

# Managing cultural diversity

Business



The article explains how the workforce demographics in the US has changed into diversified classes or origins over a period of time and how it demands effective management for the benefit of organizations. Drawing support from the results of various studies carried out in the past, the authors could clearly cite the advantages an organization can have from managing its workforce of diverse culture. The way of managing its available resources is what makes an organization's fate. Hence, in the case of a diverse workforce, the important thing is how an organization adapts to the situation enabling its human resources to contribute most efficiently to organizational development. The article explains various managerial areas such as cost, resource acquisition, marketing, innovation, problem-solving or decision making, and flexibility, where efficient management can bring competitive advantages. In short, the authors have shown justice to their proposed objective of making a linkage between the most talked managing diverse culture and organizational competitiveness. And the article provides its readers an understanding of how attracting and retaining people of diverse culture or background and managing them in an efficient manner can bring organization competitive advantages in terms of cost structure, innovation, and flexibility.