



ŠKODA AUTO Vysoká škola



BTHA 2021 Project titled “Diversity, Equity and Inclusion practices in selected German and Czech Automotive companies as an anti-COVID measures during pandemic period”

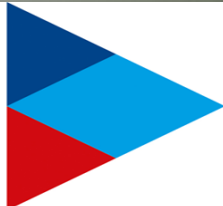
Diversity, Equity and Inclusion across German and Czech multinational automotive firms in Czechia

(March-December 2021)

**Research Open Day–
January 12, 2022**

Emil Velinov, Skoda Auto University
Andreas Hilger, University of Regensburg

Bayerisch-Tschechische
Hochschulagentur



Česko-bavorská
vysokoškolská agentura

Introduction



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- Research on how selected German firms from the automotive sector are managing diversity, equity and inclusion as an integrated part of their anti-COVID measures.
- Investigating human resource management practices on tackling the business needs of selected German firms with operations in the Czech Republic within the automotive sector particularly during pandemic period.
- The companies in the automotive sector are trying to manage effectively its employees from perspective of social and economic perspectives by constantly working on employee motivation and engagement during the harsh times of COVID-19

Literature Review

- Diversity, equity and inclusion are inevitable part of the human resource practices across the firms. Also, the firms need to constantly work on improving the working and sanitary conditions for all employees in order to keep them safe and healthy especially during pandemic period.
- Firms need continuously to guarantee all **employees possibilities for work from home, less commuting to and from the offices**, highly hygiene and safe working conditions, social support for their employees and other programs and initiatives for all type of groups within the companies (Ozbilgin et al.,2020).
- In order to evaluate and compare the handling of the **different diversity dimensions** and their related practices we also refer to the theoretical concepts underlying the construction of age, gender, sexual orientation, ethnicity, disability and religion as well as nationality (Velinov, 2019).
- **Automotive firms are investing time and efforts to update and improve ethical codex, contracts with trade unions, working closely with employee representatives, satisfying minority groups such as handicapped, LGBTIQ+, females in STEM, etc.** (Velinov & Hilger, 2021).

Research Aim and Research Methods

- The joint study aims at investigating how selected German automotive companies such as Porsche, Volkswagen, SKODA, BMW, Mercedes, Audi, Opel and others are managing diversity, equity and inclusion as a vital part of their HR anti-COVID practices.
- A mixed-method design is being applied for this exploration:
 - Data collection from annual reports, diversity reports, corporate reports, CSR reports and social media profiles such as LinkedIn, Instagram, Facebook, Twitter, etc. of the selected automotive enterprises.
 - In-depth semi-structured interviews with HR representatives, middle and top level managers from the selected companies.
 - Discourse analysis of the diversity, equity and inclusion practices among the German automotive firms in the Czech Republic

Methodology Cont'



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Collecting of secondary data both on financial figures and on the implementation of Diversity, Equity and Inclusion (D&I) of the German MNCs and their subsidiaries from their annual reports and websites.

This mixed-method data design with primary and secondary data collection helps us to combine as many data as possible for identifying how the German subsidiaries of automotive firms in the Czech Republic are conceptualizing and enacting DEI by responding to socio-economic policies of past regimes and, thus, different cultural contexts.

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According a study by the compiling 2016 data, 18% of Mercedes-Benz customers were women. This compared to 26% of customers at BMW and 26.6% at Audi. In the lead were Volkswagen with 33.8% and Opel with 35.4% (Center for Automotive Research in Germany, 2019)

Study Expected Results

- The selected firms offer its employees a working environment that is founded on the company's culture and is protected of any form of gender, age, race, colour, ethnicity, religion, sexual orientation, political opinion, disability, marital status or syndical discrimination
- Lack of Diversity, Equity and Inclusion reports in the Czech subsidiaries
- Ethical codex in CZ are not reflecting numerous dimensions of diversity
- Subsidiaries refer to Headquarter Diversity, Equity and Inclusion practices
- **First women in history appointed as Chief Human Resource officer at SKODA AUTO since March 1st, 2021**

Study Expected Results

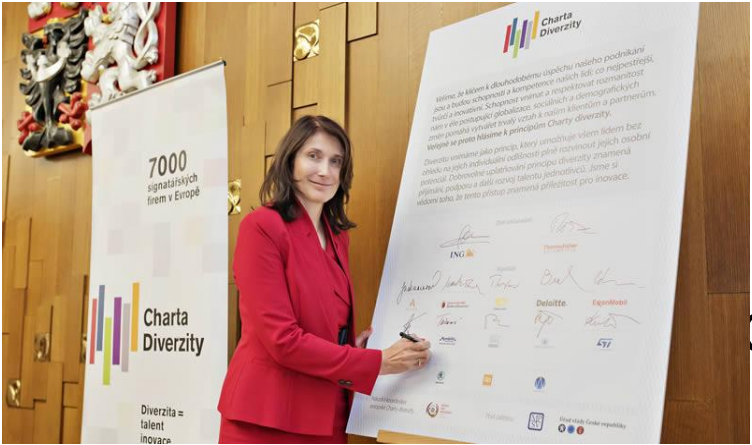


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- There is a significant gap on the importance of three aspects — **company culture, career progression and flexible work location and schedules**
- Demonstrating the often disproportionate burden placed on women in navigating societal challenges, many of which have been further worsened during the COVID-19 pandemic.
- Most women consider a lack of diversity, equity and inclusion is the No. 1 issue that prevents people from considering a career in the automotive sector in comparison to the men

Exemplar DEI activities in Czechia in automotive

- Diversity and Inclusion days in Czechia across automotive firms, 2019



LGBTI + day at Porsche, Germany and Czech Republic



Expected Conclusions

- Diversity and inclusion development across German car makers in Czechia, as it will remain of the emerging issues for many firms, which are operating on the international scene
- Need for more efforts and higher transfer of best practices from the German headquarters to the Czech subsidiaries
- Cultural, legislative and institutional challenges for the German subsidiaries in applying DEI practices

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Thank you for your attention

Emil Velinov and Andreas Hilger

Funded by BTHA 2021 Project titled “Diversity, Equity and Inclusion practices in selected German and Czech Automotive companies as an anti-COVID measures during pandemic period”

emil.velinov@savs.cz

www.savs.cz