

**PERCEIVED DIVERSITY CLIMATE AMONG THE
EMPLOYEES OF BANKS IN BATTICALOA DISTRICT**



RAJAGOPAL SHATHANA



FCM 2005

Project Report
Library - EUSL

**DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSIRT, SRI LANKA**

2018

PROCESSED
Main Library, EUSL

ABSTRACT

Nowadays, the banking industry has faced many problem and challenges like diversity, which is the unresisting concept that's make positive and negative impact among the employees. This study has two objectives such as identify the level of perceived diversity climate towards job related factors of diversity climate in the selected banks in Batticaloa District and determine the level of perceived diversity climate towards bio demographic factors of diversity climate in the selected banks in Batticaloa District.

Based on the comprehensive literature review, two types of diversity climate dimensions were included in this survey, which could measure perceived diversity climate among the employees of the banks in Batticaloa District. Such as Job related diversity climate and Demographic diversity climate. The study mainly considers the primary data. The primary data were collected through the closed structure questionnaire from 210 employees of selected banks in Batticaloa District, and used univariate techniques in order to analysis data and finding the results of study objectives.

The result shows that the perceived job related diversity is moderate level among the employees of the banks. In this study job related diversity includes two dimensions; education background and organization fairness. Those two dimensions are having moderate level in perceived diversity climate. And the demographic diversity is high level among the employees of the bank in Batticaloa District, among the dimensions of the demographic diversity the age diversity and gender diversity are high level and the ethnicity diversity is moderate level.

Keywords: *Diversity Climate, Job Related Diversity Climate, Demographic Diversity*

TABLE OF CONTENT

Page no.

ACKNOWLEDGEMENT	I
ABSTRACT	II
ABBREVIATIONS.....	III
TABLE OF CONTENT.....	IV
LIST OF TABLE.....	VIII
FIGURES	IX

Chapter – 1 INTRODUCTION..... 1-6

1.1 Background of the Study	1
1.2 Problem Statement.....	2
1.3 Research Question	4
1.4 Objective of the Study	4
1.5 Significance of the Study.....	4
1.6 Scope of the Study	5
1.7 Chapter Framework	5
1.8 Chapter Summary	6

Chapter – 2 LITERATURE REVIEWS..... 7-16

2.1 Introduction	7
2.2 Perceived Diversity Climate.....	7
2.3 Job Related Diversity Climate.....	11
2.3.1 Education Background.....	11
2.3.2 Organization Fairness	12
2.4 Demographic Diversity Climate.....	13
2.4.1 Age.....	13
2.4.2 Gender.....	14
2.4.3 Ethnicity.....	15
2.5 Chapter Summary	16

Chapter – 3 CONCEPTUALIZATION AND OPERATIONALIZATION 17-25

3.1 Introduction	17
------------------------	----

3.2 Conceptualization	17
3.3 Conceptual Framework.....	17
3.4 Definition Of Key Concepts	18
3.4.1 Perceived Diversity Climate	18
3.4.2 Job Relater Diversity Climate.....	20
3.4.2.1 Education Background	20
3.4.2.2 Organization Fairness.....	21
3.4.3 Demographic Diversity Climate	21
3.4.3.1 Age	21
3.4.3.2 Gender	22
3.4.3.3 Ethnicity	22
3.5 Operationalization	23
3.6 Chapter Summary	25
Chapter – 4 RESEARCH METHODOLOGY	26-30
4.1 Introduction	26
4.2 Study Setting, Study Design and Method of Survey	26
4.3 Research Techniques	26
4.4 Sample Size and Sampling Distribution	27
4.4.1 Population	27
4.4.2 Sampling	27
4.4.3. Sampling Distribution.....	28
4.5 Method of Data Collection	28
4.6 Method of Measurement.....	28
4.7 Method of Data Analysis and Evaluation.....	29
4.8 Chapter Summary	30
Chapter – 5 DATA PRESENTATION AND ANALYSIS.....	31-44
5.1 Introduction	31
5.2 Reliability	31
5.3 Sample Profile	32
5.4 Presenting Personal Information	32
5.4.1 Gender Distribution	33
5.4.2 Age Distribution.....	33

5.4.3 Education Level	34
5.4.4 Position in the Organization.....	35
5.4.5 Ethnicity	36
5.5 Presentation of the Research Information	37
5.5.1. Job Related Diversity Climate	37
5.5.1.1 Education Background	38
5.5.1.2 Organization Fairness.....	39
5.5.1.3 Overall Job Related Diversity Climate.....	40
5.5.2. Demographic Diversity Climate	40
5.5.2.1 Age	40
5.5.2.2 Gender	41
5.5.2.3 Ethnicity	43
5.5.2.4 Overall Demographic Diversity Climate.....	44
5.5 Chapter Summary	44
Chapter – 6 FINDINGS AND DISCUSSION.....	45-50
6.1 Introduction	45
6.2 Discussion on Personal Information.....	45
6.2.1 Bank Information.....	45
6.2.2 Gender.....	45
6.2.3 Age.....	46
6.2.4 Education Level	46
6.2.5.Position in the Organization.....	46
6.2.6 Ethnicity	46
6.3 Discussion of Research Information.....	47
6.3.1 Discussion on Job Related Diversity	47
6.3.1.1 Education Background	47
6.3.1.2 Organization Fairness.....	48
6.3.2 Discussion of Demographic Diversity	48
6.3.2.1 Discussion of Age Diversity	48
6.3.2.2 Discussion of Gender Diversity	49
6.3.2.1 Discussion of Ethnicity Diversity	49
6.4 Chapter Summary	50