What makes a successful manager? The Chinese tradition divides human beings into four classes, each with its own unique qualities: the shi (scholars) are learned and contemplate vision and ethics; the nong (farmers) work the land and can provide for basic human needs; the gong (artisans) are creative and strive for beauty and excellence; and the shang (merchants) have strong ambition and a drive to succeed and to accumulate wealth. According to Chinese ancient wisdom, it is only when one can combine the qualities of all four classes—the vision and ethics of the scholars, the appreciation and respect for basic human needs of the farmers, the creativity and drive for excellence of the artisans, and the merchants’ ambition to make a profit—that one can become a successful manager.

When I interviewed him for this book, Mr. Kyung-Young Park, the chief vision officer (CVO) of Harex, relayed this wisdom, which had been imparted to him by the honorary chairman of his company, Mr. Seo. After a long discussion on diversity management and the outsider’s misconception of the
homogeneity of both Korean and Chinese societies ("there are many differences among us that foreigners do not see—regional, for example"), he concluded that managers could learn a great deal about managing diversity from that Chinese teaching.

Indeed, effective diversity management should encompass these four principles: (a) like scholars, managers must adopt an ethical learned approach to diversity, always aiming to "do the right thing"; (b) like farmers, they must respect their employees' unique characteristics; and (c) like artisans, they must introduce creative solutions as they strive for excellence in diversity management. These qualities, combined with the last principle—ambition to utilize diversity to promote business goals and profitability for the organization—lay the groundwork for sound management. These interactive qualities—vision, ethics, respect, creativity, business goal orientation, and striving for excellence—are, in essence, the heart and soul of this book.

The Challenge of Managing Diversity in a Global Context

Successful management of today's increasingly diverse workforce is among the most important global challenges faced by corporate leaders, human resource managers, and management consultants. Workforce diversity is not a transient phenomenon; it is today's reality, and it is here to stay. Homogeneous societies have become heterogeneous, and this trend is irreversible. The problems of managing today's diverse workforce, however, do not stem from the heterogeneity of the workforce itself but from the unfortunate inability of corporate managers to fully comprehend its dynamics, divest themselves of their personal prejudicial attitudes, and creatively unleash the potential embedded in a multicultural workforce.

The global economy moves diversity to the top of the agenda. Immigration, worker migration (guest workers), and gender and ethnic differences continue to dramatically change the composition of the workforce. There is a growing demand for equal rights for these workers and for other groups like older workers, workers with disabilities, and gays and lesbians. Even without globalization, population projections suggest that the trend to a diverse workforce will be amplified in the coming decades. For example, due to consistently low birthrates and increased longevity, virtually all the industrial countries will need even larger waves of immigrants just to sustain their current ratio of workers to retirees. At the same time, developing countries are experiencing an unprecedented growth in the numbers of young people. The combination of push and pull factors is moving all countries toward the same outcome: a more diverse workforce (United Nations, 2000a, 2009).
Most large corporations in today’s global economy are international or multinational, and even those that are not rely on vendors to sell to customers located outside their national boundaries. For example, Virgin Company, headquartered in the United Kingdom, provides services in the sectors of hotel/travel/tourism, media/entertainment, computer/IT/telecom, transportation, and services and has main offices in Australia, Japan, the United States, Singapore, and South Africa. With total revenues exceeding £4 billion (or $7.2 billion), Virgin employs more than 25,000 people in 200 subsidiaries around the world (Virgin Group, 2009).

In the context of the globalized economy, most large companies fall in the category of multinational companies (MNC). The literature on international management includes several typologies of MNC, which are useful for understanding, explaining, and conducting empirical studies about the functioning of multinational companies (Bartlett & Ghoshal 1998, 2002; Harzing, 2000; Hordes, Clancy, & Baddaley, 1995). Three categories are helpful for understanding the unique corporate culture that is relevant to global workforce diversity. The first is international corporations with headquarters in one country and operations in one or more other countries. Their strategy is based primarily on transferring and adapting the parent company’s knowledge or expertise to foreign markets while retaining considerable influence and control (Bartlett & Ghoshal 1998, 2002). This category of companies is characterized by an organizational culture primarily influenced by the home country, particularly regarding human resource management.

