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**Objective Surface-Level Diversity in Organizations:
Looking Back and Beyond**

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VORWORT

Eines der Kernergebnisse dieser Dissertation ist, dass die Beziehung zwischen Diversität in Teams und Performance hoch komplex ist. Ob Diversität einen positiven, negativen oder gar keinen Effekt auf die Performance eines Teams hat, hängt von einer Vielzahl von Umweltfaktoren ab. Aus persönlicher Sicht kann ich jedoch sagen, dass meine Performance – diese Dissertation – nicht zustande gekommen wäre, hätte nicht ein diverses Team zur Unterstützung hinter mir gestanden. Jedes Mitglied dieses Teams hat dazu beigetragen, dass ich diesen Lebensabschnitt nun erfolgreich abschließen kann.

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TABLE OF CONTENTS

1	INTRODUCTION.....	2
1.1	Research Scope.....	2
1.2	Outline	4
2	STUDIES OF THE DISSERTATION	7
3	CONCLUSION.....	8
	REFERENCES.....	X
	References of Studies Included in the Meta-Analysis of Essay II.....	XLI

1 INTRODUCTION

1.1 Research Scope

Against the background of a globalized world and of considerable demographic, cultural, and legal changes worldwide, workplaces become increasingly diverse (Christian, Porter, & Moffitt, 2006). These changes have led to a growing interest of researchers, politicians, and organizations in the consequences of a diverse workforce, particularly regarding its impact on organizational and team performance (Kearney, Gebert, & Voelpel, 2009).

Diversity is defined as a “*characteristic of a social grouping that reflects the degree to which there are objective or subjective differences between people within the group*” (van Knippenberg & Schippers, 2007, p. 516). This broad definition includes numerous diversity dimensions ranging from gender diversity over functional diversity to diversity in personalities (van Knippenberg, De Dreu, & Homan, 2004).

In order to narrow their research focus down, diversity researchers have used categorization schemes (Mannix & Neale, 2005) such as the differentiation between objective and perceived diversity. Whereas objective diversity is defined as “*actual differences*” between group members (e.g., age differences calculated via survey answers), perceived diversity describes a group “*members’ awareness of differences*” (Shemla, Meyer, Greer, & Jehn, 2014, p. 89). Another categorization scheme is the differentiation between deep-level and surface-level diversity. Deep-level diversity focuses on differences that are not readily detectable and therefore require time to be recognized by group members. Examples are differences in values (Jehn, Chadwick, & Thatcher, 1997), beliefs (Harrison, Price, & Bell, 1998) and personality traits (Barsade, Ward, Turner, & Sonnenfeld, 2000). In contrast, surface-level diversity is based on group characteristics that are highly visible and immediately apparent to members of a social group. Surface-level diversity can include both bio-demographic (i.e., age, gender, ethnicity) as well as task-related characteristics (i.e., educational level, functional background, experiential diversity) (Mohammed & Angell, 2004).

The overarching goal of this dissertation is to integrate and restructure past research findings on the relationship between objective surface-level diversity and performance to lay the foundation for future research questions beyond performance issues.

In the past, the main focus of politicians, practitioners and researchers have been the relationship between diversity in organizational teams and its effect on performance (Kearney et al., 2009). Driving the public discourse by promoting the “*value-in-diversity*” hypothesis (McLeod, Lobel, & Cox, 1996), advocacy and consulting organizations have emphasized the beneficial effects of diversity and supported the business case for diversity (Eagly, 2016; Labucay, 2015). In particular, surface diversity such as gender diversity is highlighted in combination with performance goals (Catalyst, 2018). Trusting in the beneficial effects of diversity, organizations are eager to boost their performance by hiring diverse talents and by building more diverse top management teams (Mannix & Neale, 2005). In the second chapter of this dissertation, I follow the public discourse and analyze the relationship between the presence of women on top management teams and organizational performance more closely.

