

The Individual and Collective Role of Cisgenderism in the Access to and Retention of Transgender and Travestis People in the Labor Market

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Introdução

Organizational literature presents a series of challenges faced by trans people in finding and maintaining employment, as many workplaces are hostile, violent, and discriminatory, culminating in the expulsion of trans people from companies. Given the above, corporate actions are fundamental for the access and retention of trans and travestis professionals in the Brazilian labor market, including individual and collective actions by people who identify as cisgender and are allies in the fight for trans inclusion.

Problema de Pesquisa e Objetivo

How do cisgender people perceive their individual and collective role in promoting the access and retention of trans and transgender people in the labor market? To answer this question, this objective study examines cisgender people's perceptions of their individual and collective role in ensuring the access and retention of trans and transgender people in the labor market.

Fundamentação Teórica

The theoretical foundation was developed based on studies on gender, cisheteronormativity, and the challenges faced by trans and travestis people in accessing and remaining in the job market in the Brazilian context, with discussions on the oppressive and normative structures rooted in the culture of organizations, hindering the process of trans-inclusion in companies.

Metodologia

Netnography was used to collect and analyze data, the most appropriate method for analyzing interactions within online communities on social media. Two questions were asked on social media platforms: Threads and TikTok. Two text posts were posted on Threads and one video posted on TikTok. Fifty-two comments were analyzed. For this purpose, we conducted Foucauldian discourse analysis, which allowed us to gain an in-depth understanding of the dynamics of oppression and the power mechanisms present in cisgender and trans-exclusionary narratives.

Análise dos Resultados

The results reveal that some cisgender people recognize the individual and collective role of cisgender identity in the access and retention of trans people in companies. However, others—especially cisgender men—did not recognize the role of cisgender identity in the trans inclusion process, citing meritocratic narratives, outsourcing responsibility for trans employability solely to trans people, and failing to demonstrate concern or empathy on the topic.

Conclusão

Foucauldian discourse analysis allowed us to understand and discuss the individual and collective trans-inclusive actions perceived by cisgender people, as well as the exclusionary behaviors, attitudes, and actions stemming from an oppressive and cisheteronormative structure present in the discourse of decision-makers. Some of the cisgender people who commented that they do not perceive their importance in the process of inclusion and retention of trans people in the job market are decision-makers in companies, making explicit their lack of interest in contributing to and hiring trans people.

Contribuição / Impacto

Regarding impacts, our study contributes to expanding the organizational literature on the access and retention of trans and travestis people in the labor market, in addition to presenting an agenda for future studies, with recommended theories and concepts. The research has practical implications regarding the presentation of categories of individual and collective actions on what cis people can and should not do to ensure the real and effective access and retention of trans and travestis professionals in the workplace.

Referências Bibliográficas

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