The second category is multinational companies, in which the central corporate office still has the dominant decision-making power but each national or regional operation has some autonomy in business decisions. These companies develop strategic capabilities that allow them to be very sensitive and responsive to differences in national environments around the world. The company’s culture is less unified and rigid, compared with those of international companies, and less dominated by one national culture.

The third form is the global company with headquarters that may be located in a specific geographic region but with a team composed of managers across the globe jointly making major business decisions. These companies are driven by their need for global efficiency and typically treat the world market as an integrated whole (Bartlett & Ghoshal, 1998, 2002). The corporate culture in this type of company is not dominated by any one national culture. There are few overarching universal policies, allowing for flexibility and diversity of processes, procedures, and technologies (Hordes et al., 1995).

In addition to strategic alliances and a wide-ranging business span, companies must be able to utilize the diversity of their human resources to become truly global. This means that they maximize human talents, regardless of where their employees are located or their national origin. As a first step, companies
must learn the human side of the global company. The training, orientation, and cultural understanding needed for the management and employees of any company—national, international, multinational, or global—including the deep understanding of individuals who live in other national and cultural contexts, and the ability to work within a global team framework.

**Tensions Posed by Global Workforce Trends**

Global demographic trends create unprecedented workforce tensions. For example, Italy’s population, currently almost 60 million, is projected to decrease to 56 million by 2050; over the same period, Germany’s working-age population is expected to decrease from 82 million to 69 million (World Bank, 2009; Germany Federal Statistical Office, 2006; Population Reference Bureau, 2009a). To maintain their current working-age population levels to the year 2050, both countries will need a few hundred thousand immigrants every year. Historically, these relatively homogeneous societies have been resistant to immigration, yet their current practices, induced by workforce decline, indicate a tacit acceptance of it.

Developing countries, on the other hand, have seen a spurt in the size of young-adult populations in recent decades reflecting the widespread adoption of the public health knowledge and practices of the mid 20th century that have rapidly reduced mortality, especially for infants and youth. As a result, more than one half the population of developing countries is under age 30. Although many migrants are fleeing upheavals, even violence, in their native lands, most are seeking economic opportunities. With or without the transformation of economies in an increasingly global context, it would be difficult for these countries to accommodate such a surge of young adults into their labor force. For example, almost as many Mexicans as Americans reached age 15 each year during the first decade of the 21st century, yet the Mexicans faced an economy only one tenth the size of the U.S. economy. Can it be surprising, then, that there were not enough jobs in Mexico—let alone well-paying jobs—for such an exceptionally large generation of new workers?

Increasing numbers and shares of women in the workplace may be the most important component of diversity at the national level in most of the world. In particular, the gap between women’s and men’s rates has been narrowing in most regions (International Labour Office, 2009). Women’s share in the workforce grew significantly in Latin America and in Western Europe as well as in other developed regions during the past several decades. Even in countries where women have traditionally been discouraged from working outside the home, they came to make up an increasing share of the measured labor force. As a result, women’s economic activity rates are increasingly similar around the world, except in regions where society constrains women’s roles outside the home.
A particularly relevant aspect of current workplace trends is that women increasingly migrate autonomously as workers, and women migrants equal or outnumber men in some parts of the world. They are even becoming common in Asia, largely as a result of more women workers migrating on their own. Rapid economic growth and structural changes in the labor market that began in the 1980s and continued into the 21st century have motivated women to independently migrate. Women migrants’ earnings now represent an important source of income for their families at home. Contract labor migration is the most rapidly increasing type of international migration in Asia, and women migrants are concentrated in such female-dominated occupations as domestic helpers, entertainers, salespersons, hotel and restaurant employees, and assembly-line workers.

