



# EXAMINING THE DRAW OF DIVERSITY: HOW DIVERSITY CLIMATE PERCEPTIONS AFFECT JOB-PURSUIT INTENTIONS

**DEREK R. AVERY, SABRINA D. VOLPONE, ROBERT W. STEWART, ALEKSANDRA LUKSYTE, MORELA HERNANDEZ, PATRICK F. MCKAY, AND MICHELLE (MIKKI) R. HEBL**

*Organizations must target talented applicants, who will often be demographically diverse, to attract the most competent and competitive workforce possible. Despite the bottom-line implications of attracting the best and brightest, surprisingly little is known about how and why diversity recruitment strategies affect recruitment outcomes (e.g., job-pursuit intentions). To gain insight into this question, we conducted an initial experimental study (N = 194) to test the premise that other-group orientation moderates the relationship between perceived organizational value of diversity and job-pursuit intentions. In a follow-up experiment (N = 255), identity affirmation was examined as the mediating mechanism for the interaction observed in the first study. Mediated moderation analyses supported the proposed model. Collectively, the studies indicate that job seekers high in other-group orientation are more intent on pursuing employment with organizations deemed to value diversity because they feel that their salient identities are likely to be affirmed. No such indirect effect is present for those lower in other-group orientation.*

*Keywords:* job-pursuit intentions; organizational value of diversity; identity affirmation; other-group orientation

**F**ew areas of human resource management are as vital to organizational success as effective personnel recruitment. Even efficacy in other personnel matters is unlikely to compensate for an inability to attract a high-caliber applicant pool. Given such clear importance, it

is not surprising that recruitment has been an intensely researched topic. Nevertheless, despite literally thousands of studies examining the effects of personnel recruitment, much about the topic remains uncertain (Breugh, Macon, & Gambrow, 2008). One facet seemingly in dire need of further research attention

Correspondence to: Sabrina D. Volpone, Fox School of Business and Management, 333f Alter Hall, Temple University, 1801 Liacouras Walk, Philadelphia, PA 19122, Phone: 214.995.3407, Fax: 215.204.8362, E-mail: [sabrinavolpone@aol.com](mailto:sabrinavolpone@aol.com).

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**Human Resource Management**, March–April 2013, Vol. 52, No. 2. Pp. 175–194

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Published online in Wiley Online Library ([wileyonlinelibrary.com](http://wileyonlinelibrary.com)).

DOI:10.1002/hrm.21524