

**Paper –CONSUMER BEHAVIOUR**

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### **Topic- Managing Cultural Diversity**

The business leaders have to face a number of challenges due to increased diversity. Though not all problems occur due to cultural changes, there can be clashes due to different personalities, gender, competence, ability or other perceived factors. But we cannot even take the cultural aspect lightly as it proves to be a very sensitive issue. Hence, to manage the cultural diversities efficiently, managers should carry out the following methods –

- Company policies should be designed in such a way that they forbid discriminatory behaviour. These policies must be included in the company's manual, mission statement and in other written documents
- New orientation programmes should be designed to introduce people from different cultural and ethnic backgrounds to the organization expectations and values to be sustained.
- Training programmes should be modelled in order to train people about cultural differences and to prepare them work with the other gender also Try to involve the minority groups by getting input from them. This will create a sense of belongingness in their minds.
- Design the performance appraisal and reward systems in such a way that every individual gets the chance to develop his career.
- To bring ethnically and culturally diverse people together, organizations should sponsor and organize some social events like get-together, picnics, parties, indoor and outdoor

games, festivals etc. By doing so not only will everyone come closer, they will even get an opportunity to know and understand each other well.

- There should be flexible work environment, so that people from other backgrounds can get time to adjust themselves in the new environment.
- To manage people from diverse backgrounds efficiently, never assume that similar values, beliefs and opinions will be shown and practised by others.
- Conduct periodic attitude surveys among your employees to ensure that they are getting a good and healthy environment to work in.

No doubt, managing diverse culture at the work place is a very tedious and tough job. If organizations tackle it properly, they can reap the fruits of having a qualified, talented and committed workforce that can help the organization grow and shine at its peak. By doing so, the organization will definitely be able to create a strong, healthy and vigorous organizational culture.