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CE> Vol.1 No.2, September 2010

OPEN ACCESS

Increasing Positive Perceptions of Diversity for Religious Conservative Students

Author(s)

Alison Cook, Ronda Roberts Callister

ABSTRACT

Evidence suggests that positive perceptions toward diversity enhance the potential group and organizational benefits resulting from diversity. Given the make-up of today's organizations, encountering diversity has become the norm ra-ther than the exception. As such, it is becoming increasingly important to address diversity issues, and take steps to increase positive perceptions of diversity within the business classroom in order to carry that advantage into the workplace. Religious conservative students present a unique challenge to diversity education in that they likely hold value-laden attitudes that lack alignment with diversity principles. This study prescribes a scaffolding approach to increase positive perceptions of diversity within a classroom comprised predominantly of religious conservative students

KEYWORDS

Cite this paper

Cook, A. & Callister, R. (2010). Increasing Positive Perceptions of Diversity for Religious Conservative Students. *Creative Education, 1,* 93-100. doi: 10.4236/ce.2010.12014.

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