In contrast to public discourse and organizational determination, scientific research characterizes diversity as a “*double edged sword*” (Milliken & Martins, 1996). Up to now there is no unequivocal empirical evidence for the causal relationship between diversity and performance (Jackson, Joshi, & Erhardt, 2003; Mannix & Neale, 2005). Whereas some researchers did not succeed in finding a significant effect of diversity on performance (Stewart & Johnson, 2009), others have found support for either a negative (e.g., Cady & Valentine, 1999) or a positive relationship (e.g., Lee & Farh, 2004). In an attempt to explain diverging results, past research moved from analyzing the main effect of diversity on performance to explore contingency models (Shemla, 2010). These contingency models were the focus of diversity research ever since and suggest that whether diversity produces positive or negative outcomes, depends on various moderating effects (Shemla, 2010). Although, producing valuable cumulative results on the diversity – performance relationship, there is little research on the underlying team mechanisms that link diversity and performance. Therefore, in the third chapter, I integrate past findings on relevant surface diversity dimensions (gender, age, ethnic, functional, educational, experiential diversity), team mechanisms (i.e., information elaboration and the social categorization), and performance measures (i.e., subjective versus objective) into one all-encompassing model. In doing so, I broaden the research focus of the second chapter, aggregate and structure findings on surface-level diversity and, thus, establish a platform for future studies to build upon.

Moving from the past into the present, surface-level diversity has already become an integral part of organizations (Leslie, 2017). Demographic trends such as decreasing birth rates and increasing life expectancy in combination with globalization has led to a declining and ageing workforce (UN, 2017) with an increasing share of women (Richard, Ford, & Ismail, 2006) and ethnically diverse groups (Zhan, Bendapudi, & Hong, 2015). Furthermore, employees become increasingly specialized and have to work in cross-functional teams in order to succeed (Mannix & Neale, 2005).

Since organizations are already confronted with a diverse workforce, the question whether or not to foster surface-level diversity to increase team and organizational performance recedes into the background. In times of labor shortage, it has rather become key to foster the well-being of the diverse workforce. In this regard, mental well-being is an important influencing factor for the retention of employees. Emotional exhaustion, in particular, might be an early indication for employees to stay away from work due to illnesses, absenteeism, turnover, or entrance into retirement (Cropanzano, Rupp, & Byrne, 2003; Green, Miller, & Aarons, 2013; von Bonsdorff, Vanhala, Seitsamo, Janhonen, & Husman, 2010; Wright, 1998). As a consequence, it is in the interest of companies to understand the effect of future challenges on the (mental) well-being of their diverse workforce. The fourth chapter takes a closer look at the influence of digitization on the emotional exhaustion of employees with a special focus on the role of age.

1.2 Outline

This dissertation consists of an introduction, a conclusion, and of three essays which are briefly summarized below. The three essays are to be considered as independent manuscripts. Theoretical and methodological explanations may therefore be presented multiple times.

Chapter 2 “*Women on Top Management Teams and Firm Performance in German Medium-Sized Enterprises: The Moderating Role of Recruiting Source*” marks the starting point of this dissertation and was inspired by the public discourse on the “*business case*” of gender diversity. The essay examines the conditions under which the proportion of women on top management teams (TMTs) is related to firm performance of medium-sized enterprises (MEs). Contrary to popular claims, scientific evidence regarding the relationship between the proportion of women on TMTs and firm performance is still inconclusive. Building on upper echelons theory and using a sample of 1,025 German MEs, the essay reveals that there

is no main effect of the proportion of women on firm performance and that the effect depends on the recruiting source of TMT members. In particular, the research paper shows that the proportion of women is negatively related to performance when TMT members were recruited from the owner's family or the internal job market while the opposite is true when members were recruited from the external job market. The results suggest that it is important to take the personal capabilities and job experience of TMT members into account instead of exclusively considering their gender.

Chapter 3 "*Diversity, Team Mechanisms, and Performance: A Meta-Analytical Test of an Opposing Path Model*" consolidates past research findings. Although various studies and meta-analyses have investigated the impact of team diversity on performance, they mostly find weak or non-significant relationships. The essay proposes and tests whether the inconclusive empirical results originate in the simultaneous effects of two counteracting team mechanisms. Using a sample of 218 studies, the essay examines via meta-analytical structural equation modelling (MASEM) whether the effects of three bio-demographic diversity dimensions (i.e., gender, age, ethnicity) and three task-related diversity dimensions (i.e., functional, educational, experiential diversity) on subjective and objective performance are simultaneously mediated via social categorization and information elaboration. In doing so, both positive and negative effects of diversity are considered at the same time. Contrary to the previous hypothesis, there was a weak negative relationship between ethnic diversity and information elaboration. None of the other diversity dimensions had a significant effect on either of the mediators and, thus, on performance. Subsequent bivariate meta-analysis in addition to moderator analyses failed to provide evidence about context-specific relationships between diversity and its presumed consequences.

