

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...

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 % of American males.

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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