



# Examining Employee's Perception of ESG Activities in an Organization

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## *Abstract*

The study aimed to assess and analyze employees' awareness and perceptions of Environmental, Social, and Governance (ESG) activities within the company and understand their impact on decision-making and workplace satisfaction. Key sub-objectives included evaluating employee awareness, assessing participation in ESG-related initiatives, and identifying factors influencing transparency. The study used a mixed-research method, employing a structured questionnaire and random sampling.

## Research Findings:

- **Employee Awareness of ESG Activities:** Most respondents showed a moderate to high level of awareness of their company's ESG activities. A significant proportion rated their awareness at 3.00 on a scale of 1 to 5, suggesting room for improvement in communication or transparency for those with lower ratings.
- **Prioritization of ESG Categories:** The Friedman Test indicated a significant prioritization of ESG categories by companies, as perceived by respondents. Environmental factors were ranked highest, followed by Governance and Social factors, emphasizing the diverse emphasis companies place on different ESG aspects.
- **ESG Awareness and Participation:** Information about ESG initiatives primarily reached employees through Intranet/Internet platforms and company meetings. The study found no significant dependency between employees' ESG awareness and their participation in company-initiated ESG activities.
- **Job Position and Transparency:** The One-way ANOVA revealed no significant impact of job position on company transparency. Transparency levels remained consistent across different job positions, emphasizing the importance of inclusive communication strategies.

## *Introduction*

Environmental, Social, and Governance (ESG) considerations have become essential in corporate strategy and investment decision-making. Companies are increasingly integrating ESG principles to ensure sustainability, mitigate risks, and enhance stakeholder trust. ESG not only influences financial performance but also shapes corporate reputation, employee engagement, and long-term business resilience. Understanding employee awareness and perception of ESG initiatives is crucial for organizations aiming to foster a responsible and ethical workplace culture.

## ***Research Problem***

While ESG has gained prominence, there is limited understanding of how employees perceive and engage with ESG initiatives within their organizations. A lack of awareness or involvement in ESG activities may impact decision-making, workplace satisfaction, and overall corporate sustainability efforts. Identifying gaps in ESG awareness and participation can help organizations enhance their ESG strategies and align them with employee expectations.

## ***Research Objective***

The primary objective of this study is to assess and analyze employees' awareness and perceptions of ESG activities within their company and understand their impact on decision-making and workplace satisfaction.

### ***Sub-Objectives:***

- Evaluate employees' awareness of the company's ESG initiatives and their prioritization of environmental, social, and governance aspects.
- Assess employee participation in ESG-related activities and their influence on workplace perception and decision-making.
- Identify demographic and employment-related factors that affect employees' transparency and engagement with the company's ESG efforts.

