A STUDY ON DIVERSITY AND INCLUSION IN EXTREME SILKS WORKFORCE, MADURAI

M.Neeraja[1], V.Tamilselvi[2], Dr.B.Velmurugan[3]

[1]*II MBA Student, Department of Management Studies, NPR College of Engineering and Technology, Natham, Dindigul. Email ID: neerajamanu19@gmail.com*

[2]*Assistant Professor, Department of Management Studies, NPR College of Engineering and Technology, Natham, Dindigul. Email ID: sandeepsakravarthy.selvi@gmail.com*

[3]*Professor & Head, Department of Management Studies, NPR College of Engineering and Technology, Natham, Dindigul. Email ID: velubvm@gmail.com*

Abstract—*The main aim of this research is to understand how diversity and inclusivity within the company. The study is descriptive in nature. The objectives of the study are to investigate the diverse perspectives of individuals within the company, identify the problems faced due to diversity and their resolutions, analyze biases affecting diversity and inclusion (D&I) initiatives, evaluate the effectiveness of existing D&I initiatives, and measure the impact of D&I policies on employee satisfaction. The sample size is 100. The sample method used for this study is the Percentage Analysis, Correlation and Chi-square. The data has been collected through a well-structured questionnaire and has been analyzed with the help of SPSS package.*

INTRODUCTION

According to Deloitte, companies with diverse workforces enjoy 2.3 times higher cash flow per employee, and Gartner found that inclusive teams improve team performance by up to 30 percent in high-diversity environments. However, only 40 percent of employees agree that their manager fosters an inclusive environment.

Diversity and inclusion (D&I) encompass an organization's efforts, policies, and practices that ensure individuals from different backgrounds are culturally and socially accepted and integrated into the workplace. An organization focusing on D&I will employ a diverse team reflecting the society in which it operates.

Diversity refers to differences in political beliefs, race, culture, sexual orientation, religion, class, and gender identity. In the workplace, diversity means having a staff composed of individuals who bring new perspectives and backgrounds.

RESEARCH PROBLEM STATEMENT

"To investigate how diversity and cultural sensitivity impact employee engagement and inclusivity in the extreme silk workforce, identifying key factors that influence these dynamics and offering insights for improving workplace culture."

1.3 OBJECTIVES OF THE STUDY

1. To investigate the diverse perspectives of individuals within the company.

2. To identify the problems faced by the company due to diversity and how they are resolved.

3. To analyze the biases that affect D&I initiatives within the company.

4. To evaluate the effectiveness of existing D&I initiatives.

5. To measure the impact of D&I policies on employee satisfaction.

SCOPE OF THE STUDY

The scope of the study encompasses various dimensions of diversity within retail employment practices and organizational culture. This includes investigating recruitment, hiring, training, promotion, and retention practices to identify barriers to inclusion and opportunities for fostering a more diverse and equitable workforce. Additionally, it explores the impact of D&I initiatives on employee satisfaction, productivity, customer relations, and overall organizational performance.

HYPOTHESIS OF THE STUDY

Null Hypothesis (H0): There is no significant relationship between D&I initiatives in the retail workforce and organizational performance metrics.

Alternate Hypothesis (H1): There is a significant positive relationship between D&I initiatives in the retail workforce and organizational performance metrics.

NEED OF THE STUDY

Studying D&I within the retail workforce is essential for fostering an inclusive environment that values all backgrounds. Such research can identify barriers to inclusivity and suggest strategies to promote equity and belonging. Understanding the impact of D&I initiatives enhances employee morale and engagement, contributing to organizational success through innovation, better customer service, and sustainable business growth.

SAMPLE DESIGN

A sample of 100 employees is selected from the total population based on census sampling. The sample includes all the employees of various ages, designations, educational backgrounds, and experiences ensuring it are representative and unbiased.

RESEARCH METHODOLOGY

The research methodology outlines the systematic steps adopted to solve the research problem. The researcher personally contacted respondents using a structured questionnaire based on the study's objectives.

1. **Research Approach**: Direct contact through a well prepared, sequential questionnaire

2. **Sample Size**: 100 respondents

3. **Sampling Design:** Probability sampling with census sampling

4. **Data Collection:** Primary data through questionnaire; secondary data from company records, internet, and observation.

5. **Research Instrument**: Structured questionnaire with close-ended, multiple-choice questions.

6. **Data Analysis**: Data collected are tabulated and analyzed using percentage analysis

METHODS OF DATA COLLECTION

Primary data: It also known as raw data, are data (e.g., numbers, instrument readings, figures, etc.) collected from a source and it is first hand data.

Secondary data: It is refers to data that is collected by someone other than the primary user. Common sources of secondary data for social science include censuses, information collected by government departments, organizational records and data that was originally collected for other research purposes

- **Primary Data:** Collected through survey.

- **Secondary Data:** Obtained from company records, internet, and observation.

ANALYTICAL TOOLS FOR THE STUDY

- Percentage analysis

- Chi-Square Tests

- Correlation Analysis

PERIOD OF STUDY:

The study was done in the period of 4(four) months from 18.03.2023 to 15.06.2023.

AREA OF STUDY

The study focuses on "Human Resources Management," specifically understanding how to handle and include diverse employees to improve overall company performance.

