

PERCEPTIONS OF DIVERSITY MANAGEMENT AND ALIENATION IN MULTINATIONAL COMPANIES

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Abstract

This study theoretically and empirically examines the relationship between diversity management and alienation in multinational companies. This paper was written to contribute to the organizational management policies which can be followed and used by the enterprises to control alienation depending on the perception of workers on diversity management practices of an organization. In this context, research survey in multinational companies measured how organizational norms and values, personal attitudes and behaviours, management policies and practices relate to workers' perception of themselves as weak, insignificant persons, separated from corporate ecosystem and how this interaction directs the perception of alienation to contribute to the aim of the research. The results indicated middle level alienation and positive perception about diversity management. This paper is structured as follows: In the first part, diversity management and its main lines exist within the structure of literary compilation. The second part presents alienation which takes a position as a meaning of separation. Methodology and Data Analyses sections are located in the back of introduction section under the light of survey results. Conclusions and Discussions are situated after all based on given theoretical information before. The paper refers to evolutionary theory and the theory-based view of the topic.

Keywords: Variation, Separation, Diversity Management, Cosmopolitan Organizations.

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