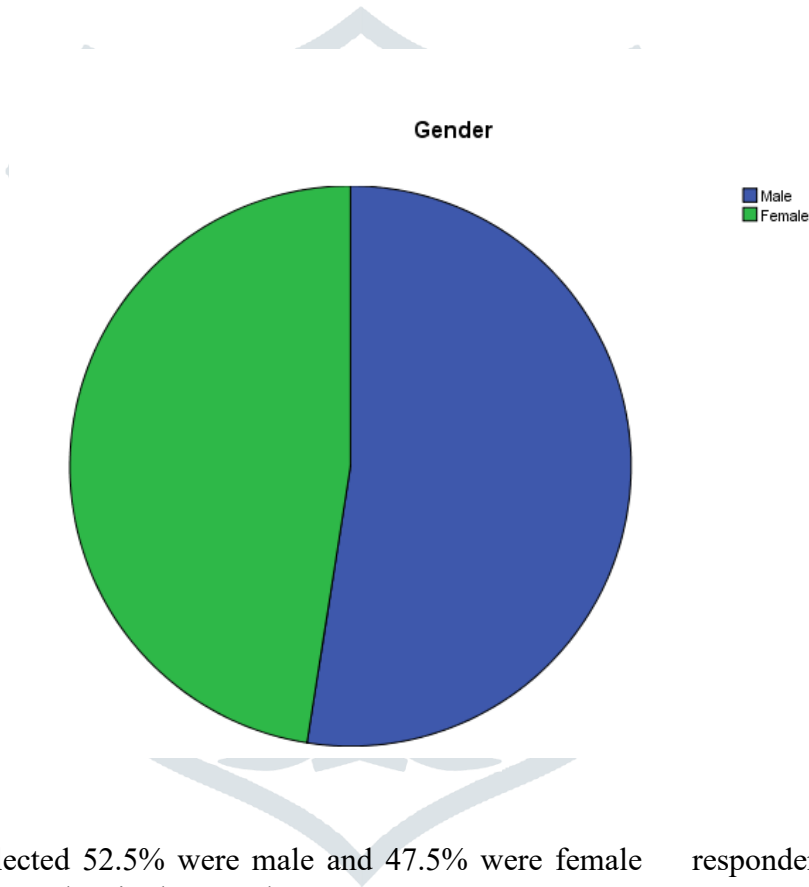
## ***Literature Review***

- A) ***Reliability of ESG Ratings*** - Mayer and Reizingerné Ducsay (2023) highlight the inconsistencies in ESG ratings due to varying methodologies used by different rating agencies. Their study emphasizes the need for greater transparency and standardization in ESG assessments to enhance their reliability for investors and corporate decision-makers.
- B) ***ESG as a Measure of Stakeholder Value*** - Kumar (2023) explores the concept of ESG success in relation to stakeholder theory, noting the absence of a clear framework for evaluating ESG performance. By utilizing a grounded theory approach, the study attempts to establish a more structured understanding of how ESG practices contribute to stakeholder value creation.
- C) ***ESG and Employee Retention*** - Lee et al. (2023) examine the impact of ESG perceptions on employee retention, particularly across generational cohorts. Their findings suggest that environmental and social ESG factors positively influence retention, while governance-related aspects have a negligible effect. This research underscores the importance of ESG in talent management strategies.

Analysis & Finding

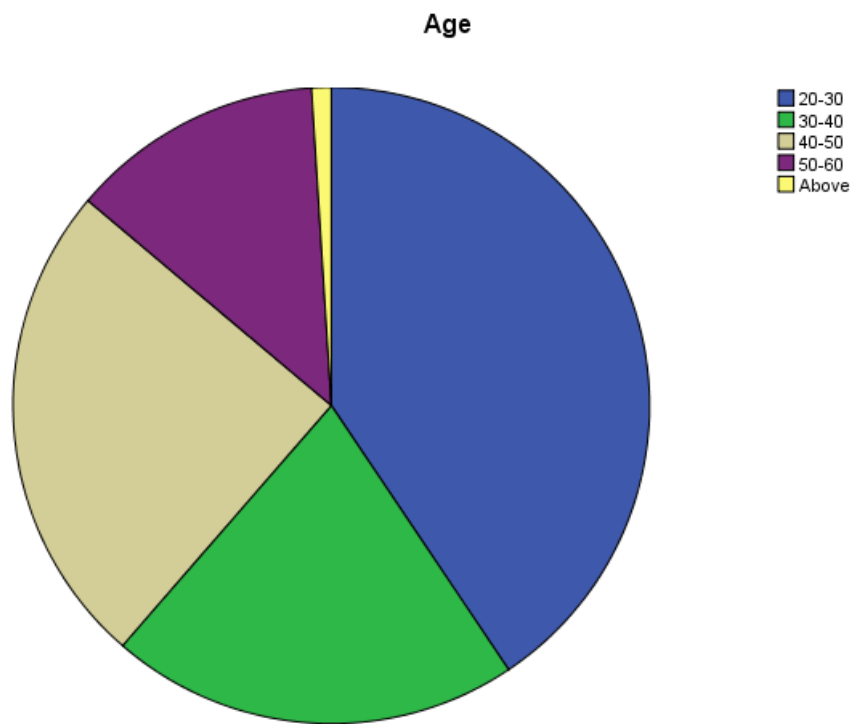
Demographic Analysis – Descriptive Statistics

Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	53	52.5	52.5	52.5
Female	48	47.5	47.5	100.0
Total	101	100.0	100.0	



Out of 101 responses collected 52.5% were male and 47.5% were female respondents. This reflects a balanced reflection of both genders in the sample.

