

Preface

Managing Organizational Diversity—Trends and Challenges in Management and Engineering covers the issues of organizational diversity in nowadays organizations. Markets, day after day, are changing more and quicker than ever. All over the world academics as well as practitioners are seeking to understand how organizations manage and/or can manage the diversity of knowledge, skills, people, workforce, cultures, and approaches that they are facing day after day, in order to obtain more effective competitive advantages. They are anxious to know what trends and challenges they need to deal with in order to become competitive and act in a pro-active way. Nowadays, greater than ever before, the need to manage this diversity is one of the main aims of organizational management. Successful organizations are those which understand the importance of all their assets, namely, financial, physical, material, human, and intellectual. The management of all of them is of critical relevance to the organization.

Conscious of the importance of these issues, and in order to answer the concerns expressed by many academics, as well as executives and managers, this book looks to help these professionals to understand and implement in their organizations effective strategies, policies, and practices of how to manage organizational diversity. It looks to show what are the different trends and challenges that organizations are facing in the way how they manage and/or need to manage their organizational diversity.

Looking to communicate the recent developments and thinking in what concerns the latest research activity relating to organizational diversity management world-wide, the present book provides discussion and the exchange of information on principles, strategies, models, techniques, methodologies, and applications of the organizational diversity management, trends and challenges, in the field of industry, commerce and services.

Following these concerns, this book provides, in seven chapters, a channel of communication to disseminate, among academics/researchers, managers and engineers, the way how organizations are developing in order to maximize and increase the add value that they can obtain from their organizational diversity and the way how this diversity is managed. More precisely, Chap. 1 discusses “*Inclusion: Diversity Management 2.0*”;

Chap. 2 contains information about “*Hard Times, Less Compassion? Distinct Perspectives Towards Distinct Minorities in the Portuguese Organizational Context*”; Chap. 3 covers “*Cultural Complexity in Large Organisations*”, Chap. 4 describes “*Employee and Human Resource Managers Perceptions About Family-Friendly Work Practices: A Case Study Focused on Perceived Organizational Support*”, Chap. 5 focuses on “*Workforce Diversity in Small- and Medium-Sized Enterprises: Is Social Identification Stronger Than the Business Case Argument?*”, Chap. 6 gives information about “*Gender and Entrepreneurship in Angola: Narratives of the ‘Muambeiras’ of Lubango*”, finally, in Chap. 7 “*Expatriate Women: A Dream Waiting to Come True*” is presented.

These theoretical and practical contributions will lead to an upper level of knowledge of these functional managerial and business subjects, at the same time that it will contribute to the acquisition of new conceptual skills able to answer to the challenges and changes set by the competitive business environment in which organizations are involved.

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