



**A STUDY ON THE EFFECTS OF
WORKFORCE DIVERSITY TOWARDS
EMPLOYEE PERFORMANCE IN ORGANIZATIONS**

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MALACCA CITY CAMPUS**

JULY 2015

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**Submitted in Partial Fulfilment of the Requirement for the
Bachelor of Business Administration with
Honours (International Business)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA (UiTM)
MALACCA CITY CAMPUS**

JULY 2015

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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“DECLARATION OF ORIGINAL WORK”**

I, ASHIQ BIN MOHD BAHAR, (I/C Number : 920409-02-5791)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

1st July 2015

The Head of Program
Bachelor of Business Administration
(Hons) International Business
Faculty of Business Management
Universiti Teknologi Mara (UiTM)
No. 110, Off Jalan Hang Tuah
75300 Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper entitled “**A STUDY ON THE EFFECTS OF WORKFORCE DIVERSITY TOWARDS EMPLOYEE PERFORMANCE IN ORGANIZATIONS**” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara (UiTM).

Thank you.

Yours sincerely,

ASHIQ BIN MOHD BAHAR

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Bachelor of Business Administration (Hons) International Business

ABSTRACT

As Malaysia entered the twenty first century, interest and concerns on the subject of workforce diversity heightened among others. Workforce Diversity has become an increasing trend in Malaysia, and it is widely accepted by most of the organizations in this particular country. Especially for the Professional, Scientific, and Technical Services Sector, as these activities demands a high degree of expertise and knowledge. Thus, this research was conducted to study the effects of workforce diversity towards the employee performance in organizations, which mainly focus on ‘Research and Development of Microelectronics and Software Products’ Industry in Selangor State, Malaysia. Gender Diversity, Age Diversity, and Ethnic Diversity are the Workforce Diversity Dimensions that were considered as the Independent Variable, while Employee Performance was considered as the Dependent Variable. Questionnaires were distributed through self-administered and electronic/mail approach, with the implementation of Non-Probability Convenience Sampling Technique to 150 employees. A total of 109 feedbacks were obtained from the 150 targeted samples. The data collected were then analyzed in Statistical Package for the Social Sciences (SPSS) Software to accumulate the findings. The results generated indicate that, there are significant relationships between all of the identified Workforce Diversity factors (Gender, Age, and Ethnic Diversity) towards the Employee Performance in an organization. Hence, the results suggests that, workforce diversity should be practice in the workplace to enhance employee performance, which eventually contributes to the competitive advantage of the organization and improving the economic growth of the country.