**Title: Diversity management change projects: in need of alternative conceptual approaches?**

**Abstract**

Drawing on a meta-analysis of an evaluation of a European Social Fund project aimed at enhancing employment opportunities for women in Information Technology, Electronic and Computing (ITEC), this paper critically debates how effectual a diversity management approach is as an underpinning rationale for change in the complex area of diversity. The paper draws on the experiences of ‘partner organizations’ engaged in change, gathered through interviews conducted during the evaluation stage of the project. The paper discusses some of the tensions experienced by partner organizations, thus providing new insights into why such projects are not as effectual as they might be. The paper concludes by presenting a case for the need to re-conceptualise how change introduced as part of a wider diversity management approach might best be constructed. We suggest that a ‘systems approach’ could prove a more fruitful way of conceptualizing change of this nature.

**Key words:** gender diversity; ITEC employment; organizational change; systems approach

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