

Invitation to the

Symposium on Diversity Management in European SME

The international research consortium “Managing cultural diversity in small and medium-sized organizations” (EUDiM) is organizing a symposium at the EU Liaison Office of the German Research Organizations in Brussels on May 13th 2015. For the last two years researchers have conducted individual interviews, focus groups and structured surveys with SME managers, highly qualified migrants and representatives of authorities and nongovernmental organizations in Austria, Germany, Italy and Spain. These investigations were directed to exploring the management of national/cultural diversity, its conditions and impacts in European SME. We would like to invite you to the symposium to get detailed insights in the challenges of a multicultural workforce in small and medium-sized organizations and measures to overcome these challenges.

Topic and objectives of the symposium

With the increase of migration to EU countries, workplaces become nationally and culturally diverse. It is estimated that about one half of the immigrants to the EU were previously residing outside the EU. They bring along different rules of conduct, values, mindsets, and normative orientations. Immigration will challenge the state of the European Union as a political, economic and social entity. A national or cultural diverse workplace does not necessarily imply that immigrants find paths to their domestic colleagues or the host society in general and become socially integrated. Immigrants may experience rejection, skepticism, and discrimination with respect to work tasks, wages, promotions, layoffs, etc.

In response to a more national/cultural diverse workforce, several European private companies and public institutions have initiated management of cultural diversity programs. Generally, programs are intended to encourage employees to be comfortable with cultural diversity at work and to develop an appreciation for differences in nationality and cultural background. Despite increased research on this topic during the last years, differing opinions on what management of cultural diversity means is restraining the development of a coherent body of knowledge. Much work is hypothetical and empirical findings about diversity management are still fragmented and inconsistent.

The overall goal of this symposium is to help small and medium-sized companies and institutions to cope with the challenges of a multicultural workforce, to map and evaluate the management of diversity practices and to provide recommendations for planning, organizing and evaluating diversity management, which help to implement feasible practices.

You are highly welcomed to join and to get involved in the discussion about the findings of the project and identified ways of how to transfer these findings into good practice on national and multinational levels.

Agenda

09:00 – 09:15	Introduction and welcome by EUDiM project team
09:15 – 10:15	General information about project EUDiM
10:15 – 12:45	Country specific outcomes of the study
	Country focus I: Italy & Spain
	Short break
	Country focus II: Austria & Germany
	Topics for each country focus (among others): <ul style="list-style-type: none">• SME's use of diversity-related measures/activities and perceived effectiveness• SME's use of immigrant's competencies• Diversity-related principles in SMEs• Outcomes of cultural diversity management in SMEs• Degree of public support in analyzed countries• The role of social support for immigrants• Affective, cognitive and behavioral adjustment of immigrants
12:15 – 13:00	General discussion of results and recommendations
13:00 – 14:00	Lunch break – the EUDiM project team would be pleased to invite you for lunch

Venue

The symposium takes place at:

EU Liaison Office of the German Research Organizations

Rue du Trône 98 – 8th floor
1050 Brussels
Belgium

Registration

If you are interested in participating, please register before 06th May 2015 via e-mail on info@bfm-bayreuth.de. **There will be no attendance fee.**

About the EUDiM consortium

Following institutions have underlined their commitment towards a cultural diverse workforce by being a member of the EUDiM project consortium (in alphabetical order):

- Bayreuth Research Institute for small and medium sized organizations at the University of Bayreuth, Germany
- European forum for migration studies at the University of Bamberg, Germany
- Gabinet d'Estudis Socials, Barcelona, Spain
- German Graduate School of Management and Law, Heilbronn, Germany
- Institute for International Business, Vienna University of Economics and Business, Austria
- Lunaria – nongovernmental and nonprofit organization in Rome, Italy

For additional information please visit www.eudim.eu or contact the team members listed below.

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