Case: Gender culture at UAB

Objectives

- Specific research objectives:
  - Describe the culture of each group involved in a change
  - Study the characteristics of the culture of each analysed change
  - Analyse the communicative processes taking place in those group meetings that are involved in a change
  - Study the dynamics and social interactions produced in each change

Tools

- Interviews
- Document analysis: AIP, plans

Sources

- Teaching community: Gender, Faculties with predominance man or woman, Teachers, deans, Department’s Heads, Plan’s managers, University managers

The innovation’s outcomes:

+ Culture involvement (democratic values)
  - Affective issue rather than a rational one (implies emotional labour)
  - Changes at an institutional level versus personal level
  - Gap between discourses and practices
  - Persistency/sustainability in time
  - Top managers’ sensibility