



What are the pros and cons of a business case approach to diversity management

By Luke Gipson

Grin Verlag Gmbh Grin Verlag. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Titel. Neuware - Essay from the year 2013 in the subject Business economics - Personnel and Organisation, grade: 62.0, University of Kent, language: English, comment: Excellent level of research and extensive reference list. , abstract: In 1950 the global human population was 2.5 billion, in 2013 it has increased to 7.2 billion and by 2050 the UN predict it will reach 9.6 billion (The Economist , 2013). Shared with the statistic that since 2011, 52.1% (United Nations, 2012) of humans live in an urban area, highlighting the need for an increased and evolved ability to manage diversity. This global trend has created the most diverse workforce in modern times, generating pressure for companies, institutions and governments to implement practices which recruit, train, promote and retain individuals within the workplace (Bratton and Gold 2012; Kirton and Greene 2010). The strategic management of diversity in the workforce will be further discussed using a three stage approach, in order to fully analyse the pros and cons of a business case approach to diversity management. The first stage will have two discussion points;...



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