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30	41	40.6	40.6	40.6
	30-40	21	20.8	20.8	61.4
	40-50	25	24.8	24.8	86.1
	50-60	13	12.9	12.9	99.0
	Above	1	1.0	1.0	100.0
	Total	101	100.0	100.0	



The survey included different age groups in which largest respondents are from age group of 20-30 with total 40.6% followed by respondents from age group of 40-50 with 24.8% and age group 30-40 and 50-60 with 20.8% and 12.9% respectively with only 1% respondent from above 60 age.

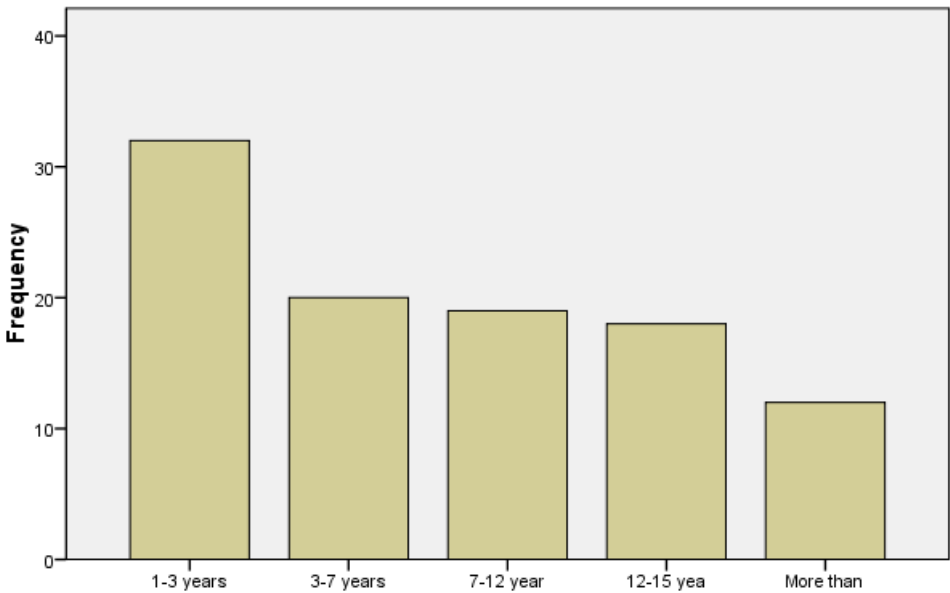
**How Long have you been with the organization**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1-3 years	32	31.7	31.7	31.7
3-7 years	20	19.8	19.8	51.5
7-12 year	19	18.8	18.8	70.3
12-15 yea	18	17.8	17.8	88.1
More than	12	11.9	11.9	100.0
Total	101	100.0	100.0	

