

Beat: Business

FEMALES FAR LESS LIKELY TO JOIN A COMPANY WITH A BAD REPUTATION

ANNUAL CORPORATE RESPONSIBILITY MAGAZINE

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USPA NEWS - On Oct. 16, 2015, Corporate Responsibility (CR) Magazine, in conjunction with Cielo, announced the findings of the publication's annual corporate reputation survey, that 86 percent of American females would not join a company with a bad reputation compared to only 67 percent of American males...

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In advance of its annual COMMIT!Forum, on October 21-22, 2015 at TKP New York in New York City, CR Magazine commissioned a poll of over 1,000 employed and unemployed Americans to gain insights into how corporate responsibility, reputation and transparency can impact job decisions.

Working for Companies with Bad Corporate Reputations :

- According to respondents, the bad behaviors most harmful to a company's culture and reputation include public exposure of criminal acts (33 %); failure to recall defective products (30 %); public disclosure of workplace discrimination (21 %); and public disclosure of environmental scandal (15 %).
- Of the employed Americans surveyed, only 67 % would take a job with a company that had a bad reputation if they were offered more money. In 2014, 70 % of respondents were willing to take a job with a company with a bad reputation for more money.
- Of the 2015 respondents, 46 % would need a pay increase of 50 % or more to consider moving to a company with an unfavorable reputation.
- Surprisingly, young people (18-34 year age range) are the least concerned about corporate reputation. Over three-quarters (77%) would take a job with a company with a bad reputation vs. 61% of those 35 years and older.

Working for Companies with Good Corporate Reputations :

- In contrast, the vast majority, 92 percent, would consider leaving their current jobs if offered another role with a company that had an excellent corporate reputation. Forty five percent of 35-44 year olds would leave their current job for less than a ten percent pay increase to join an excellent company.
- In contrast, only twelve percent of the same group would leave their current job for less than a ten percent pay increase to join a company with a bad reputation.

Results from this year's corporate reputation survey will be presented by CR Magazine and Cielo on October 21st at this year's COMMIT!Forum.

Source : COMMIT!Forum

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