

# THE IMPACT OF WORKFORCE DIVERSITY ON EMPLOYEE PERFORMANCE IN FINANCE COMPANY



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## ABSTRACT

The aim of the study is to find out the Impact of Workforce Diversity on Employee Performance in Finance Company. Conceptual model is developed based on the existing literature. This study was implemented with four independent variable and one dependent variable. Age diversity perception, gender diversity perception, ethnicity diversity perception, educational background diversity perception and perceived employee performance of finance company.

The purpose of this research is to investigate the effect of work force diversity on employee performance in an organization which focus into finance industry. Workforce diversity can be recognized as multi-faceted concept and that will increase the employee performance to achieve competitive advantages and it will improve the company performance. This fundamental belief forces managers to embrace and comprehend the concept of workplace diversity, its barriers and benefits.

This research study was implemented in Badulla district and, 150 permanent staff participated to the survey sampling technique used to select the sample. Using a developed questionnaire the data was collected and eight private banks named Commercial credit PLC, People leasing and finance PLC and LOLC, LB finance, Senkadagala finance, Assetline leasing PLC, The finance, Singer finance selected to the survey. The collected data was analyzed by using descriptive statistics, correlation analysis, and regression analysis. Diversity is increasingly recognized and utilized as an important tool to provide excellent customer service, and to maintain a competitive edge. This research also focuses on workforce diversity which includes the gender diversity perception, age diversity perception, and ethnicity diversity perception and educational background diversity perception of the employees of finance companies. The investigation was done by distributing results show that there is a significant impact on performance when different workforce is working in the finance industry.

**Keywords:** Gender Diversity Perception, Age Diversity Perception, Ethnicity Diversity Perception, Educational Background Diversity Perception, Perceived Employee Performance.

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