ABSTRACT

Scholarly literature portrays fast food employers as anti-union and inclined towards viewing labour as having a commodity status. Hence, insofar as employment relations is concerned, the expressed attitudes and opinions of industry pioneers such as Ray Kroc and Harlan Sanders are assumed to be ubiquitous amongst modern fast food managers. Although there is evidence that the industry overall formally adopts anti-union/commodity status labour polices, this study presents data suggesting that its middle managers are not necessarily committed to this approach. During the last 20 years, the ideological orientations of leaders in industries including fast food have been widely seen as part of the impetus for public polices of labour-market deregulation and union marginalization. However, at least in the case of Australia, it is concluded here that the views and opinions of middle-ranking fast food managers have been somewhat discordant with the State’s ideology of employment relations.