



Diversity. Responsibility. Public Relations: Vorschlag zur praxisnahen Betrachtung einer sozio-ökonomischen Triade (German Edition)

Andreas Brüser

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Forschungsarbeit aus dem Jahr 2012 im Fachbereich Soziologie - Sonstiges, Note: 1,0, Ruhr-Universität Bochum (Fakultät für Sozialwissenschaft), Sprache: Deutsch, Abstract: Gender Mainstreaming und Diversity Management haben zum Teil heftige Kontroversen über ihre gleichstellungspolitischen Potenziale und ethisch-moralischen Begründungsrahmen hervorgerufen. Besonderer Kritik ausgesetzt sehen sich dabei Ansätze des Diversity Managements (DM).

Auffällig dabei ist, dass vor allem Kritiker(innen) aus den Reihen der wissenschaftlichen Geschlechterforschung zwar umfassende Analysen theoretischer DM-Konzepte liefern, ihrer konkreten Verankerung in der Unternehmenspraxis aber nur wenig Beachtung schenken, was die Gefahr einer handlungsfernen Diskussion birgt.

An diesem Punkt möchte die vorliegende Arbeit ansetzen, indem sie versucht, Diversity-Politiken im Handlungsfeld ihrer strategischen Einbindung in die Unternehmensführung zu betrachten. Als bedeutsamer Ankerpunkt wird vor diesem Hintergrund die strukturell-strategische Verknüpfung von Public Relations, Corporate Social Responsibility und Diversity Management angesehen.

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