

Study Shows Most U.S. and Canadian Business Students Are Ethically Minded

A Net Impact Study of MBA Student Opinions on the Relationship between Business and Social/Environmental Issues

Between September 15 and October 15, 2006 Net Impact (www.netimpact.org) - a nonprofit organization with over 130 student and professional chapters on 4 continents, whose mission is to grow and strengthen a network of leaders who are using the power of business to make a positive net social, environmental, and economic impact – conducted an online survey (http://www.netimpact.org/associations/4342/files/mba_perspective_survey_results.pdf) to measure current opinions among U.S. and Canadian MBA students about the relationship between business and broader social and environmental issues. It sent a 31-question, online survey to club leaders at 100 MBA programs in the U.S. and Canada, asking them to send the survey to their student body email list.

Response Rates

- 2,112 current MBAs responded
- 87 programs were represented
- 41 programs had 10+ student responses
- 13 programs had 50+ respondents

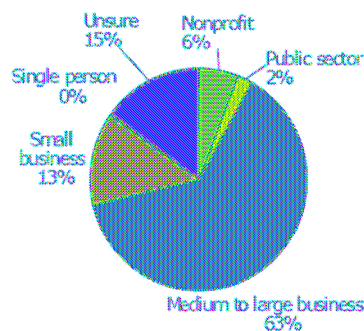
Respondent Profile

- 70% of respondents are in the 1st year of their program
- 87% are in a full-time MBA program
- 37% of respondents are currently Net Impact members; 38% would consider or like to learn more; 25% are not interested in joining
- 68% are originally from the United States; 85% are at school in the United States
- 45% of respondents are female; 34% are people of color

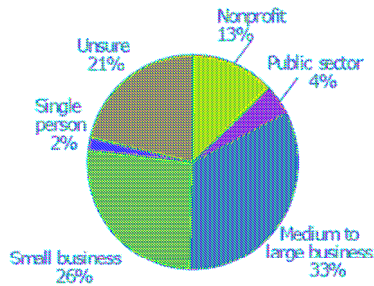
Findings

Only 1/3 of respondents prefer to work in medium to large businesses five to ten years in the future, down from 2/3 immediately following business school.

Five to ten years after you received your MBA degree, which employment site would you prefer at that time? (N = 2113)

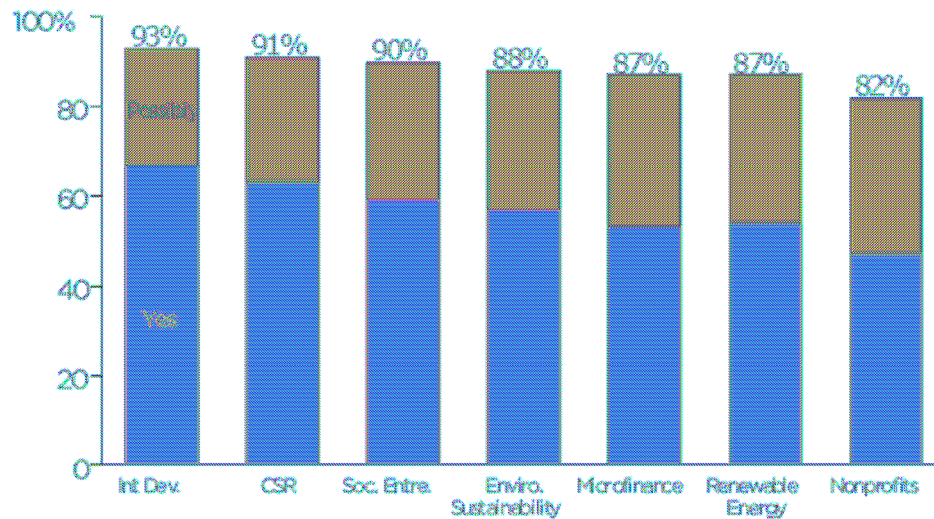


Immediately after you receive your MBA degree, which employment site do you most prefer to work in? (N = 2111)



The majority of students express an interest in learning about corporate social responsibility, sustainability, international development, and social entrepreneurship during their MBA.

Please indicate whether or not you would like to learn more about any of the concepts while you are pursuing your MBA. (N=2104)



The majority of students say that CSR (corporate social responsibility) should be integrated into core (required) business school classes.

- Overall, 78% agree with this statement
- For students not interested in Net Impact membership, 64% agree

The majority of students say that during their career they will seek a job that is socially responsible.

- Overall, 79% agree with this statement

- For students not interested in Net Impact membership, 60% agree

The majority of students say that business professionals should take into account social and environmental impacts when making business decisions.

- Overall, 89% agree with this statement
- For students not interested in Net Impact membership, 81% agree

The majority of students say they believe that businesses should work towards the betterment of society [such as a healthier environment, the eradication of poverty, and other societal issues].

- Overall, 81% agree with this statement
- For students not interested in Net Impact membership, 66% agree.

Few students believe that most corporations are currently working towards the betterment of society.

- Overall, 18% agree with this statement
- For students not interested in Net Impact membership, 24% agree

Women are more likely than men to seek socially responsible careers (87% v 74%).

Registered Democrats are more likely than registered Republicans to seek socially responsible careers (86% v 68%).

Conclusion

Current MBAs believe that social and environmental issues are important considerations for business. They think that social and environmental topics should be integrated into the business school curriculum. Most students will look for jobs during their career that are socially responsible, and many plan to look beyond the traditional employment site of MBAs, medium and large businesses. MBAs believe business employees should consider the social and environmental implications of business decisions, and they believe that currently few corporations are improving society.

Further analysis of these results will be published in December 2006, with analysis of responses by geography, public v. private institution, and citizenship of respondent.

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Source: www.ethicsworld.org

EthicsWorld is a non-profit forum for information and views on the related fields of business ethics, governance, and anti-corruption.