are restricted in a particular culture, i.e., IKEA needed to expel lady from their Saudi Arabia's inventory which was then emphatically condemned on account of ladies rights, Saudi religious position, and solid male prevailing society (Sheehan). Recently, IKEA needed to apologize for the expulsion of ladies (Straubhaar, LaRose, and Davenport).

Be that as it may, shockingly little is to be discovered concerning how associations today see and deal with a socially differing workforce. It is particularly obvious in the zone of the Swedish workplace. Due to this, the author can see that the absence of this kind of research in a Swedish setting makes it a conceivable territory to think about. In this manner, it ought to be intriguing to direct an exploration with a specific end goal to examine how it is spoken to in all actuality (Straubhaar, LaRose, and Davenport).

Literature Review

Advertising is one of the promoting apparatuses and paid for the type of correspondence intended to seek after the purchaser (Moriarty et al.). There are three fundamental elements of publicizing the "Educate" capacity of commercial imparts item elements, data, and area of offers. Essentially it advises about a new item to the purchasers.

Per (Percy and Elliott) there are two groups in which clients can be a part. 1. Business 2. Customer purchases, Resellers, makers, and philanthropic organizations are incorporated into the business showcases, whereas buyer advertising incorporates family units and people who buy the item or the administrations for individual utilization. Cultures vary from each other on the premise of convictions and qualities. Distinctive Cultures have diverse esteems and qualities that are critical in one culture (gathering of individuals) and may not be as essential in another culture. So, societies influence the advertising conduct and inclination of the business associations to advance their items and administrations, agreeing on the specific/particular culture for the advancement of items and administrations (de Waal Malefyt and Morais).

Understanding societies is progressively vital for worldwide publicizing, and Hofstede's model of

national is pertinent to worldwide promoting and advertising. The model clarifies different ideas of self, character, and identity, which additionally helps in constructing marking procedures (Percy and Elliott).

For this study, there was particular interest in assembling a variety of views and opinions to better understand how the client/agency relationship impacts the issue of advertising ethics. Consistent with an ethical focus, the approach will be normative rather than empirical. Regarding the goals of the research, (Sheehan) tells us that they can be exploratory, descriptive or explanatory. We desired to learn about the social phenomenon that takes place between clients and their agencies as they develop various advertising messages. Assuming that one can observe the elements that make it a phenomenon, then the goal of this research is descriptive and qualitative.

(Moriarty et al.) Characterized a culture as that perplexing entire which incorporates learning, convictions, expressions, law, ethics, traditions and some other abilities and propensities obtained by man as an individual from society. To Hawkins et al., the term “obtained by man” implies that culture is socially learned. The scientist, in this way, takes a gander at culture as an aggregate lifestyle of individuals living respectively. Each is liable to his or her way of life, that is, the way individuals live, eat, move, trust, dress, sing, and so forth. The general examples of conduct by individuals acknowledged by them are affected by their way of life.

For culturally different organizations to work, it is sensible to accept that everybody engaged with the circumstance ought to have the capacity to deal with the regular dialect well, in the meantime as the corporate language ought to be reasonable for everyone included.

Methodology

The primary research questions were:

- RQ1: How the cultural diversity in the workforce affects the productivity of an organization?
- RQ2: How does advancement in technology affect the [productivity of an organization](#)?
- RQ3: how does a manager have diversified labor work better than another manager?
- RQ4: What are the problems in working with people from different genders and cultures?
- RQ5: What kind of ethical discussions do clients have about advertising and with whom?

The strategy of inquiry consisted of sixteen in-depth one-on-one interviews with clients primarily but not exclusively in the New York area. Six of the sixteen interviews were with subjects located in the Denver, Chicago, Philadelphia, Baltimore, Boston, and Cincinnati areas. A total of seventeen interviews were conducted, but one was not used because the interviewee was not technically a client, as defined in my proposal.

