

Environmental consciousness structure of employee  
with regard to Corporate Social Responsibility

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< Abstract >

Companies should make an effort to solve global environmental issues. Today, there are many companies that do business in worldwide and have the same scale as the GDP of a country. The companies should make efforts and activities to reduce environmental load. Furthermore we expect that companies will do the approach for the global environment conservation positively and voluntarily as Corporate Social Responsibility (CSR) from now on.

Employee is one of the significant stakeholders for the companies. A company provides the employees with the chance of the environmental activities. That is to say, the company does its social responsibility by using the human resources. The company is able to not only make a contribution to the local community and global environment but also educate the person to have wide range of vision and high environmental consciousness via social contribution activity.

The environmental consciousness of employees who push forward the company's activities for environment is focused on and surveyed. Three subjects were analyzed as follows. First is how the company's environmental system should be. Every company is able to make the environmental system, which includes the environmental conservation activities and the rewards for the employees. For example, the environmental conservation activities are cleanup program, afforestation program and donation program for the environmental protection NPO. The rewards are volunteer holiday and special bonus. In this paper, how the employees feel their utility is shown by the results of the conjoint analysis, which is one of the environmental valuation method.

The result of this analysis indicates that the environmental activities including the donations essentially make employees' utility decreased. And their utility depends on the type of environmental activities. Employees don't prefer cleanup program to afforestation. On the other hand, the rewards make employees' utility increased. They are satisfied with the volunteer holiday more than the special bonus. The company should offer the rewards to supplement the reduction of their utility. Estimating economic value from the utility of employees toward the environmental

activities and the rewards, it is possible for companies to be a basis of the optimum expenditure for the employee who is one of the stakeholders of the company.

It is also shown clearly that employees' age, annual income, sex, enterprise scale and environmental activity level of the company affect employees' utility toward the environmental activities and the rewards. These attributes are summarized into two indexes. One is employees' income and the other is employees' personal environmental consciousness. Regarding the index of employee income, the higher income employees feel that they prefer to pay in money rather than to spare their own time. Because they think that their personal work value is high. And they don't prefer receiving volunteer holiday and special bonus in comparison with the lower income employees. Regarding the index of employees' personal environmental consciousness, environmental activities, donations and the rewards are easy to be accepted for the employees who have high personal environmental consciousness in comparison with the employees who have lower personal environmental consciousness.

To enrich the environmental system and make a success of it, the company should provide several kinds of environmental activities and the rewards, understand the attributes and characteristic of the employees, listen to their needs, and communicate the information of the environmental activities to employees.

Second is whether company's efforts and activities for environment affect the personal environmental consciousness of employees or not. This paper shows that the employees working at the company that executes the efforts and activities positively have higher environmental consciousness in comparison with the opposite case when environmental activity level of the company is on developmental stage. The efforts and activities of the company stimulate and have effect on the employee consciousness because they are progressing all the time on developmental stage. The company's efforts and activities for environment improve the personal environmental consciousness of employees and high environmental consciousness employees promote the efforts and activities of the company.

Third is the factor that company's efforts and activities for environment affect the personal environmental consciousness of employees. In order to have effect on the personal environmental consciousness of employee, how the employees think about efforts of the company and how they feel about the company are the important factors. Their environmental consciousness is improved and becomes higher on the three conditions that 1) employees evaluate company's efforts and activities for environment high, 2) employees sympathize with the activities of the company, and 3)

employees have the satisfaction to work at the company.

It is important for companies to improve environmental consciousness of the employees who carry out the environmental policy and system of the company. Companies should interest employees in environment and educate the persons to have high environmental consciousness. To achieve these, companies should make efforts and activities voluntarily and continuously with regard to Corporate Social Responsibility. We expect that employees' environmental consciousness would become high and they would promote efforts and activities personally as well as on business.