

Comprehensive Approaches to Culture: Transformative remedies in the workplace  
that bring sustainable benefits

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Abstract:

The discourse about how and in what respect diversity strategy should be modified, and what measures necessary to appreciate individual differences, to create fair and safe environment triggers blistering arguments in all communities.

Diversity issues have mostly been associated with multinational companies. However recent migration tendencies urge to consider a new approach to diversity issues. Diversity issues in the workplace are beyond globalization now. People no longer live in a closed marketplace and multicultural workplace became a geographical reality. Multiculturalism is consistently defined as a state of existence and a system of individuals with different ethnic background, culture, and living experiences. Consequently people who have had the opportunity to live in different cultures are considered multicultural.

New approaches to culture such as individual multiculturalism suggest a distinctive approach by focusing on individual differences. The new terms are shaping the domain of Social Psychology and often used in scholarly literature in recent years. They have a common motive that allows space for interpretation and modification, allow the dynamic flow of change and development but most importantly enhances the individual differences of those belonging to the same culture.

The presentation examines pro and contra arguments about individual multiculturalism. Its purpose is twofold. It aims to bring attention to the small enterprise as empirical studies mostly focus on diversity issues in large corporations. Also, it attempts to highlight that a conceptually broader definition of diversity should be considered and theoretical foundation should be established that recognizes the necessity and pragmatic importance of diversity management beyond productivity and competitive advantage.