The global economic trends that generate increased or decreased demands for workers in different areas at different times create tremendous opportunities as well as hardships for work organizations, individuals, and families. For example, the technology industry’s boom in the 1990s created increased demand for skilled workers, and the developed countries’ generally strong economy during those years created a multinational, multicultural workforce that included many foreigners. Conversely, the global economy’s downturn in the early 21st century has displaced many immigrants from their jobs and placed them in limbo. Unable to extend their legal stay in their host countries because their work visas were often linked to their original employer-sponsors, upon their return to their countries of origin, there were no jobs for them.

Global legislative trends banning discrimination against women, immigrants, minorities, and other diverse groups in the labor force have required employers in most democratic and quite a few nondemocratic countries to institute policies that ensure fair treatment of all employees. Some countries have introduced public policies stemming from the ideology of compensating population groups that have been discriminated against in the past. Employers are required to provide designated groups of applicants, such as racial and ethnic minorities and women, with a competitive advantage by actively recruiting them for open positions.

Disregarding these economic, demographic, and legislative trends can be devastating to companies, their employees, and the communities surrounding them. Companies unable or unwilling to change their policies and practices may suffer dire consequences. They may experience intergroup conflicts among their employees; they may limit their access to the pool of potentially talented employees; they may miss opportunities for creating alliances with business organizations; and they may be vulnerable to expensive lawsuits or government sanctions resulting in serious damage to their earnings, their public image, and their access to investment.

All signs point to increasing heterogeneity in the workforce, even as countries throughout the world struggle with hostile intergroup relations,
prejudice, discrimination, and even violence. Gender, ethnicity, language, social class, religion, or other distinctions may define group membership, as each culture determines the context of social exchange and reward allocations. In Europe, for example, immigrants from North Africa and the former Soviet Union experience prejudice and discrimination in obtaining jobs. Worldwide, these group divisions contribute to exclusion of women and minorities from positions of power in the workplace and create barriers to job opportunities and promotion. They also stifle the economic growth that could come from these groups of workers and directly affect long-term corporate earnings.

As a result of the increasing heterogeneity in the workforce, countries throughout the world are struggling with a powder keg of hostile intergroup relations in the workplace. The impact of prejudice and discrimination can be more than just detrimental to businesses—it can even result in violence; but effective management of workforce diversity can create tremendous rewards for companies.

**Diversity and Exclusion: A Critical Workforce Problem**

One of the most significant problems facing today’s diverse workforce is exclusion—both its overt practice, as a matter of formal or informal policy, and the perception by employees that they are not regarded as an integral part of the organization (Hitlan, Cliffton, & DeSoto, 2006; Insch et al., 2008; Kalev, 2009; Kanter, 1992; Mor Barak, 2000b; Wood, 2008). Though diversity groupings vary from one culture or country to the next, the common factor that seems to transcend national boundaries is the experience of social exclusion, particularly in the workplace (Mor Barak, Findler, & Wind, 2001). Individuals and groups are implicitly or explicitly excluded from job opportunities, information networks, team membership, human resource investments, and the decision-making process because of their actual or employer-perceived membership in a minority or disfavored identity group. Inclusion in organizational information networks and in decision-making processes has been linked to better job opportunities and career advancement in work organizations (Cunningham, 2007; O’Leary & Ickovics, 1992), as well as to job satisfaction and well-being (Mor Barak & Levin, 2002). Employees’ experience of exclusion, therefore, may play a critical role in explaining the connection between the lack of opportunities for members of diverse groups and their discontent with their roles as employees in organizations. If leading organizations do not adapt to become multicultural and learn to remove barriers to full participation of minorities and women, social and economic tensions between majority and minority identity may only increase within employing organizations (Nkomo & Kossek, 2000).
implications are far-reaching, as work organizations represent opportunities to bridge understanding and tolerance among peoples from around the globe.