Job Title

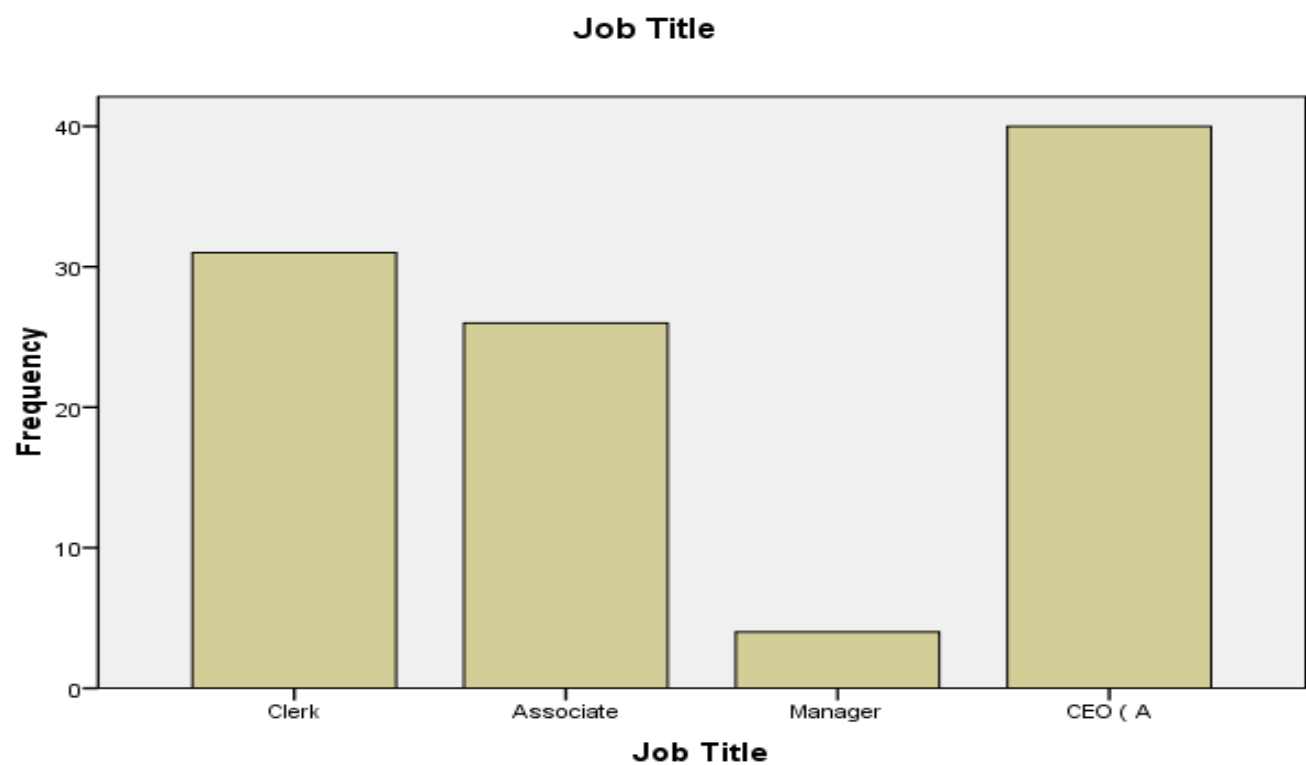
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Clerk	31	30.7	30.7	30.7
	Associate	26	25.7	25.7	56.4
	Manager	4	4.0	4.0	60.4
	CEO ( A	40	39.6	39.6	100.0
	Total	101	100.0	100.0	

