Chapter 1
Diversity Management: A New Perspective

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ABSTRACT
The subject of workplace diversity came to the consideration of the academic and business world in the 1990s. “Variety is the spice of life.” Everyone would agree with the need for diversity, so the issue is not with the concept, but in how we make use of this concept at work, especially when there is polarization between people who are working together, leading to conflict and disharmony. Diversity management emphasizes valuing and building on individual differences in order for all employees to reach their maximum potential and represents an important step away from the legal compliance-oriented equal employment opportunity. Since the current literature reveals that these practices often result in backlash and that minority employees tend to feel excluded at the workplace, a necessity emerges to investigate individual level factors of LMs that may influence these processes.

INTRODUCTION
As there is global marketplace for goods and services, businesses use diversity in their product brands as well as in their human resources leading to conditions for human capital to freely transferable from one nation to another but Simply having a diverse employee population is not sufficient, hence for a company to make a mark

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in today’s challenging economy, it has to utilize the multifaceted marketplace, with respect for different cultures, ideas and philosophies.

Thus it leads to a Quote that “Variety is the spice of life.” Hence the need for diversity cannot be denied, so the issue is not with the concept, but in how we make use of this concept at work, especially when there is polarization between people who are working together, leading to conflict and disharmony.

The subject of workplace diversity came to the consideration of the academic and business world from the beginning of the 1990s until today (De Meuse & Hostager, 2001; Jansen, Otten, & van der Zee, 2016). A diverse workforce reflects a multitude of beliefs, understandings, values, views of the world and unique information (Guillaume, Dawson, Otaye-Ebede, Woods, & West, 2015; Harrison, Price, & Bell, 1998; Repeckiene, Kviedaraite, &Jankauskiene, 2011; Shen et al., 2009).

Thus diversity management emerged as new concept to manage the diversity in the organization and use diversity as a tool for increasing the productivity of the organization and reduce the various problems and differences countered by the presence of diverse workforce in business.

**OBJECTIVES**

- Understanding the various categories of diversity present in the organization.
- To Know the Contributions and coordination of diversity in achieving organizational mission and goals;
- To eliminate the institutional racism and social non-acceptance of all forms;
- Evaluate the difference in perceptions & diverse cultures in decisions making;
- Forming such management practices & policies that promote inclusive participation of different people at the workplace;
- To minimize the conflicts created due to presence of difference in values and perceptions.

**MANAGING DIVERSITY AT WORK**

1. Finding opportunity out of opinions to expand the thinking and, challenging to expand perspectives and perception, and always results in a better outcome.
2. Considering different opinions, views and attitudes as a way to learn and understand their perspectives that’s how you will be able to develop yourself completely.
3. Keeping Open mindset to accept difference in the views of others and trying to see things from their point of view to enlarge the scope of discussion.
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