LIMITATION OF STUDY

1. In this study structured questionnaires is used so, it might limit the depth of responses.

2. The responsive bias may be occurred during collection of data

3. The study period may limit the depth of data collection and analysis.

4. The study focuses on one company, which may limit the applicability of findings to other contexts or industries.

DATA ANALYSIS AND INTERPRETATION

CHI-SQUARE ANALYSIS

It's a statical method to test whether two r more variable are independent or homogenous. The Chi-square test for homogeneity examine whether two population have the same proportion of observation with a common characteristic.

$$X2 = \frac{\sum (Oi - Ei)}{Ei}$$

Where,

O – Observe frequency

E – Expected frequency

Table 1: How would you rate the effectiveness of the Company's Diversity and Inclusion initiatives? * To what extent do you agree that the companys diversity and inclusion policies positively impact employee satisfaction? Crosstabulation

		To what extent do you agree that the companys diversity and inclusion policies positively impact employee satisfaction?				Total
		Neutral	Disagree	Strongly agree	Agree	
How would you rate the effectiveness of the Company's Diversity and Inclusion initiatives?	Poor	2	0	0	2	4
	Excellent	0	7	6	0	13
	Good	0	6	45	2	53
	Fair	0	0	1	29	30
Total		2	13	52	33	100

Table 2: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.513E2[a]	9	.000
Likelihood Ratio	123.638	9	.000
Linear-by-Linear Association	49.177	1	.000
N of Valid Cases	100		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .08.

CORRELATION:

Correlation is computed into what is known as the correlation coefficient, which ranges between -1 and +1. Perfect positive correlation (a correlation co-efficient of +1) implies that as one security moves, either up or down, the other security will move in lockstep, in the same direction. Alternatively, perfect negative correlation means that if one security moves in either direction the security that is perfectly negatively correlated will move in the opposite direction. If the correlation is 0, the movements of the securities are said to have no correlation; they are completely random.

$$ r = \frac{\sum XY}{\sqrt{(\sum X2)(\sum Y2)}} $$

Table 3: Correlations

		Satisfaction level	Job satisfaction increase
Satisfaction level	Pearson Correlation	1	.541[**]
	Sig. (2-tailed)		.000
	N	100	100
Job satisfaction increase	Pearson Correlation	.541[**]	1
	Sig. (2-tailed)	.000	
	N	100	101

**. Correlation is significant at the 0.01 level (2-tailed).

FINDINGS

- The majority, 54%, of the respondents are female.
- Majority 30% of the respondents fall within the 25-35 age bracket.
- Majority 51% of the respondents are unmarried.
- Majority 50% of the respondents are graduates.
- Majority 31% of the respondents have less than 1 year of experience.
- Majority 25% of the respondents earn below 5000.

- Majority 32% of the respondents are employed part-time.

- Majority 36% of the respondents engage with diverse customers daily.

- Majority 42% of the respondents highly value unique perspectives.

- Majority 43% of the respondents are very satisfied with diversity and inclusion efforts.

- Majority 56% of the respondents remain neutral on encountering challenges linked to diversity and inclusion.

- Majority 57.7% of the respondents believe diversity challenges are addressed very effectively.

- Majority 53% of the respondents feel included and valued.

- Majority 39% of the respondents engage in cross-cultural interactions daily.

- Majority 44% of the respondents are neutral regarding bias in diversity initiatives.

- Majority 37% of the respondents participate in cross-cultural interactions daily.

- Majority 31% of the respondents do not perceive diversity practices as effective.

- Majority 50% of the respondents are neutral regarding the improvement of diversity and inclusion efforts.

- Majority 64% of the respondents either strongly agree or agree that diversity policies positively impact satisfaction.

- Majority 46% of the respondents do not perceive an increase in job satisfaction due to diversity policies.

- Majority 34% of the respondents rate diversity and inclusion initiatives as excellent.

- Majority 52% of the respondents consider the progress in diversity and inclusion efforts as excellent.

SUGGESTION

- The company can conduct regular diversity and inclusion training for all employees to increase awareness and understanding, ensuring all staff feels valued and respected.

- The company can offer flexible work arrangements, such as part-time or temporary positions, to cater to the diverse needs of employees, enhancing job satisfaction and retention

- The company can provide specialized training on handling diverse customer groups effectively, improving customer service and satisfaction.

- By establishing open channels for employees to share their experiences and suggestions regarding diversity and inclusion efforts can promote a more inclusive workplace environment.

- By regularly review and address any biases in hiring, promotion, and daily operations, can ensure fair treatment and opportunities for all employees.

CONCLUSION:

This study highlights the different views within the company about its diversity and inclusion (D&I) efforts. The findings show that the workforce is diverse in terms of gender, age, marital status, education, experience, income, and job type. Many employees appreciate unique perspectives and are satisfied with the company's D&I steps. However, some hurdles and biases still exist. While majority respondents feel that diversity challenges are handled well and believe these policies positively impact their job satisfaction, some employees remain neutral or disagree, indicating areas for improvement.

The study also shows that majority of the employees interact with diverse customers and colleagues regularly, but there is still many ways to make D&I initiatives more effective. To improve, the company can provide regular training on diversity, offer flexible work arrangements, train employees to handle diverse customers better, create open channels for feedback, and address biases in hiring and promotions. These steps can help create a more inclusive workplace where all employees feel valued and respected, leading to a happier and more productive workforce.

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