

The Role of Workforce Diversity in Enhancing Organizational Creativity And Innovation Among Telecommunication Sector in Somalia

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Abstract

After the civil war, a huge section of Somalia was virtually a blank slate, yet instead of following the developed world's lead, the country jumped to wireless and other modern technology. Since, newer generations of technology are more efficient and cost-effective than older ones, it made perfect sense for the country to reconstruct its telecommunications network using flexible and reasonably affordable Very-small-aperture terminals rather than fixed phone lines. Using a sample of 180 in two Somali telecommunication companies' employees, in mixed-method core-sectional study we found, centered on a social justice aim. This relates to the moral, ethical, and social obligations that govern attempts to improve the lives of racial, ethnic, and gender minorities. Furthermore, urgent need of linking diversity in the organizational policies and procedures were found, thus, there is lack of providing incentives fairly and gender equality. During this time, there will be continued expansion. The establishment of a stable administration will stimulate the establishment of new enterprises, many of which will require phone and/or internet connection. The government, like many other countries, will have demands in this sector and may become one of the largest consumers of telecommunications. Our findings suggest that managers of diverse organizations must achieve relatively high levels of engagement among members of vulnerable minority race-ethnic groups, diverse job boards, diverse mentorships, and diversity training are all things that must be addressed. Additionally, an inclusion council will be established to acknowledge and support minority referrals and employee diversity. to ensure consistent application of involvement programs across the organization which brings organizational innovation and creativity.

Background of the study

Knowledge-based companies are becoming increasingly popular. In today's industry, being successful and competitive requires creativity and innovation Masnan et al., (2008). Organizations must be creative in the current time to preserve their competitive advantage/power and to deal with the rising challenges of the climate as it gets more competitive, uncertain, and cost-effective. (M. A. West and J. L. Farr, 2009). As innovative & creative developments in organizations stalk from

their workforce diversity (Amabile, 1988; West & Anderson, 1996). Employee creativity is impacted substantially by the corporate environment and management practices, which are decided by managers' direction behaviors Amabile, (1996).

Diversity increases a company's bottom line, according to a new research by the Boston Consulting Group (BCG). Companies with more diverse management teams earn 19% more revenue as a result of innovation. This is fantastic news for IT and telecommunication firms, start-ups, and sectors that rely on innovation to succeed. Lorenzo et al (2018) and McKinsey & Company (2015), a worldwide management consulting organization, studied 180 firms in France, Germany, United Kingdom, and the United States. they discovered that firms with more diverse top teams fared better in terms of innovation and creativity.

Research Methodology

Research design

This research was conducted utilizing a core-sectional mixed method (quantitative and qualitative approaches, and research can be conducted using both quantitative and qualitative methods). Quantitative data is used to answer the query "How many," whereas qualitative data analysis is used to answer the question "How." (Majid & kassim, 2000). The survey questionnaire was created utilizing a five-point Likert's Scale with a range of Strongly Disagree (1) to Strongly Agree (5), as well as a dichotomous question (a "Yes/No" question).

target population of this study will be telecommunications sector workers in Somalia especially Golis telecom and Hormuud telecom and the target population of this study is 330.

Sample size

As stated by the researcher, the target population for this study consisted of 330 workers; however, because taking all of the target population would be time-consuming and expensive, the researcher will take samples from the target population, and the sample for this study will consist of 180 participants, who will be chosen using the following formula and this formula is called Slovin's Formula.

Therefore, the Sample Size of this study is **180**

. Sampling Procedures

The participants in this study will be chosen using the sampling technique, which is recognized as the easiest technique of data collecting since sampling may be an acceptable approach to select a sample from a particular population because every individual has equal possibilities and opportunities to be selected

Research tools

The research will utilize a questionnaire survey to gather the information and data from the respondents intelligently to acquire and obtain the data for this study deeply and intelligently

Date analysis

SPSS software is typically used for statistical analysis and statistical operations, and the researcher analyzes quantitative data from questionnaires. The researcher will use simple frequencies and percentages, as well as certain special graphs such as the Pie chart and Bar chart, because they are easy to compare, analyze, and interpret. Qualitative data was evaluated and incorporated into quantitative data using content or thematic analysis.

The role of workforce diversity on enhancing organizational creativity and innovation.

(A) Workforce diversity

indicates that **(74.44%)** respondents said (Yes) that diverse teams produce more creative results than teams in which all members are from a similar background while **(25.56%)** of the respondents said (No) homogeneous teams produce more creative results than that diversified workplace.

(71.67%) of the respondents said (Yes) that managers should hire diverse people for their divisions and build diverse teams to handle projects. And there was **(28.33%)** said (No) believes handling projects doesn't require diverse people for the divisions and teams working together.

As explained the above figure 10 **(73%)** of respondents had responded (Yes) that their workforce employees with different background are treated fairly, whereas **(27%)** responded negatively implying their organizations employees with different background are treated fairly.

As shows the above table 11, **(32.8%)** of the respondents agreed their organizations not exist everyone is having equal employment opportunity in here **(67.2%)** of respondents responded positively that shows their organizations exist that everyone is having equal employment opportunity in here.

Figure 6 Workforce diversity linking personnel in decision making employees with creativity appearances N (180)

As figure 5 above states **(81.67%)** respondents approved that workforce diversity comprise linking personnel in decision making, recruiting and appointing employees with creativity appearances, while, **(18.33%)** of the respondents disagreed that workforce diversity comprise linking personnel in decision making, recruiting and appointing employees with creativity appearances.

As a result, researcher recommends that Linking personnel in decision-making, recruiting, and assigning employees with creativity appearances are all examples of workforce diversity.

