

# CR<sup>3</sup> Conference: The Power of Responsibility

## Stream 6

### Differences within and/or outside organisations: Diversity as Corporate Social Responsibility

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Since the end of 1980's, the management of differences and identities at work is being approached with the terminology of diversity management. Answers to questions of what diversity management is, or for that matter what diversity is, are often vague, uncontextualised, and vary a lot from one location (e.g. country, company, etc.) and time to another. Diversity and diversity management are also terms that are increasingly used, not only in business organizations, but also by different actors with different aims in various fields like politics, education, and the media.

The terminologies of diversity and diversity management are often sloppily used, and used interchangeably with other initiatives touching upon minority members. Diversity management is used as referring to equality initiatives, to specific positive measures such as affirmative action, positive discrimination or HR practices aiming to support minority employees and their careers (such as mentoring to women and ethnic minorities) , as well as to programs where the aim is to draw business benefits from any kinds of identity differences. The blurriness of diversity is further enforced by the large variation of people in charge of diversity in organisations. Diversity questions are attached to HR departments, social relations, corporate social responsibility (CSR), or at times taken care of by personally convinced organizational members like members of an internal affinity group.

Diversity management is increasingly seen as being a part of a company's social responsibility. The business case according to which diversity pays off in terms of increased innovativeness, better reactivity and decreased turnover is coupled with concerns of responsibility towards the society. The evidence of the business case for diversity has been questioned, but in what ways is the management of diversity contributing to corporate socially responsible actions?

In this stream we invite conceptual and empirical papers examining the linkages between diversity, diversity management and corporate social responsibility:

- What social or business objectives are corporations aiming at in their CSR-framed diversity work?
- What aspects of difference are focused on in CSR-framed diversity management programmes?
- In what ways is diversity management a socially responsible way of managing a workforce?

- In what ways do CSR-framed diversity initiatives respond to the needs of the diverse workforce?
- Are CSR-framed diversity initiatives and actions addressing the workforce, and/or other stakeholders?
- What is the role of partnerships with other organisations and/or institutions in CSR framed diversity management?
- What is the role of affinity groups in CSR-framed diversity management?