Queer Eye for the Sports Guy? The Effect of LGBT-Inclusive Policies on Organizational Attraction

Nicole Melton, Texas A & M University
George Cunningham (Advisor), Texas A & M University

Student Research Competition Finalist
Abstract 2010-235  June 5, 2010  25-minute oral presentation
       2:30 PM  (White IBIS)

In drawing from signaling theory and social dominance theory, the purpose of this study was to assess applicants’ responses to LGBT-inclusive signals and the resultant effects on organizational attractiveness. An experiment with 120 participants was conducted to achieve this end. Results suggest applicants were more attracted to LGBT-inclusive organizations than other organizations, and these effects held for both sport and non-sport organizations. The relationship between LGBT inclusiveness and organizational attraction was moderated by one’s level of social dominance orientation: persons with a high social dominance orientation were not attracted to LGBT-inclusive organizations, while persons with low social dominance orientations were. Results are discussed in terms of contributions to the literature, practical implications, limitations, and future directions.