



Diversity in Teamwork - MARKSTRAT as a Model for Diversity Training

By Xiumei Liu

GRIN Verlag Aug 2007, 2007. Taschenbuch. Book Condition: Neu. 211x146x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2007 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, printed single-sided, grade: 1,3, University of Kassel, 14 entries in the bibliography, language: English, abstract: Team ability and social competence are crucial in the new economy. In the globalized world, where the workforce is becoming increasingly diverse, working in diverse teams is even more important. What the effects of diversity on teamwork are and how the ability to work in diverse teams can be trained are questions that the author is interested to explore in this research paper. In doing so, Chapter I takes a theoretical approach by starting to explain diversity in the workforce as a trend as well as the types of diversity. Since diversity has contrasting effects on teamwork, both disadvantages and advantages are analysed in the third section. In order to make use of the positive aspects of working in diverse teams and still avoid or minimize the negative effect of differences at the same time, diversity should be effectively managed, which is discussed in...



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