

MKT12

Business Student Ethnic Identification at a Hispanic Serving Institution: Perceptions and Strategies

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Abstract

Undergraduate students from historically under-represented racial and ethnic groups have used a variety of strategies for navigating social spaces in higher education. These have ranged from assimilation (attempted or successful) to pride in one's unique heritage and culture. Further, for students whose families were indigenous to or migrated to the US, ethnic identity can be general (e.g., Native American, Hispanic/Latinx, Asian) or specific (e.g., Arapaho, Mexican, Korean).

Student racial/ethnic identification can carry important consequences for students and schools. Students can gain or lose eligibility for certain scholarships and grants. Schools can attain/retain or lose status as a specific kind of minority-serving institution (MSI), such as Hispanic Serving Institution (HSI) or Native American Serving Non-Tribal Institution (NASNTI)—designations that can bring substantial additional funding. But more assimilation-minded students may worry about adopting racial/ethnic pride. This can shape their willingness to engage in actions from self-identifying in class or among peers, to identifying relevant demographic facts with their schools.

This study seeks to explore how business students understand, grapple with, and act on their racial/ethnic identities. ...

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