

Impact of Cultural Diversity Management as a Tool for Effective Performance of Employee (A Study of Nigeria Brewery PLC)

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ABSTRACT

In recent times, people's attitudes on diversity have shifted substantially toward a more proactive approach. Therefore, the need for Nigerian organizations to pay attention to cultural diversity has been necessary because of challenges of cultural diversity in workplace. Thus, the main objective of this paper is to examine the impact of cultural diversity management as a tool for effective performance of employees. Previous researches have been reviewed in order to get insight into these goals, and certain key theories have been chosen. Cultural diversity has been discovered to be a complex subject that can have both beneficial and negative effects on an organization. The principal data gathering sources were used and the primary source of data collection was employed. A descriptive statistics was used to analyse the data with the aid of Statistical Package for Social Sciences (SPSS). The findings revealed that there is no cultural diversity management perceived by employees in the organization. It was recommended that management must emphasize diversity in planning and operations. Management both in headquarters and branch level should undergo training on how to leverage on diversity of its workforce.

Keywords: cultural diversity, effective performance

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