AN INVESTIGATION ON EFFECTIVENESS OF DIVERSITY TRAINING IN A PRIVATE ORGANIZATION

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MAY 2013
AN INVESTIGATION ON EFFECTIVENESS OF DIVERSITY TRAINING IN A PRIVATE ORGANIZATION

(S.S.Manufacturing Co., Ltd, Bangkok, Thailand)

A dissertation submitted to graduate school of business in order to fulfill the graduation requirement for Master degree of Human Resource Management
University Utara Malaysia

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Dear Prof./Dr./Sri/Madam,  

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According to the Postgraduate Academic Handbook, students are allowed to complete their dissertation within the minimum period of two (2) semesters until the maximum period of their study.  

Attached herewith is a reply form for your further action. Kindly return the complete form to the Dean, Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia before or on 08 December 2012.  

Thanking you in advance for your co-operation.  

"ILMU BUDI BAKTI"  

Yours sincerely,  

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ABSTRACT

The objective of this research is to measure the effectiveness of diversity training. Also to identify factors that can impact the level of diversity training effectiveness. The variables examined in this research were demographic characteristics (age, gender, marital status, level of education, and tenure (length of work), training environment, and work environment.

Questionnaire survey were conducted in S.S.Manufacturing Co.,Ltd, Bangkok, Thailand.. A total of 90 questionnaires were distributed to respondents. The questionnaire used to identified factors that have an impact on diversity training effectiveness. The result of this research found that both training environment and work environment are significantly related to diversity training effectiveness. This study provide more understanding in training effectiveness and its influencing factors. The method used in evaluating training effectiveness also an interesting topic, that require further research.
ACKNOWLEDGEMENT

Praise to Allah, the most merciful and most gracious for giving me chances and direction, for bestowing me with patience, strength, and wisdom throughout the process of conducting this research. I would like to extend my deepest respect and gratitude to my supervisor, and my lecturer Prof. Dr. Vimala Sanjeev Kumar for her expert and cheerful advice, guidance, and support from the first semester I enrolled, and throughout this research.

I also would like to deeply thank to my family for their great supports. Dad, Mom, Paul, Eddy, and granny.
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INTRODUCTION

1.1 Background

In today globalize world. The workforce become more diverse not only in gender and ethnicity or race, but also work group affiliation, family background, life-style, age, level of education, career history, sexuality, religious perspective, cognitive style, etc., as a result workplace diversity increased and will be more complex and harder understand and assess. Diversity is a reality in organizations today and it will affect Human Resource Practices, and Human Resource (HR) professionals in an unavoidable manner. Most countries put strong emphasis of human capacity by recognizing that the peoples are the most valuable assets, which must treated fairly, in order to create an social and economic environment that assures equality, and greater access to employment opportunities (Choy, 2007). More and more women are entering into workforce in every corners of the world, many organizations are expanding their operations both domestically globally, requiring a better understanding of diversity, knowledge, and skills to maximize the benefits of diversity as organizations have to manage more and more diverse workforce. According to Cocchiara, Connerley & Bell (2010), their studied revealed the main reasons that most of organizations try to effectively manage diversity are business success, to remain competitive in a global marketplace, motivate employees, increase creativity and innovation. Therefore, organization must be aware of these changes in composition of workforce, also must understand and learn how to leverage and promote diversity to achieve organizational goals, to gain maximum benefit from diverse workforce, and to achieve superior performance.
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REFERENCES