The original intent was to identify and secure interviewees through the Advertising Redbook. However, professional connections and referrals proved to be more successful. Twelve of the

interviewees were people known to the researcher, and four were unknown. The desire was to provide examples of both. However, it was clear that at the senior levels required, it was more feasible to get interviews with known executives. Eleven interviewees were men; five were women. One respondent was Asian, two were Hispanic, and one was African American. Seven were consumer packaged goods (CPG) food marketers; four were in finance, two were in fashion/retail, one was a pharmaceutical marketer, one was a quick service restaurant (QSR) marketer, and one headed up a non-profit. Three indicated that they had prior agency experience. Regarding titles, which vary by company, five were VPs or SVPs, four were Presidents or CEOs, four were Directors, and three had senior or global and leader/manager in their titles (Kernaghan).

There were some ethical considerations that had to be made in this study. Most, if not all, of the participants are professionally well-known and are bound by confidentiality agreements not to reveal proprietary information. At the same time, they were asked to be as candid as possible. To help ensure the possibility of candor as well as the ethicality of this study, every attempt was made to respect the rights, values, and opinions of the participants. Every effort was made to ensure that their comments were anonymous and unidentifiable. This study was approved by the Institutional Review Board (IRB), and each participant provided informed consent as evidenced by a signed consent form (Sheehan). As stated earlier, all questions were shared with them beforehand. The final study was also shared with them to ensure they were not misquoted.

Results And Discussion

The analysis of the data has been estimated using SPSS (Statistical Package for the Social Sciences). The frequency distribution has been estimated for every variable. T-test statistics have been calculated for the estimation of the results.

In the current study, the above figure shows that there was about 26 percent of the people strongly agree that cultural diversity has a positive impact on employee productivity. While 45 percent agree, 6 percent are neutral, 20 % do not agree, and 3% strongly disagree with the statement that the diversity of labor has no positive impact on employee productivity.

In the current study, the above figure shows that there was about 25 percent of the people strongly agree that the advancement in technology has a positive impact on employee productivity. While 52 percent agree, 9 percent are neutral, 10 % do not agree, and 4% strongly disagree with the statement that the advancement in technology has no positive impact on employee productivity.

Ho: There is no significant relationship between work diversity and improvement in the efficiency of the workforce

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Using the SPSS, the calculated value of T-Test = 2.18, which is greater than 0.05, which means that the null hypothesis is rejected and both the estimates of the study undertaken have a significant relationship between them. It means that diversity in the workforce improves the productivity of an organization.

Ho: There is no significant relationship between technological advancement and improvement in the efficiency of the workforce

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Using the SPSS, the calculated value of T-Test = 1.09, which is greater than 0.05, which means that the null hypothesis is rejected and both the estimates of the study undertaken have a significant relationship between them. It means that the advancement in technology improves the productivity of an organization.

Limitations And Areas For Further Study

As with every study, there were some constraints in this one. As a qualitative study, it offers richness and elaboration in understanding the issues, but the results are not generalizable. Also, the optimal number of interviews for a qualitative study is always a concern. Baker & (de Waal Malefyt and Morais) advised that when trying to determine the number of interviews needed, there was no set amount. This advice comes with an understanding that one measure of having sufficient interviews is "saturation," meaning the interviewer begins to hear repetitions of the same points. This saturation was achieved, though it is possible that additional interviews would have revealed new information.

As previously stated, the topic of advertising ethics is at once well-covered yet ripe for further research. It is recommended to move forward on two fronts: First, expand the scope of these interviews to include everyone who is part of the ecosystem, going beyond practitioners and academics as Drum Wright & Murphy did, beyond clients as this study did to include other ethical players involved in the process of advertising such as media professionals and publishers. Secondly, given that the AAF and the University of Missouri School of Journalism have launched the Institute for Advertising Ethics, it would seem that the AAF is uniquely qualified and positioned to do a follow-up quantitative survey of their members to understand better the issues that have been raised (Sheehan).

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