

**THE IMPLICATIONS OF MANAGING WORKORCE DIVERSITY ON
EMPLOYEE PERFORMANCE IN KENYAN PRIVATE UNIVERSITIES**

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ABSTRACT

Workforce diversity is a reality that we can never escape from. Managing it on the other hand is like a double edged sword which may give positive results if well organized and implemented or gives negative results to both the organization and the general public if poorly managed. This study is motivated by the fact that employee diversity management has a direct link to the overall performance and being that human resource is the most essential asset of any organization or institution seeking long term stability and competitive advantage. It is therefore that a diverse working population like that in the Kenyan private Universities be managed maximally. An explanation of the general concept of workforce diversity and managing diversity in light of selected private university in Kenya has been done in this research study. The contents include the general objective which is to find out the implications of workforce diversity management on employee performance.

So much literature has been done pertaining to employee diversity and my research study recognizes contribution of key scholars on managing workforce diversity and its implications on employee performance. It covers introduction, empirical review, theoretical perspective and the conceptual framework.

. The research adopted a descriptive research design to analyse the data stratified random sampling was used to collect the data since it increases the statistical efficiency by use of instruments such as self-administered questionnaire and interview guide. The target population in this study was the employees of the private universities in Kenya. It