

JOURNAL OF CORPORATE RESPONSIBILITY AND LEADERSHIP

MANAGING WORKFORCE DIVERSITY

From Editors

Dear Readers,

This issue of the Journal of Corporate Responsibility and Leadership (JCR&L) focuses its attention on the issues of managing workforce diversity.

Tomasz Grodzicki investigates the distribution of females among CEOs of world's top corporations. The findings from his statistical analysis confirm the statement included in the title of the paper that women still should be considered as underestimated potential in world leading companies, regardless of their location.

Aneta Hamza-Orlinska studies the local customisation of diversity management communication campaigns in a Polish subsidiary of the French headquartered corporation. Using the exploratory case study methodology she finds out that "the Polish subsidiary has its own methods of addressing diversity issues and communication practices". Therefore, such findings enable the author to "suggest that diversity practitioners ought to take into consideration the historical, political, and cultural contexts".

Joanna Hernik and Agnieszka Bieniecka study diversity management as a foundation for the company business model and the features of such models. As they find, "the main rationale for implementing diversity in market activity is to create a support for creativity, innovativeness and, as a result, better efficiency". In addition, "social outcomes – such as greater job satisfaction and empathy – may be expected". Their theoretical paper establishes the framework for further empirical research.

Barbara Józefowicz reviews the publications, indexed in Scopus and Web of Science databases, relating simultaneously to the concepts of diversity management and trust. Her main contribution is the identification and categorization of research areas and topics within the field.

Jolanta Maj explores the intersections between diversity management and human resources management. She applies the qualitative study based on interviews with the representatives of the Polish signatories of the Diversity Chart in order to identify the manifestations of such relationships between the two aforementioned concepts.

We hope that our Readers will find this issue of the Journal of Corporate Responsibility and Leadership an interesting and valuable source of knowledge and expertise.

Andrzej Lis and Jolanta Maj