Masculinities and CSR – ICCSR seminar July 16th 2014
11am – 1pm

Location: Nottingham University Business School, Jubilee Campus, Wollaton Road, Nottingham, NG8 1BB

Led by Dr Kate Grosser, La Trobe University, and ICCSR Visiting Fellow, in collaboration with Lauren McCarthy (ICCSR, Nottingham) and Professor Laura Spence (Centre for Research into Sustainability, Royal Holloway, University of London)

Early research on gender and organizations concentrated on making women visible. Gherardi (2010. p.224) argues that this ‘represents a stage that many scientific disciplines ... necessarily pass through’ and which she considers ‘to be only the beginning of the conversation’ (see also Calas and Smircich, 1997, 2006, Acker, 2004).

For the past decade the emerging gender and CSR literature has endeavoured to make women visible in CSR practice. This research will continue to be important for the field for many years to come. However, we need also to develop other, complimentary, approaches and strategies to advancing this agenda. Calas and Smircich (2006:287) observe a shift in the literature ‘from concerns about women (their access to organizations and their performance in organizations), to concerns about gender and organization (the notion of gendered organizational practices), to concerns about the very stability of such categories as ‘gender’, ‘masculinity’, ‘femininity’ and ‘organization’. Our seminar aims to move the debate about gender and CSR forward by addressing the issue of masculinities in CSR. The literature suggests that not only is this a key issue with regard to equality of opportunities, for women in corporations as well as academia, but that managing masculinity is central to the challenge of addressing corporate responsibility and ethics (e.g. Knights and Tullberg, 2012). In arguing that we should avoid ‘replicating the gendered, heroic patterns of leadership to which we have, it seems, become so addicted’, Marshall (2011, p.279) reminds us of D’Eaubonne’s assertion that ‘no revolution led by masculine qualities in society (rather than men per se) will address the destruction of natural resource’ that is currently taking place.

Seminar attendees will be asked to read 2 recommended texts, and to reflect upon these with reference to their own experience in the field, as well as the wider literature on gender in organisations. We will then focus on implications for research, teaching, and the development of the field. Questions to consider will include:

- How is masculinity manifest in your workplace, and discipline? What do you notice? How might this be problematic or beneficial, and to whom?
- In what ways are masculinities manifest in your area of research? This could relate to topics covered, research norms, methodologies, publishing.
- In what ways does masculinity impact on our teaching, including methods, subjects, etc?
- How do masculinities intersect with race and class in the field of CSR?
- In what other ways do you see masculinity impacting on the development of our field?

Please reply to Lauren McCarthy - Lauren.McCarthy@nottingham.ac.uk