Workforce diversity promotes legal obligations

As shown figure 6 **(65.5%)** of the respondents said that organizations are required by law to enhance race, ethnicity, education and gender equality in workplace, while **(34.5%)** disagreed that Organizations are obligated by law to improve workplace diversity in terms of color, ethnicity, education, and gender.

role on workforce diversities on improving organizational Innovation and creativity. This study (74.44%) respondents agreed that diverse teams produce more creative results than teams in which all members are from a similar background while (25.56%) of the respondents said (No). And also, (71.67%) of the respondents said (Yes) that managers should hire diverse people for their divisions and build diverse teams to handle projects. And there was (28.33%) said (No). Furthermore, (73%) of respondents had responded (Yes) that their workforce employees with different background are treated fairly, whereas (27%) responded negatively implying their organizations employees with different background are treated fairly. (32.8%) of respondents disagreed that their organizations do not exist, and that everyone has equal job opportunities in here, whereas (67.2%) of respondents agreed. And there were (81.67%) respondents approved that workforce diversity comprise linking personnel in decision making, recruiting and appointing employees with creativity appearances, while, (18.33%) of the respondents disagreed. Besides, (65.5%) of the respondents said that organizations are required by law to enhance race, ethnicity, education and gender equality in workplace, while (34.5%) disagreed that Organizations are obligated by law to improve workplace diversity in terms of color, ethnicity, education, and gender.

The third objective off the study was to find out the competitive advantageous of workforce diversity for enhancing organizational innovation and creativity in telecommunication sector. According to the Linkert scale, workplace diversity in the organization enhances employees' efforts to make things work. Strongly Agree 135 (75%), Agree 21 (11.7%), Neutral 21 (11.7%), Disagree 2 (1.1%), and Strongly Disagree 1(0.6%) were the top responses. In the that their real innovative work engagement has been declining steadily over the last six months and responded following responses, strongly agree with 22(12.2%), agree 47(26.1%), neutral 51(28.3%), disagree 28(15.6%) and strongly disagreed 32(17.8%). And in their boss continually encourages them to innovate services, products, processes, and methods to organize their job and they responded following responses, strongly agreed with 24(13.3%), agreed with, 53(29.4%), neutral with 37(20.6%), disagreed with 55(30.6%) and strongly disagreed 11(6.1%). Furthermore, providing organizational incentives fairly increases the organizational innovation and creativity and they responded the following responses, strongly agreed 49(27.2%), agreed 26(14.4%), neutral 24(13.3%), disagreed 17(9.4%), and strongly disagreed with 64(35.6%). Then, collective engagement in organizations boosts organizational innovation and creativity and they were responded the following responses, strongly agreed 102(56.7%), agreed 32(17.8%), neutral 12(6.7%), disagreed 27(15%), and strongly disagreed 7(3.9%). Additionally, if mutual respect between team members assists the company in increasing employee innovation and their responses

were the following strongly agreed 93(51.7%), agreed 34(18.9%), neutral 22(12.2%), disagreed 15(8.3%), and strongly disagreed 16(8.9%).

The fourth object was to explicit advantageous recommendations and solutions for diversified workforce influence in enhancing organizational innovation and creativity how Organizational Culture Influences on Creativity and Innovation. And the majority of the respondents recommended the best ways to boost organizational innovation and creativity are to create an open,

creative work environment, motivate your team, and promote workforce diversity. Encourage individuals to be diverse and give them the tools they need to build innovative teams and take chances without fear of being punished.

Recommendations

Based on the findings of this study, recommendations towards the role of workforce diversity in enhancing organizational innovation and creativity in becoming successful were generated. Firstly, organizations must be centered on a social justice aim. This relates to the moral, ethical, and social obligations that govern attempts to improve the lives of racial, ethnic, and gender minorities.

Second, organizations are required by law to enhance race, ethnicity, and gender equality. Affirmative action is a vital method for complying with legal responsibilities, and it refers to constructive attempts to eradicate racial and gender discrimination in education and the workplace.

Third, organizations need to acknowledge cultural diversity as a necessary factor in competing in the multinational business environment and employees with different background are treated fairly to maintain and increase competitiveness in the global marketplace.

Fourth, Senior management must create an organizational-wide mindset that encourages personal risk-taking and views mistakes as a source of learning and new ideas. Employees' willingness to behave creatively and innovatively is determined by how mistakes are handled in businesses. Brodtrick et al., (1997). Tolerance for errors is a necessary component of creativity and innovation.

Fifth, top management should foster a collaborative culture. Such an atmosphere can foster the creativity and innovation that are so important in today's corporate world. One important conclusion is that the environment for creativity must be sensitive to the entire process. However, changing a company's environment is one of the most challenging aspects of development, and it always demands entire dedication and involvement from top management.

Sixth, employee teams should be able to choose how they want to reach their goal, since this gives them more flexibility and autonomy, which boosts intrinsic motivation and mutual respect between team members assists the company in increasing employee innovation.

Seventh, Organizations must be aware that giving equitable organizational incentives boosts organizational innovation and creativity in the workforce, while workforce diversity boosts employees' efforts to make things work.

Eighthly, Managers should employ people from a variety of backgrounds for their divisions and create varied teams to handle tasks since diverse teams deliver more innovative results than teams with members from the same background. As a result, team leaders and others in charge of forming teams should aim for diversity.

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Figure 8 indicates that **(74.44%)** respondents said (Yes) that diverse teams produce more creative results than teams in which all members are from a similar background while **(25.56%)** of the respondents said (No) homogeneous teams produce more creative results than that diversified workplace.