How Long have you been with the organization

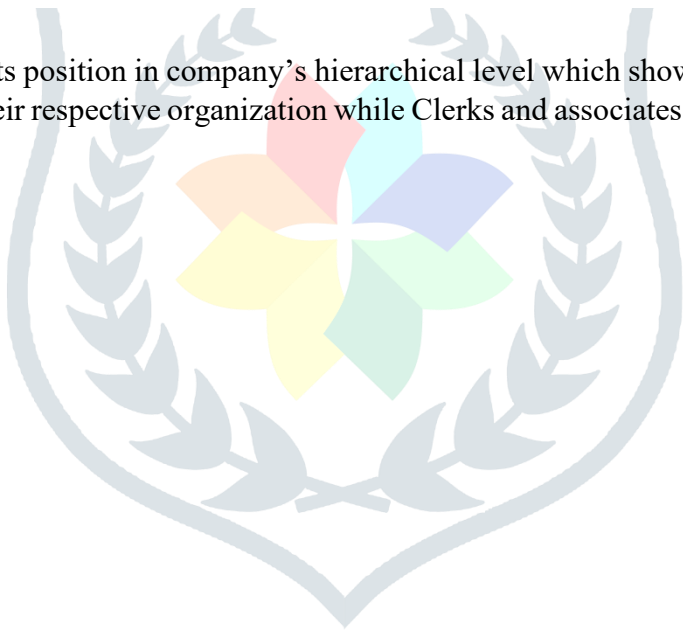


How Long have you been with the organization

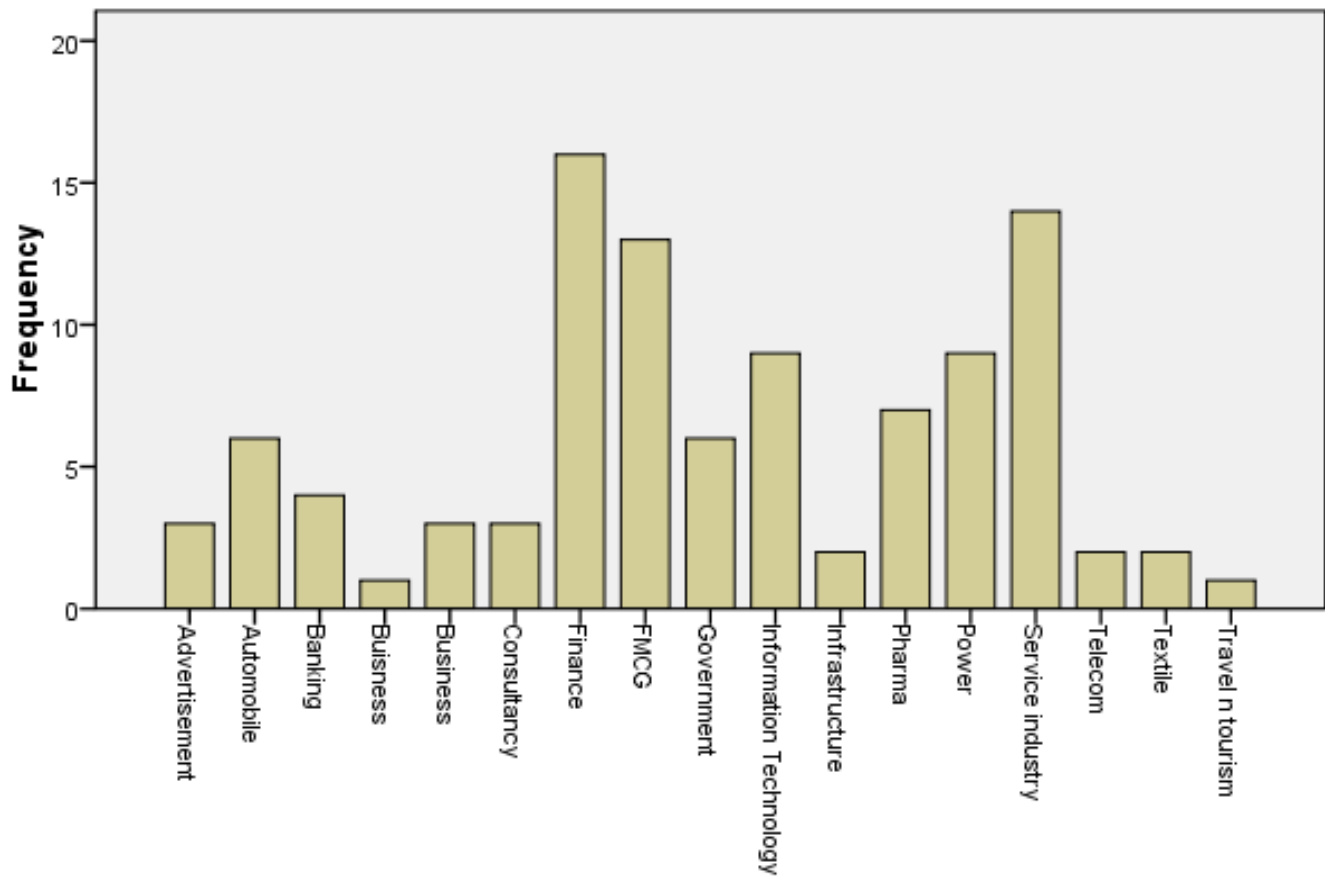
This graph displays employee’s involvement with organization over the years. Most respondents have been part of the same organization for 0-3 years with 31.7% followed by 3-7 years,7-12 years,12-15 years, more than 15 years with 19.8%,18.8%,17.8% and 11.9% respectively.



