

Personnel Economics

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Position Paper

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Balancing Customer Expectations and Workplace Equality: The Case of SkyHigh Express

SkyHigh Express is facing legal action under a newly implemented workplace fairness act. The airline mandates that all female cabin crew members must possess "exceptional physical attractiveness" and be at least 180 cm tall. In defense of the policy, the company's CEO, Mr. Adam Skye, argues:

"Luxury hospitality brands have similar standards for their staff, and no one views them as unlawful. I'm simply tailoring the experience to meet customer expectations."

Discussion Points:

- a. Explain why the case of SkyHigh Express differs fundamentally from that of a luxury hospitality brand.
- b. Discuss how the employment criteria of SkyHigh Express could be deemed discriminatory under the workplace fairness act.