



Methodological possibilities and challenges in studying diversity and intersectionality in the retail sector

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AMBS East B3



Abstract

This paper focuses upon findings from an ESRC research project which examines diversity practices and change within a large high street retailer. Informed by theories of intersectionality, the research project is based on a longitudinal study encompassing action research. The mixed methods used so far have included 15 face to face interviews with key stakeholders including members of the senior leadership team and Board; 75 face-to-face interviews with store and Head Office staff; a web-based national staff survey completed by 634 managers; and a shadowing study. Further data collection is currently taking place which is focusing on BAME staff; those returning after a career break; and those in the distribution area.

Within the presentation I offer some findings that have emerged from the different research methods used and offer a commentary on the possibilities and challenges of using different methodological approaches when seeking to access intersectional identities and experiences.

About the Speaker

Professor Catherine Cassell occupied a number of senior roles, including Professor of Organisational Psychology and Deputy Dean at Leeds University Business School and Deputy Director at the Manchester Business School before joining the Birmingham Business School as the first female Dean in its history of over a century.

She is also a fellow of the Academy of Social Sciences as well as the British Academy of Management and has had work published in top-ranked journals and is a highly cited researcher in her field. Her areas of expertise cover organisational change and learning; dignity, diversity and fair treatment at work; and the use of qualitative research methods in the business and management field.