Examining diversity management at the organizational level

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Abstract

The aim of the research is to study the cultural diversity of the actively present workforce in organizational life and to explore its advantages and disadvantages. The thesis examines the extent to which the performance and efficiency of individuals and organizational groups are influenced by the impact of different cultural identities resulting from cultural diversity in the labor market. To conduct our research, we chose the questionnaire procedure, which is a type of quantitative research method. The questionnaire method proved to be a sensible choice for us as it results in smooth data collection, especially in the current epidemic situation caused by COVID-19. The results of the study describe the attitudes, impressions and positive and negative experiences of employees who may work in other intercultural spaces and acquire routines, as well as employees' attitudes to work, what influences their performance and what they influence to build their careers. By summarizing the data collected in connection with the questionnaire survey, we come to the conclusion that the positive benefits of diversity management triumph over the inherent disadvantages. In addition, diversity management has a significant impact on organizational creativity while not influencing an individual's professional career.

1. Introduction

The term "culture" used in everyday life has many meanings and is used to justify different definitions. Its wide-ranging message suggests a task that one learns from birth. In other words, culture can be interpreted as the amalgamation of the arts and the manifestation of the spiritual values of individuals (Chanan, 2017). It embodies exceptional and unparalleled spiritual energy, manifested in unique characteristics as: the material creations of humanity, the socio-cultural coordination of individual behavior, the ideas, communication, actions that govern personal behavior and the nation (Šenšelová, 2014). Culture is a social motive that manifests itself in the form of heritage in society (Eriksson & Hägg, 2016). It is one of the most fundamental parts of the puritan world, outlining the learning process for humanity to recognize how to become an exemplary person (Edewor & Aluko, 2007). Its studies go back to infinity, it is the theoretical core of the humanities, theology and the social sciences. From ancient times, it has been a cumbersome definition, with a number of choices and approaches to what it really means and how to describe it (Gallagher, 2016). It awakens people's awareness of who they are and what they represent, shows them what behaviors they need to learn and how to act. It is generally seen worldwide as a driving force for individual attitude (Moran et al., 2007). Hofstede sees the scheduling of the mind as a cognate expression of culture that actually highlights the impact of a lengthy knowledge acquisition process on an individual's behavior, keeping in mind the situations that arise (Nogueira & Henriques, 2012). According to Hofstede, cultural differences are significant not only for leadership but for any type of social and organizational opportunity in a given country (Chanlat et al., 2013). Hofstede's work spectacularly details that not only are cultural values influenced by people's minds, behaviors, and performance, but also by the behaviors they exhibit in the world of work (Török, 2012). About value system theory initially a four-dimensional model was known that included power distance, masculinity and femininity, avoidance of uncertainty, individualism, and