The unprecedented global demographic trends have created ethnically diverse work environments that are often the backdrop for hostile relations, discrimination, and even hate crimes (Stephan, Ybarra, & Martinez, 1998; Pettigrew & Tropp, 2006). In addition to race, gender, and social class that cut across different cultures as determinants of exclusion, other characteristics like ethnicity, language, or religion may define group membership, as each culture determines the context of social exchange and reward allocation (Hofstede & Hofstede, 2005; Smith & Fischer, 2003). Worldwide, these group divisions contribute to exclusion of group members from positions of power in the workplace and create barriers to job opportunities and promotion. The research on individual and intergroup differences in the workplace has been disjointed on a global scale. Although there are many similarities in areas of research (e.g., gender and intergroup relationships), they are often examined under different frameworks and using different terminology. Whereas U.S.-based scholars often identify their research under the title of “workforce diversity,” European scholars and those from other countries who publish in this area usually identify their work under titles such as “gender studies,” “demography of the workforce,” “labor migration,” and “guest workers.” The difference is not only semantic, but stems from different historical perspectives and worldviews. U.S. researchers focus on diversity of the workforce (e.g., gender, racial, and ethnic differences) in the context of the country’s historical role as an immigrant absorption nation. Their studies focus on the discrepancies between the ideals and realities of the traditional equal employment opportunities, antidiscrimination, and fairness paradigms in the dynamic and fast-changing American society. European researchers, on the other hand, examine immigration, worker migration, and gender work roles in the context of relatively long-term national racial and ethnic cohesion. Their studies focus on the social and emotional difficulties inherent in integrating immigrants and women into each country’s relatively stable social fabric and gender roles. Beyond these two regions, little or no attention has been paid to issues of exclusion in the workplace, perhaps because jobs have been scarce for the dominant groups as well. There is clearly a need to bridge this gap and develop a comprehensive knowledge base.

Within the organizational context, the inclusion-exclusion construct is conceptualized as a continuum of the degree to which individuals feel a part of critical organizational processes, such as access to information, connectedness to coworkers, and ability to participate in and influence the decision-making process (Mor Barak & Cherin, 1998; Mor Barak, 2000b; Mor Barak, 2005; Mor Barak et al., 2006). The importance of the inclusion-exclusion experience has its historical roots in basic human needs, and thus the
employee’s experience is the measure of a work organization’s success at becoming a truly global company. Because people have always depended on one another for their livelihood and needed to work together in order to acquire food, shelter, and clothing, social inclusion has had an important survival function through the ages and across cultures (Baumeister & Leary, 1995; Leary & Baumeister, 2000; MacDonald & Leary, 2005).

Research on organizational demography indicates that being in the minority has significant effects on individuals’ affective experiences in the workplace, including feelings of isolation and lack of personal efficacy in team and in one-on-one relationships (Mor Barak et al., 2006; Lopez, Hodson, & Roscigno, 2009). Milliken and Martins (1996) indicate a strong and consistent relationship between diversity in gender, ethnicity, and age and exclusion from important workplace interactions. One of the most frequently reported problems faced by women and minorities in organizational settings is their limited access to, or exclusion from, informal interaction networks (Ely, & Thomas, 2001; Gray, Kurihara, Hommen, & Feldman, 2007; McDonald, Lin, & Ao, 2009). These networks allocate a variety of instrumental resources that are critical for job effectiveness and career advancement, as well as expressive benefits such as social support and friendship (Ibarra, 1993).

The Inclusive Workplace Model

This book presents the inclusive workplace model for managing diversity in a comprehensive way for the first time. Work organizations need to expand their notion of diversity to include, in addition to the organization itself, the larger systems that constitute its environment. Viewed from an ecological and systems perspective (Ashford, LeCroy, & Lortie, 2009), the notion of organizational inclusion is utilized as a focal point for understanding and managing workforce diversity (Mor Barak, 2000a). The concept of the inclusive workplace presented here and elaborated in later chapters refers to a work organization that accepts and utilizes the diversity of its own workforce—while also being active in the community, in state and federal programs that support immigrants, women, the working poor, and other disadvantaged groups—and that collaborates across cultural and national boundaries (Mor Barak, 2000b).

