
Supervisory team: Dr James Richards & Dr Lakshman Wimalasena

A continuing problem within the area of equality and diversity is the often insidious, subtle but inevitable expectations that all organisational members fit in with (white) male, non-disabled, heterosexual work norms – known as the male model of working. A majority of British organisations are said to be characterised by such working cultures and are criticised for marginalising minority individuals. Within such organisational cultures, minority individuals are seen as lacking ‘something’ that they need to downplay their differences and fit in with the white, masculine, heterosexual, none-disabled, middle-class (work) norms. Understanding whether organisations owned by minority individuals do things differently to challenge such established, conventional, biased structures and cultures will have important implications for managing diversity within contemporary organisations. Thus, this project aims to explore how differently organisations run by minority individuals (e.g. ethnic minority women, individuals living with disability conditions, LGBTQ people) are managed in comparison to mainstream ‘[white] male norms of working’. A qualitative, case-study approach that can appreciate the conscious commitment of such founders who might have experienced disadvantage in their educational, employment and entrepreneurial journeys, may be a suitable methodological approach for this study.

It is desirable, but not essential, for applicants for this project to have previous experience of studying diversity/inclusion issues.

For informal enquiries, please contact Dr James Richards (j.richards@hw.ac.uk)

When submitting your application for this project area, please select the option ‘Management, PhD’ from the drop-down list on the online application system.