This Represents Respondents position in company’s hierarchical level which shows that most respondents are from at higher position at their respective organization while Clerks and associates are most common job titles.



Company Sector



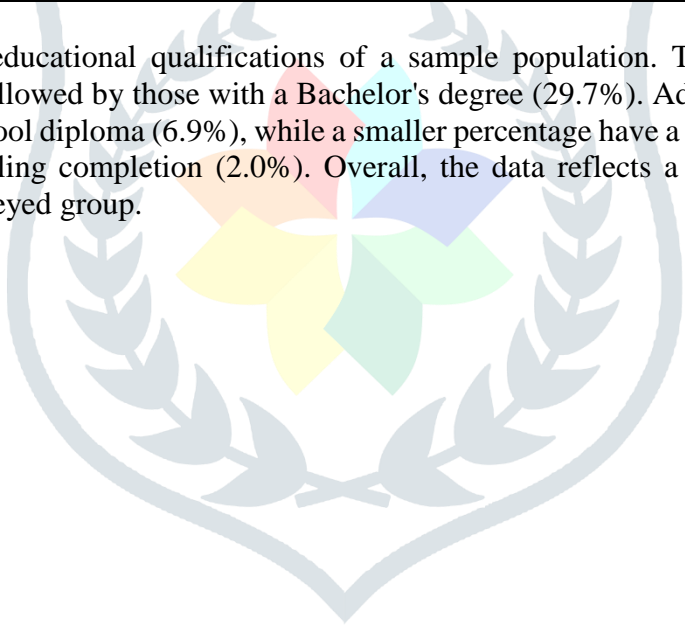
Company Sector

This graph represents the diverse industry our participated respondents are from where highest contribution is from finance, service, FMCG and IT industries

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor’s Degr	30	29.7	29.7	29.7
	High School gradu	7	6.9	6.9	36.6
	Master’s Degree	37	36.6	36.6	73.3
	No schooling Comp	2	2.0	2.0	75.2
	Professional Degr	2	2.0	2.0	77.2
	6	23	22.8	22.8	100.0
	Total	101	100.0	100.0	

This data represents the educational qualifications of a sample population. The majority hold a Master's degree (36.6%), followed by those with a Bachelor's degree (29.7%). Additionally, there are individuals with a High School diploma (6.9%), while a smaller percentage have a Professional Degree (2.0%) or no formal schooling completion (2.0%). Overall, the data reflects a diverse educational background within the surveyed group.





**Which of the following governance practices you have observed within our organization?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Transparency;Accountability;Ethical Conduct;Incl	17	16.8	16.8	16.8
Inclusive Decision Making	8	7.9	7.9	24.8
Stakeholder Engagement	8	7.9	7.9	32.7
Compliance with Law and regulations	7	6.9	6.9	39.6
Ethical Conduct	7	6.9	6.9	46.5
Risk Management	5	5.0	5.0	51.5
Inclusive Decision Making;Stakeholder Engagement	4	4.0	4.0	55.4
Transparency;Ethical Conduct;Inclusive Decision	4	4.0	4.0	59.4
Ethical Conduct;Compliance with Law and regulati	3	3.0	3.0	62.4
Transparency;Accountability;Inclusive Decision M	3	3.0	3.0	65.3
Communication of Government policies to employee	2	2.0	2.0	67.3
Ethical Conduct;Stakeholder Engagement;Risk Mana	2	2.0	2.0	69.3
Inclusive Decision Making;Compliance with Law an	2	2.0	2.0	71.3
Transparency	2	2.0	2.0	73.3
Transparency;Accountability;Ethical Conduct;Comp	2	2.0	2.0	75.2
Transparency;Accountability;Ethical Conduct;Stak	2	2.0	2.0	77.2
Transparency;Accountability;Stakeholder Engageme	2	2.0	2.0	79.2
Accountability;Ethical Conduct	1	1.0	1.0	80.2
Accountability;Ethical Conduct;Inclusive Decisio	1	1.0	1.0	81.2
Accountability;Ethical Conduct;Risk Management	1	1.0	1.0	82.2
Accountability;Ethical Conduct;Stakeholder Engag	1	1.0	1.0	83.2
Accountability;Inclusive Decision Making	1	1.0	1.0	84.2
Accountability;Inclusive Decision Making;Complia	1	1.0	1.0	85.1
Accountability;Inclusive Decision Making;Risk Ma	1	1.0	1.0	86.1
Accountability;Stakeholder Engagement;Compliance	1	1.0	1.0	87.1
Compliance with Law and regulations;Communicatio	1	1.0	1.0	88.1
Ethical Conduct;Inclusive Decision Making;Commun	1	1.0	1.0	89.1
Ethical Conduct;Stakeholder Engagement	1	1.0	1.0	90.1
Inclusive Decision Making;Risk Management	1	1.0	1.0	91.1
Stakeholder Engagement;Risk Management	1	1.0	1.0	92.1
Transparency;Accountability;Communication of Gov	1	1.0	1.0	93.1
Transparency;Accountability;Compliance with Law	1	1.0	1.0	94.1
Transparency;Compliance with Law and regulations	1	1.0	1.0	95.0
Transparency;Ethical Conduct;Compliance with Law	1	1.0	1.0	96.0

