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Type of Contribution: Presentation

Title: **Diversity Reporting in Germany – An Empirical Investigation of DAX-Companies**

Abstract:

German DAX-Companies are an active part of economic globalization and integration, facing thus a broad variety of societies as consumers and in production as well. Apart from the direct effects on business activities, this variety of societies influences the communication between the companies and their stakeholders in both directions and on different levels (among others public relations, marketing, employer branding, different media channels, financial reporting). It results to a certain extent in a diversity of the company's stakeholders. The discussion about diversity concentrates typically on gender, age and social background of the employees and the management, but in a more comprehensive approach other stakeholders and their complex relations should be included, too.

The purpose of the presentation is to demonstrate how this variety of the economic environments is reflected in the corporate communication, especially business reporting. The annual reports of German DAX companies are analyzed and important methodological approaches to diversity reporting they use are identified. This includes qualitative reporting techniques as well as different diversity performance measures found in the reports.

Apart from the formal and methodological analysis, the results of a material investigation of corporate diversity reporting are presented. This includes the relevance of core themes (gender, age, ...) and of their relations as well as the degrees of diversity reported.

The qualitative and quantitative results are contrasted with observations from the current scientific and other media discussion.

(re)Thinking Diversity

GLOBALIZED
DIFFERENT DIFFERENTIATION DEMOGRAPHIC PLURI-METHODICAL RECOGNITION COMPLEX NARRATIVE INTER-DISCIPLINARY MINORITIES SOCIETIES IMAGES MONO-CAUSAL STUDIES
RIGHTS CHANGES IDENTITY URBAN MULTIPLE POPULATION PHENOMENON VARIABLES CULTURE INTER-DISCIPLINARY SOCIETIES IMAGES MONO-CAUSAL STUDIES
CONSTRUCTIONS LINKED STRUCTURES SEGREGATION COMPLEXITY DYNAMISM ORGANIZATIONS MARKETS PERSPECTIVES AGE GENDER REALITY DEFINITION MULTICULTURALISM DECADES
WORLD INTEREST MANAGEMENT GOVERNANCE CATEGORIZATION BORDER-CROSSING NEW