The inclusive workplace is defined as one that

- Values and utilizes individual and intergroup differences within its workforce
- Cooperates with, and contributes to, its surrounding community
- Alleviates the needs of disadvantaged groups in its wider environment
- Collaborates with individuals, groups, and organizations across national and cultural boundaries
Valuing and utilizing individual and intergroup differences within the organization’s workforce refers to the organization’s relations with its own employees. Whereas an exclusionary workplace is based on the perception that all workers need to conform to preestablished organizational values and norms (determined by its “mainstream”), the inclusive workplace is based on a pluralistic value frame that respects all cultural perspectives represented among its employees. It will strive to constantly modify its values and norms to accommodate its employees (see Box 1.1 for an example).

**BOX 1.1**

**Hai Ha-Kotobuki Joint Venture (Vietnam): Programs for Inclusion Within the Company**

Hai Ha-Kotobuki Joint Venture Co., Ltd., is a food manufacturing company located in Hanoi, Vietnam. Hai Ha-Kotobuki produces candy, cookies, and fresh cakes for sale in Vietnam and other Asian countries, including Japan, Singapore, China, Russia, and Mongolia (Hai Ha-Kotobuki, 2003; United Nations Economic and Social Commission, 2003). The company was one of two businesses selected to partner with the Vietnam Chamber of Commerce and Industry, CARE International, and the National AIDS Committee in a joint project to promote HIV/AIDS prevention and control. With the support of top management and the involvement of a large number of company staff, Hai Ha-Kotobuki developed an HIV/AIDS workplace policy that included implementing prevention programs, confidential testing and nondisclosure of results, discrimination prevention, flexible work conditions for HIV staff, and care responsibility for HIV staff (Pramualratana & Rau, 2001). Employees were surveyed regarding their knowledge of HIV/AIDS; staff (including all supervisors and managers) was trained; and equal opportunity programs were implemented to ensure nondiscrimination of HIV staff, equal access to all company benefits, and flexible work conditions (Asian Business Coalition on AIDS, 2003).

Cooperating with, and contributing to, local community refers to the organization’s sense of being an integral part of its surrounding community, regardless of whether it derives profits from local institutions and stakeholders. An exclusionary workplace misses the connection between profits and its community because it focuses solely on its responsibility to its financial stakeholders. An inclusive workplace, by contrast, maintains a dual focus, simultaneously intrinsic and extrinsic, that comes from acknowledging its responsibility to the wider community (see Box 1.2 for an example).
The Port Authority of New York (USA): Programs for the Local Community

The Port Authority of New York and New Jersey is an agency that runs many diverse transportation-related facilities such as bus stations and the New York airports. The rising number of homeless people at the Port Authority’s facilities caused increasing problems for the delivery of quality transportation services as well as for its image (Dutton & Dukerich, 1991; Port Authority of New York and New Jersey, 2004). The Port Authority took action in 1988 by forming a homeless project team and spending $2.5 million to fund homeless centers. Since 1997, the program has provided assessment and referral services to more than 500 people each month through a program located in the midtown bus terminal known as Operation Alternative. The agency, in partnership with Urban Pathways, created the Open Door Center located across from the Port Authority bus terminal to provide food, shelter, and social services to homeless people. The drop-in center provides comprehensive services to 130 homeless people daily and was the recipient of the 1999 Governor’s Exemplary Community Service Award (Port Authority, 2000). As a result of this intervention, the homeless people in the community received much-needed food, clothing, and shelter, and the Port Authority of New York was able to provide better services to its customers and improve its image.

Alleviating the needs of disadvantaged groups in the organization’s wider environment refers to the values that drive organizational policies with regard to the disenfranchised (e.g., the working poor and former welfare recipients). The exclusionary workplace views them as disposable labor, but the inclusive workplace perceives these groups as a potentially stable and upwardly mobile labor force (see Box 1.3 for an example).