Transparency;Inclusive Decision Making	1	1.0	1.0	97.0
Transparency;Inclusive Decision Making;Compliance	1	1.0	1.0	98.0
Transparency;Stakeholder Engagement;Compliance w	1	1.0	1.0	99.0
Transparency;Stakeholder Engagement;Risk Managem	1	1.0	1.0	100.0
Total	101	100.0	100.0	

The data reflects various observed governance practices within the organization, with the most prevalent being Transparency, Accountability, Ethical Conduct, and Inclusive Decision Making, accounting for 16.8% of responses. Other notable practices include Inclusive Decision Making (7.9%), Stakeholder Engagement (7.9%), and Compliance with Law and regulations (6.9%). The data suggests a diverse range of governance practices being acknowledged, indicating a multifaceted approach to organizational governance.

#### How would you rate your company's efforts in promoting energy-efficient practices within its operations?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	32	31.7	31.7	31.7
	4.00	29	28.7	28.7	60.4
	5.00	29	28.7	28.7	89.1
	2.00	7	6.9	6.9	96.0
	1.00	4	4.0	4.0	100.0
Total		101	100.0	100.0	

The data indicates the distribution of responses regarding the rating of the company's efforts in promoting energy-efficient practices within its operations. The majority of respondents (31.7%) gave a rating of 3.00, followed closely by 28.7% each for ratings of 4.00 and 5.00. Only a small percentage (4.0%) gave a rating of 1.00, suggesting a generally positive perception of the company's initiatives in promoting energy efficiency, with a significant portion acknowledging moderate to high effectiveness.

#### How well do you understand the goals and targets set by the company in relation to its ESG commitments?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	34	33.7	33.7	33.7
	3.00	32	31.7	31.7	65.3
	4.00	25	24.8	24.8	90.1
	2.00	7	6.9	6.9	97.0
	1.00	3	3.0	3.0	100.0
Total		101	100.0	100.0	

The data indicates the level of understanding among respondents regarding the company's goals and targets related to its ESG (Environmental, Social, and Governance) commitments. The majority of respondents (33.7%) rated their understanding as 5.00, followed by 31.7% who rated it as 3.00, and 24.8% who rated it as 4.00. Only a small percentage (3.0%) indicated the lowest level of understanding with a rating of 1.00. Overall, the majority of respondents appear to have a reasonably good understanding of the company's ESG goals and targets.

