

Managing Diversity in Organizations

(Understanding stereotypes, Prejudice, and Discrimination)

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Session 2

D&I as a part of corporate agenda

Accenture: <https://www.youtube.com/watch?v=v7enrhRSOow>

Deloitte: <https://www.youtube.com/watch?v=7G00UHnCudw>

Apple: <https://www.youtube.com/watch?v=ey0jgnvQFmk>

Capgemini: <https://www.youtube.com/watch?v=jUibwtbphyM>

Vodafone: <https://www.youtube.com/watch?v=HkmZtmqgTXc>



Should D&I be a part of corporate agenda?

- ✓ Increased **Employee Engagement**..
- ✓ They bring **creativity and innovation**..
- ✓ **Brand value**..
- ✓ **Employee retention & productivity**..
- ✓ Some other outcomes of inclusion are posited as high-quality work relations, job satisfaction, intention to stay, job performance, organizational citizenship behaviour, organizational commitment, and well-being (Shore et al., 2011).
- ✓ Changing nature of **Workforce**



Impact of Stereotypes on Career Outcomes

- ✓ Organizational Entry
- ✓ Post Entry Effects
 - Role Status Incongruence
 - Role Conflict
 - Career Mobility
 - Power Differences
 - Differences in T & D
 - Feedback Differences
 - Job Segregation



Stereotype
(Cognitive)

Prejudice
(Affect/Emotional Reactions)

Discrimination
(Behaviour)



Why do people **Stereotype**?

- ✓ **Social Categorization**
- ✓ **Self-Identity**



'Subtle' Discrimination

- ✓ **Negative Attitude that is not Overtly Expressed.**
- ✓ **Different Reaction to same behavior (depending on the identity of the person)**



✓ Hostile Discrimination

✓ Benevolent Discrimination

