

MANAGING WORKPLACE CULTURAL COMPETENCE

Shabista Booshan¹ & Vidhi Choudhry²

*¹Assistant Professor, Symbiosis School of Media & Communication, Symbiosis International (Deemed University)
Electronic City - Phase I, Hosur Road, Bengaluru, India*

*²Research Scholar, Alumni, MBA in Communication Management, Symbiosis School of Media and Communication,
Symbiosis International (Deemed University) Electronic City - Phase I, Hosur Road, Bengaluru, India*

Received: 14 Dec 2017

Accepted: 08 Mar 2018

Published: 16 Mar 2018

ABSTRACT

Among the opportunities arising from workforce diversity is the application of a pool of diverse ideas created by the several backgrounds and viewpoints of employees. By combining the numerous approaches and points of view, the directors can tap this new source of innovation and put it into execution. A diverse workplace also provides administrations with a broader range of keys for all kinds of difficulties. The variety of specific talents and experiences in a varied workplace provides directors with more flexible thoughts, which can help the corporate adapt to changing marketplaces and customer demands.

The variability of viewpoints offered by different personnel can prove to be a treasured source of thoughts for new products and services. A broader range of products and services, in turn, will allow industries to meet the wants of many clients and do this more efficiently, while also meeting their own tactic needs. A workplace that replicates the diversity in society will deliver the employer with a better understanding of its customers and permit it to offer more adequate services. Furthermore, a pool of abilities and skills created, thanks to workplace multiplicity, will make it probable to reach customers in more marketplaces around the world and help the corporate on its way to globalization.

KEYWORDS: *Cultural Diversity, Workplace Culture, Cross Culture, Skill Creation*