Delta Cafés (Portugal and East Timor): Programs for Disadvantaged Groups

The Delta Cafés Group, a multinational company based in Campo Maior, Alentejo, Portugal, is the Portuguese market leader for coffee, holding 38% of the market share and generating revenues of 160 million euros (World Business Council for Sustainable Development, 2003; World Business
Council for Sustainable Development, 2009). In 2000, the government of East Timor approached Delta about establishing operations in the newly independent country to revitalize its dilapidated coffee industry and to help alleviate the pervasive poverty there. Delta saw the opportunity to develop new markets and help rebuild East Timor’s economy while generating revenues. Working with the government of East Timor, the UN, and local nongovernmental organizations (NGOs), Delta began holding capacity-building seminars with local farmers and contracted to purchase the coffee grown—at a fair market price. Delta has since launched a new brand of coffee, Delta Timor, which bears a logo designating its production in support of sustainable communities. Consumers have demonstrated their willingness to pay more for the socially responsible product, and the new brand is already profitable. For their partnership efforts, Delta and the government of East Timor received a 2003 Corporate Conscience Award for Positive Impact on the Community (Social Accountability International, 2003).

Finally, collaborating with individuals, groups, and organizations across national and cultural boundaries refers to the organization’s positions with respect to international collaborations. The exclusionary workplace operates from a framework of one culture is competition-based, and is focused on narrowly defined national interests. The inclusive workplace sees value in collaborating across national borders, in being pluralistic, and in identifying global mutual interests (see Box 1.4 for an example).

**BOX 1.4**

**La Siembra (Canada): International Inclusion Programs**

La Siembra Co-op was incorporated in 1999 in Ottawa, Canada, as the first North American importer, manufacturer, and distributor of fair trade cocoa products (La Siembra Co-op, 2003; “25 years, 25 success stories,” 2009). The company’s products—hot chocolate, cocoa powder, sugar, and chocolate bars—are marketed under the name Cocoa Camino in natural health food and grocery stores in Canada and the United States. It was founded on the principles of equal and respectful trade relations, fair wages and working conditions, environmentally sound farming practices, and education. La Siembra sources its products from cooperatives of traditional family farms in (Continued)
the Dominican Republic and Paraguay. La Siembra notes that each of its suppliers is formally registered with the Fair Trade Labeling Organization (FLO) as a fair trade producer. Further, La Siembra has received fair trade certification by TransFair Canada, the independent Canadian fair trade certification organization (TransFair Canada, 2003). The certification assures consumers that farmers receive higher than world market prices for their goods, often including organic and social premiums used for development programs (La Siembra Co-op, 2003). Consumers and corporate peers alike have recognized the company’s efforts. La Siembra received the 2002 Socially Responsible Business Award at the 18th Annual Natural Products Expo held in Washington, DC (Ontario Co-operative Association, 2003).

There is accumulating research evidence that such corporate practices constitute good business. The benefits include (a) cost savings due to lower turnover of employees, less absenteeism, and improved productivity; (b) winning the competition for talent by being more attractive to women and members of minority groups; (c) driving business growth by leveraging the many facets of diversity, such as marketing more effectively to minority communities or to senior citizens; (d) improved corporate image with a positive impact on the company’s stock standing; and (e) reaping the benefits of an increasingly global marketplace by employing workers from different nationalities in, or outside, their native countries.

**Conceptual Framework and Organization of the Book**

For too long the question posed by management in organizations has been “Is diversity good for business?” The conceptual model presented in this book suggests reframing the question to “How can diversity work for organizations?” Successful and seamless inclusion is the desired outcome of good diversity management. This, however, is not an undertaking for companies and employers alone. It needs to be reinforced and permeated through national and international laws and policies as well as via cultural tolerance in educational content and messages that the media convey concerning intergroup behavior. This broad perspective guides the conceptual framework for the book (see Figure 1.1).

