

CULTURAL DIVERSITIES IN REAL STATE INDUSTRIES OF INDIA



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ABSTRACT

The rationale behind this research is to examine the different ways of dealing with work place diversity as well as to provide management with the necessary guidelines for effective diversity management in real estate companies in order to show the reader how to build effective workplace diversity by applying different diversity management tools.

Today's workforce is truly mixture of different races, ages, genders, ethnic groups, religions and lifestyles (Mor-Barak, 2005). It is the job of the management of the organisation to fit together different pieces of mosaic in a harmonious, coordinated way and utilising the abilities and talents of each employee to its maximum. If skilfully managed, diversity can bring a competitive advantage to an organisation.

Key -Words: HRM, Cross Culture diversity.