

DEMOGRAPHIC ANALYSIS OF MANAGERIAL TRAITS IMPACTING DIVERSITY MANAGEMENT IN INDIA

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ABSTRACT

India Ranks in top 5 FDI destinations and accounts for 5.5% of global FDI. (Sources: fDi Intelligence; EY's 2014 India attractiveness survey). Recent reforms in support of global investments and MNC's include the raised FDI ceilings for the retail, airline, telecoms, financial and defense sectors. The future competitiveness of the country will depend on it's ability to attract and manage diverse talents effectively. To capitalize on these benefits of diversity, leaders are being advised to incorporate managerial traits needed to promote and manage 'Diverse' organizations and diverse people . This is a descriptive and quantitative research carried out in the IT and non IT cos of India to study the managerial traits and how the various dimensions of diversity viz. Gender, Age, marital status , Education, department, experience, grade level and ethnicity affect these. A stratified random sampling technique is employed in the present research and the results were interpreted using SPSS statistical techniques like Cronbach's Alpha and Mann Whitney test. The findings highlight that whilst Marital status, Language, Education, Department, Experience, and Grade level and Ethnicity have significant effect on the managerial traits (Diversity orientation, Communication, Flexibility and self awareness) needed for Diversity management , the gender has none and age has minimal. Furthermore, it was found that for communication trait there is no significant difference across dimensions whereas the Diversity orientation trait is influenced by 5 dimensions, flexibility trait by 7 and self awareness trait by 4. The marital status , Education, department, experience, grade level and ethnicity were greatest common influences on majority of the managerial traits .

KEYWORDS: Diversity, Dimensions, Managerial Traits, Diversity Orientation, Communication, Flexibility and Self awareness

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