Diversity in Organizations

* Discuss the business case for diversity as it is made by Bendick, Egan, and Lanier. What are the key conclusions drawn by the authors of this research study?
* How has Tesco engaged with diverse groups, and how has the company used its inclusion and diversity practices as a key means of providing better customer service? Would you consider Tesco’s approach to be strategically advantageous?
* *Critically* compare and contrast Tesco’s approach to inclusion and diversity with the key conclusions drawn by Bendick, Egan, & Lanier in their journal article below. In doing so, assess the strengths and/or weaknesses that you believe Tesco may have with respect to inclusion and diversity.

Bendick, M., Egan, M.L., & Lanier, L. (2010). The business case for diversity and the perverse practice of matching employees to customers.*Personnel Review, 39*(4), 468-486. Retrieved on November 14, 2012 from ProQuest.

Following is the Tesco case study. Please note that there are 6 parts to the case, and that you may do either of the following: 1) Read the Tesco case study online; and/or 2) Download the full case study (PDF file), a PowerPoint (PPT) presentation, and an audio (MP3) presentation using the links on the right of the page:

*The Times 100: Business Case Studies.*Using diversity and inclusion to provide better service: A Tesco case study. (2012). Retrieved on November 14, 2012 from: <http://businesscasestudies.co.uk/tesco/using-diversity-and-inclusion-to-provide-better-service/>

Learn more about Tesco by visiting (and navigating) the company’s website here: <http://www.tescoplc.com/>

Be sure to look at Tesco’s views concerning “Corporate responsibility”: <http://www.tescoplc.com/index.asp?pageid=81>

Bring in at least 3 library sources to help strengthen and support your discussion.