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**Impact of Effective Workforce Diversity Management on Employees'
Performance in Construction Sector
(With special reference to selected construction companies in eastern province)**

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ABSTRACT

Effective Workforce Diversity Management (EWDM) is an important tool between the employers and the employees in order to building up the good relationship and to get the success of an organization. This study sought to analyze EWDM on Employees' Performance (EP) in construction industry in eastern province. The sample consisted of 180 Workers of 18 construction companies in eastern province. Primary data were gathered through a structured questionnaire among the respondents in sample. The research findings revealed that there is a significant strong positive relationship between EWDM and EP, the weak negative relationship between EWDM and Conflict (CN), and the weak negative relationship between CN and EP. Moreover, CN does not mediate the relationship between EWDM and EP but it has the direct negative impact on CN. Further, all the variables scored higher value with existing situation of EWDM and EP, while surprisingly CN does not. In the light of the results, possible managerial implications was discussed and future research subjects were recommended. This research contributes to the growing literature on the construction industry in eastern province those who having high diversified employees.

Key words: *Effective Workforce Diversity Management (EWDM), Employees' Performance (EP), Conflict (CN).*