



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

(An Autonomous Institution since 2010)

Approved by AICTE, New Delhi and Permanently Affiliated to JNTUK, Kakinada

L.B. Reddy Nagar, Mylavaram, NTR District, Andhra Pradesh - 521230



Master of Business Administration

Report on Knowledge Sharing Session

“Valuing Diversity: Communication in a Multicultural Business Environment” in Association with AIMS.

A.Y:2024-25

Event Name	Valuing Diversity: Communication in a Multicultural Business Environment
Event type/Name	Webinar
Date/Duration	26-07- 2024
Resource person/Organiser	Prof. Padmini Ivaturi Communication and soft skills trainer and motivational speaker
Name of Convener	Dr. A. Adishesha Reddy, Professor & HoD, Dept. of Master of Business Administration, LBRCE, Mylavaram
Target audience	125
Total No. of participants	105
Objective the event	The objective of the knowledge-sharing session titled "Valuing Diversity: Communication in a Multicultural Business Environment" is to explore the importance of effective communication within diverse and multicultural business settings. The event aims to equip participants with strategies and skills to navigate cultural differences, enhance interpersonal interactions, and foster a more inclusive and collaborative workplace environment. By understanding and valuing diversity, attendees are expected to improve their communication and soft skills, leading to better teamwork and organizational success.
Description of the event:	The session, led by Prof. Padmini Ivaturi, a renowned Communication and Soft Skills Trainer and Motivational Speaker, focuses on the nuances of communication in a multicultural business environment. Prof. Ivaturi's expertise and insights will guide participants through the challenges and opportunities associated with working in a diverse workforce. The event will cover key topics such as

cultural awareness, effective listening, cross-cultural communication strategies, and the impact of diversity on business performance.

Participants will engage in interactive discussions, case studies, and practical exercises designed to enhance their understanding of how to communicate effectively across cultural boundaries. The session aims to provide actionable takeaways that can be applied immediately in professional settings to improve collaboration and productivity.

Event Poster





INSPIRING YOUNG LEADERS SESSION

Valuing Diversity: Communication in a Multicultural Business Environment

Join Free!

SAVE THE DATE

FRIDAY
26 JULY 2024

TIME
03:00 PM

Speaker

Prof. Padmini Ivaturi
Communication and Soft skills Trainer, motivational speaker, career counselor, author



Moderator

Dr A Adishesha Reddy
Professor & HOD, School of Management Studies, Lokireddy Bali Reddy College Of Engineering, Mylavaram, AP



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 aimsacevents@gmail.com



**Dr.
Adishesha
Reddy**

Prof. & HOD, MBA Dept.

**Valuing Diversity :
Communication in a multi-cultural Environment**

PROF. PADMINI

And how we have to tackle it.

Advantages of Diversity

- Global Exposure
- Broader range of views and ideas.
- Better understanding of different varieties of markets
- Broader pool of talent.

We are living in a globalized world.

Understanding Culture

Shared system of :

- symbols, beliefs, attitudes, values, expectations and behavior norms.

Sub-cultural groups:

- working styles, age, nationality, ethnicity, race, gender, sexual orientation.

Influencers :

- Ethnocentrism- tendency to judge people according to our customs.
- Xenophobia- Fear of strangers and foreigners.
- Stereotyping- Attributing qualities based on membership to a particular group.

belonging to another subculture. So within the culture

Towards.

Adishesha Reddy

Dr. ADISESHA REDDY
HEAD OF THE DEPARTMENT