



# Apeejay School of Management New Delhi

## Certificate of Participation

This is to certify that

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participated / presented / contributed a paper titled

*Linguistic Diversity in Business : Helping Build Employee Relations*

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# RECENT ADVANCES, INNOVATIONS AND CHALLENGES IN BUSINESS AND RESEARCH

11th National Conference on Contemporary  
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Apeejay School of Management, Dwarka, New Delhi  
March 06, 2020



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## Contents

|  |            |
|--|------------|
| <b>Foreword</b>  | <b>(i)</b> |
| <b>RESEARCH PAPERS</b>   |            |
| <b>1. Managerial Culture: A Study of Indian Banking Industry</b>   | <b>1</b>   |
| <i>Pooja Singh Negi, R C Dangwal</i>   |            |
| <b>2. Basic Financial Literacy: A Comparative Study at Delhi NCR</b>   | <b>21</b>  |
| <i>Neetu Chhillar, Swaranjeet Arora</i>  |            |
| <b>3. Realization of Diverse Electronic Tools in learning and teaching for students with Diverse skills</b>                | <b>43</b>  |
| <i>Arshi Naim</i>  |            |
| <b>4. Comparative analysis of Indian Aviation Industry: Evidence from top three airlines</b>                               | <b>51</b>  |
| <i>Riya Gupta, Teena Hassija, Priyanka Srivastava</i>  |            |
| <b>5. Relationship between Saving Preferences and Demographic Variables of Investors</b>                                   | <b>78</b>  |
| <i>Ashima Saxena, Bhavesh Prakash Joshi</i>  |            |
| <b>6. Linguistic Diversity in Business: Helping Build Employee Relations</b>   | <b>89</b>  |
| <i>Manpreet Kaur</i>   |            |
| <b>7. Fostering Social Computing Strategy in Enterprise Using Design Thinking</b>  | <b>98</b>  |
| <i>Anandhavalli Muniasamy, Fahad Alahmari, Arshi Naim</i>  |            |
| <b>8. Assessing the Impact of Big Data Analytics on Knowledge Management</b>   | <b>113</b> |
| <i>Suman Sarkar, Bhavesh P. Joshi</i>  |            |
| <b>9. Co-creation of Value in Conventional School Education Pedagogy using the Power of Internet and Mobile Technology</b> | <b>128</b> |
| <i>Deependra Sharma, Satish Kumar</i>  |            |
| <b>10. Managing Risk Exposure in India through Mortgages for Long Term Economic Sustainability</b>                         | <b>145</b> |
| <i>Uchit Kapoor, Dhananjay Singh Pundir, Manali Tripathi</i>   |            |
| <b>11. Exploring Domestic Tourism in Ethiopia: Trends, Prospects, Promotional Marketing, and Challenges</b>                | <b>162</b> |
| <i>Berhanu Esubalew Bayih, Apar Singh</i>  |            |
| <b>12. NPS: A Privilege for Creating Sustainable Pension System in Emerging markets</b>                                    | <b>189</b> |
| <i>Neeti Hooda, Kuldip Singh Chhikara</i>  |            |
| <b>13. Survival analysis of Novel coronavirus (2019-ncov) using Nelson Aalen Survival estimate</b>                         | <b>201</b> |
| <i>Abere, Omotayo Johnccally</i>   |            |
| <b>14. Role of ICT in Service sector:- An Analysis of Punjab State Police</b>  | <b>213</b> |
| <i>Karampaul Singh</i>   |            |
| <b>15. Higher Education in India: Challenges and Opportunities with special reference to Uttar Pradesh</b>                 | <b>220</b> |
| <i>Vinit Kumar</i>   |            |
| <b>16. Effect of Bonus Announcement on Stock Return: Evidence from India</b>   | <b>223</b> |
| <i>Debi Prasad Satapathy</i>   |            |
| <b>17. Antecedents of customer Attitude in Online Apparel Purchase</b>   | <b>224</b> |
| <i>Vivek Kumar, Mohammed Naved Khan, Subodh Kesharwani</i>   |            |

# Linguistic Diversity in Business: Helping Build Employee Relations

Manpreet Kaur<sup>1</sup>

## Abstract

Linguistic diversity influences almost all management decisions in modern business. With linguistic diversity there also exists a cultural diversity as not only language but race, colour and beliefs also differ, therefore products and services will also be different. When companies hire employees from all sorts of backgrounds regardless of race, culture, language and religion they face different challenges to make the diversity work. The challenges the companies face and the benefits they acquire using the skills and innovations of the diversity are various. There exists a native language, a corporate language and the lingua franca, English. The dominant trend is that English is the language of Business and it remains a fixed and unquestioned corporate language.

Keywords: Linguistic Diversity, Business, Cultural diversity, Innovations, Benefits, English.

## Introduction

Diversity is a fundamental aspect of our society and therefore of our communities, workplaces, schools, and early learning services. Culture is one significant contributor to diversity. In itself culture is a comprehensive concept and encompasses many components such as values and behavioural styles, language and dialects, non-verbal communications, and perspectives, worldviews and frames of reference. Culture is also dynamic in that individuals, practices and environments are constantly changing and so it is difficult to have a single definition of culture. Linguistic diversity is a subset of cultural diversity.

Linguistic diversity is defined as the 'range of variations exhibited by human languages' ([www.terralingua.org](http://www.terralingua.org)). There are between 5000 and 7000 languages in the world today, but some of these languages are considered varieties of dialects. The countries where more languages are spoken are Papua, New Guinea, Nigeria, Indonesia, India and Mexico. Many government recognize one official language of a country and so multilingualism is not common. Most of the world's population is monolingual having one language in the school context. Linguistic diversity is sometimes a specific measure of the density of language, or concentration of unique languages together.

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