

DCU and McDonald's Intercultural Workplace Project

– we're lovin' it!



Language and communications issues, work permit problems and separation from family are just some of the issues experienced by overseas workers in Ireland. So much so that they will be the subject of a new, innovative DCU / McDonald's studentship. McDonald's have donated €60,000 to DCU to sponsor a PhD research project on working and managing in an intercultural workplace.

The studentship highlights DCU's tradition of close co-operation with industrial partners and enterprise.

Moreover, it is a particularly relevant research area for the new multicultural society of Ireland today. It will also enhance the ongoing work of DCU's Intercultural Workplace Programme that is working with governmental, non-governmental and private sector partners on research and policy development in the crucial area of migration and social integration.

The PhD will be carried out under the supervision of Prof Kathy Monks of the DCU Business School, who specialises in organisational development and human resource management. As Prof Monks puts it: "The increasing diversity of the Irish workforce creates both challenges and opportunities for employers. Investment in research

in this area will enable an in-depth exploration of the experience and management of diversity with the aim of providing insights that can be of benefit to a wide range of organisations.”

McDonald’s are keen to emphasise that the results of the research will be of benefit not just to McDonald’s but to all employers – both public and private – of international workers. They also aim to implement the recommendations of the research.

“We are now living in a truly multicultural society and, as a large organisation employing over 40 different nationalities, we at McDonald’s have an opportunity and a responsibility to support research to

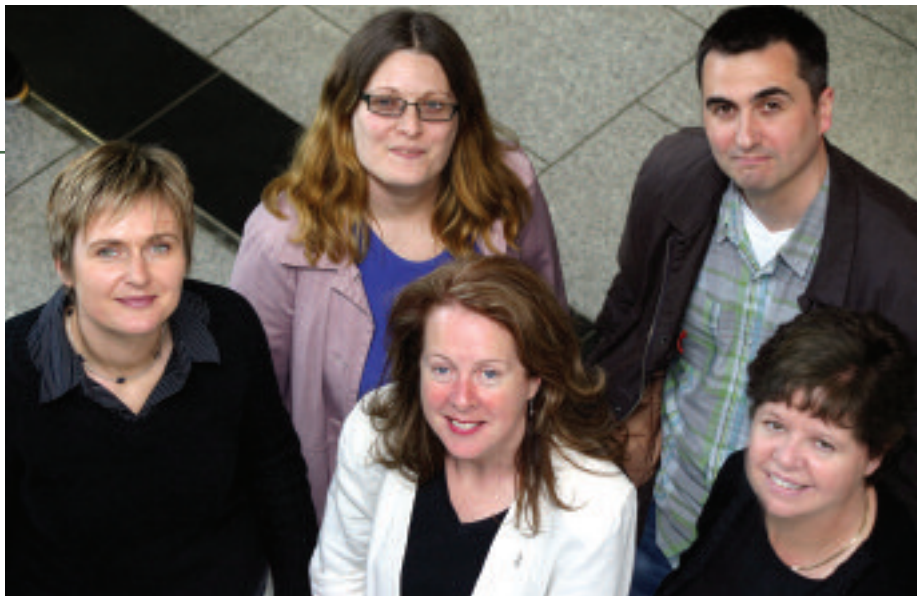
increase our understanding of working in and managing a multicultural environment,” says Michele Ryan, Head of HR and Training at McDonald’s Restaurants of Ireland.

“Through the research, we want to gain an insight into the trends emerging in the field of diversity and inclusion to create a workplace with leading-edge practices in this area. By understanding the issues, addressing them in the workplace and sharing our learning, it will help lead to positive societal inclusion.”

– *Ronnie Munck*

Bringers of good news

– DCU School of Communications



Back row (l. to r.) Debbie Ging, Kerry Lawless, Paul Rogers. Front row (l. to r.) Aileen Pearson Evans and Carmel Mulcahy.

A number of exciting initiatives are now taking place at DCU School of Communications. In recent years, the Irish media has received substantial criticism for its representation of ethnic minorities, often casting them in a largely negative light. Even though the

voices of minority ethnic journalists are now beginning to be heard, there remains a strong need for ongoing training in media skills and for increased media participation among minority ethnic groups, community groups and NGOs. In response to this demand, the



Debbie Ging, School of Communications