The book is divided into three parts. Part I presents the macro, or large-systems, perspective on diversity: global demographic trends, legislation, and public policies in different countries. Part II presents the micro/mezzo—or
smaller-systems—perspective on diversity: how diversity is defined in different countries, theories explaining diversity, interpersonal and cultural aspects, and communication in the workplace. Finally, Part III presents solutions or practical intervention approaches: diversity paradigms, the inclusive workplace model, and case studies demonstrating how corporations in different parts of the world can apply the model.

This book utilizes an interdisciplinary approach, drawing from different bodies of knowledge to provide the demographic, legislative, and theoretical background for understanding diversity from an international perspective. Applying the above principles, the book also offers practical guidelines that can help managers create an organizational culture that welcomes and utilizes the diversity of their workforce and ultimately creates the inclusive workplace.

<table>
<thead>
<tr>
<th>Macro Dimensions</th>
<th>Micro/Mezzo Dimensions</th>
<th>Practice Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demographics trends</td>
<td>Individual and group aspects of diversity</td>
<td>Diversity management paradigms</td>
</tr>
<tr>
<td>Legislation</td>
<td>Theoretical explanations of intergroup relations</td>
<td>The inclusive workplace model</td>
</tr>
<tr>
<td>Public policy</td>
<td>Culture and communication</td>
<td>Practice applications for the model</td>
</tr>
<tr>
<td>Global economy</td>
<td>Interpersonal cross-cultural relations in the workplace</td>
<td>Cases for discussion</td>
</tr>
</tbody>
</table>

**Figure 1.1 Conceptual Framework and Organization of the Book**

**Summary and Conclusion**

The focus on diversity in global business today is quite different from civil rights legislation and from affirmative action programs. It is no longer only a matter of righting past wrongs or of trying to achieve equality of opportunity by addressing underrepresentation of specific groups. Diversity efforts are focused on managing and engaging the company’s heterogeneous workforce in ways that give it a competitive advantage. The progressive expansion of diversity compliance may be viewed as a continuum: equal employment opportunity
(EEO) legislation means that it is against the law to discriminate; affirmative action programs mean that companies need to take positive steps to ensure equal employment and promotion opportunities; and diversity programs are proactive and aim to achieve a diverse and heterogeneous workforce that values employee differences—and contributes to the local as well as global community.

It is important to state that diversity programs without the foundation of strong legislation and sound proactive public policy may be fleeting. Left to the business world’s interpretation of “what is good for business,” this trend may disappear—as others have in the past—when businesses decide that diversity management no longer benefits their financial goals. Reflective of this trend are often-used slogans such as “diversity makes business sense” and “diversity is good business.” Although these phrases may suggest a useful and practical direction, their use often precludes consideration of ethical practices and major long-term organizational changes that may not be immediately linked to the bottom line. Understanding the full range of practical benefits of diversity management is an important motivator for corporations to invest additional resources in employee development concurrent with their business development; but in addition, the scholarly and public examination of this multifaceted issue has to include the important dimensions of morality, ethics, fairness, and human dignity.

Given the growing acceptance (though not necessarily adherence) of human rights as a value around the globe, promoting fairness and economic advancement for disenfranchised members of society is perceived as the right and ethical thing to do. It does also constitute good business by giving corporations a competitive advantage in recruitment, in customer relations, in marketing to the growing minority communities with purchasing power, and in developing a positive corporate image that translates into corporate profits. To alleviate both social and economic tensions in society as a whole, and as reflected within the workforce, work organizations must learn to not only remove barriers but to actively encourage full participation of members of diverse groups in society.

The premise of this book is that work organizations must create and sustain a culture that is accepting of individual differences—and one that encourages greater involvement in community, national, and international affairs. In other words, they need to become inclusive organizations, inside and out.

Note

1. Harex is a Korean-based, high-tech company that developed, among other things, an innovative gadget called ZOOP, which replaces credit cards, tollbooth operators, and bank debit cards.