Finally, Chapter 4 "*The Influence of Digitization on the Emotional Exhaustion of Employees: The Moderating Role of Traditional Job Resources and Age*" is directed towards future organizational challenges such as managing a diverse workforce in the face of digitization. Against the background of technological trends, employees are increasingly confronted with digital job demands such as digital hindrance demands (i.e., the introduction of new technologies as well as the associated organizational restructuring process) and digital challenge demands (i.e., an increase in task complexity and intensity). Up to now, little is known to what extent these digital demands influence the mental well-being of employees. By drawing on the Job-Demands and Resources (JD-R) model, this research

paper assesses the impact of digital hindrances and digital challenges on the emotional exhaustion of employees. Particular attention is paid to the role of age and to the potential buffering effect of traditionally researched job resources (i.e., autonomy, support of leaders and peers). Using hierarchical regression modelling with a sample of 6,855 white collar workers, the results show that digital job demands exert a high and significant positive effect on emotional exhaustion. Whereas traditional job resources and increasing age helped alleviating the effect of digital challenge demands, the emotional exhaustion caused by digital hindrances was unaffected by age and could only limitedly be buffered by traditional resources.

2 STUDIES OF THE DISSERTATION

This dissertation is a compilation of three essays addressing objective surface-level diversity in organizations from different angles:

1. Reineke, K., Steinmetz, H., Isidor, R., & Kabst, R. (2020). Women on Top Management Teams and Firm Performance in German Medium-Sized Enterprises: The Moderating Role of Recruiting Source. *Working Paper*, Paderborn University.
2. Reineke, K., Steinmetz, H., & Isidor, R. (2020). Diversity, Team Mechanisms, and Performance: A Meta-Analytical Test of an Opposing Path Model. *Working Paper*, Paderborn University.
3. Reineke, K. (2020). The Influence of Digitization on the Emotional Exhaustion of Employees: The Moderating Role of Traditional Job Resources and Age. *Working Paper*, Paderborn University.

3 CONCLUSION

The over-arching goal of this dissertation is to look back on objective surface-level diversity research, to integrate past findings and to lay the foundation for future research questions beyond performance issues.

The main objective guiding the field of diversity research has been determining the effect of diversity on performance. In this regard, this dissertation confirms earlier claims that there is no blanket claim for the effect of surface diversity on performance (Eagly, 2016). Research has to be more nuanced by considering the different moderating effects to understand which processes, mechanisms, as well as individual characteristics and attitudes influence the relationship between diversity and performance. For instance, the first paper finds that gender diversity per se does not make a business case. Only in combination with the necessary skills, competences, and job relevant experience can women add to a firm's performance. The results for gender diversity of the first essay are corroborated and expanded to further diversity dimensions in the second essay. It supports the hypothesis that the relationship between diversity and performance is highly complex. By integrating the well-researched diversity – performance relationship in one encompassing model, this dissertation stresses the importance to gain a more comprehensive understanding of the processes and effects within the “*black box*” (Pelled et al., 1999) of diversity.

Furthermore, the findings of this dissertation contribute to reduce discrimination against superficially diverse employee subgroups. The fact that surface-level diversity is of negligible importance when it comes to performance, stresses the argument that it neither has a detrimental effect on team functioning. No surface diversity dimension analyzed in this dissertation is able to deteriorate objective performance. Therefore, neither bi-demographic nor task-related diverse subgroups should be excluded from the entrance into the organization and its higher ranks. When it comes to practitioners, they should not concern themselves with factors of surface diversity when hiring or promoting superficially diverse employees. In addition, from a performance point of view there is no reason in artificially building superficially diverse teams nor in blocking the hiring and promoting of stereotyped subgroups for performance reasons. In sum, there indeed is a need to discuss and foster organizational diversity. Yet, the basic motivation should stem from a point of fairness and social justice among diverse employees rather than from unsubstantiated performance reasons (Eagly, 2016).

Looking beyond, this dissertation promotes a shift in the focus of diversity research. Whereas past research mainly narrowed diversity research down to its consequences on performance, future research should look past performance issues. Nowadays, diversity is a given factor in organizations. Thus, diversity should evolve from a main explanatory variable into a context variable for future research. By acknowledging diversity as a context factor, organizations might realize that a one-size-fits-all approach of human resource management will not be sufficient anymore. Diverse employees perceive and react differently to working environments (Schaufeli & Taris, 2014). Therefore, it is important to understand the needs of the diverse subgroups to foster the (mental) health of employees. By analyzing the consequences of digitization on the mental well-being of age diverse employees, the third essay is but one example for the examination of diversity as a context variable. The exploration of further diversity dimensions therefore presents a fruitful avenue for future research.

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