How important these aspects are to you when thinking about your company's efforts to be sustainable (Waste Reduction)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Important	68	67.3	67.3	67.3
Neutral	25	24.8	24.8	92.1
Not Impor	8	7.9	7.9	100.0
Total	101	100.0	100.0	

How important these aspects are to you when thinking about your company's efforts to be sustainable (Health and Safety)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Important	56	55.4	55.4	55.4
Neutral	34	33.7	33.7	89.1
Not Impor	11	10.9	10.9	100.0
Total	101	100.0	100.0	

How important these aspects are to you when thinking about your company's efforts to be sustainable (Corbon Footprint)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Important	57	56.4	56.4	56.4
Neutral	34	33.7	33.7	90.1
Not Impor	10	9.9	9.9	100.0
Total	101	100.0	100.0	

How important these aspects are to you when thinking about your company's efforts to be sustainable (Resource Efficiency)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Important	56	55.4	55.4	55.4
Neutral	34	33.7	33.7	89.1
Not Impor	11	10.9	10.9	100.0
Total	101	100.0	100.0	

How important these aspects are to you when thinking about your company's efforts to be sustainable (diversity and inclusion)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Important	50	49.5	49.5	49.5
Neutral	40	39.6	39.6	89.1
Not Impor	11	10.9	10.9	100.0
Total	101	100.0	100.0	

How important these aspects are to you when thinking about your company's efforts to be sustainable (Community Engagement)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Important	44	43.6	43.6	43.6
Neutral	43	42.6	42.6	86.1
Not Impor	14	13.9	13.9	100.0
Total	101	100.0	100.0	

How important these aspects are to you when thinking about your company's efforts to be sustainable (Fair Labour Practices)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Important	48	47.5	47.5	47.5
Neutral	41	40.6	40.6	88.1
Not Impor	12	11.9	11.9	100.0
Total	101	100.0	100.0	

How important these aspects are to you when thinking about your company's efforts to be sustainable (Sustainable product/services)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Important	57	56.4	56.4	56.4
Neutral	32	31.7	31.7	88.1
Not Impor	12	11.9	11.9	100.0
Total	101	100.0	100.0	

How important these aspects are to you when thinking about your company's efforts to be sustainable (Customer Education)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Important	51	50.5	50.5	50.5
Neutral	38	37.6	37.6	88.1
Not Impor	12	11.9	11.9	100.0
Total	101	100.0	100.0	

The data provides insights into the perceived importance of various sustainability aspects within the company. For waste reduction, the majority of respondents (67.3%) find it important, with a significant portion having a neutral stance (24.8%). Similar trends are observed in other sustainability aspects, such as health and safety, carbon footprint, resource efficiency, diversity and inclusion, sustainable products/services, and customer education. In most cases, a majority considers these aspects important, while a notable percentage holds a neutral position. Community engagement and fair labor practices also receive recognition, with a majority considering them important. Overall, the results suggest a general awareness and positive perception of diverse sustainability efforts within the organization.

Hypothesis

1. **Objective** - Evaluate employee’s level of awareness about the company's ESG activities, including their prioritization of different ESG categories like environment, social, and governance.

On a scale of 1 to 5, how would you rate your awareness of your company's ESG activities?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	14	13.9	13.9	13.9
	2.00	4	4.0	4.0	17.8
	3.00	30	29.7	29.7	47.5
	4.00	24	23.8	23.8	71.3
	5.00	29	28.7	28.7	100.0
	Total	101	100.0	100.0	

The data presented reflects responses to a survey question asking participants to rate their awareness of their company's Environmental, Social, and Governance (ESG) activities on a scale from 1 to 5. The largest percentage of respondents, 29.7%, rated their awareness at 3.00, indicating a moderate level of awareness. Following closely, 28.7% of respondents rated their awareness at the highest level, 5.00, suggesting a high level of awareness. Meanwhile, 23.8% and 13.9% of respondents rated their awareness at 4.00 and 1.00, respectively. The smallest percentage, 4.0%, rated their awareness at 2.00. This distribution suggests that a significant portion of respondents perceive a moderate to high level of awareness regarding their company's ESG activities, though there is room for improvement in communication or transparency for those with lower awareness ratings.

Hypothesis Testing

- > H0: There is no specific prioritization of ESG categories by company according to respondents
- >H1: There is specific prioritization of ESG categories by company according to respondents

Level of significance

- Alpha value →0.05
- Test statistics
- > Friedman Test

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Rank the following ESG categories you believe your company prioritizes the most?(Environmental)	101	1.81	.796	1	3
Rank the following ESG categories you believe your company prioritizes the most?(Social)	101	2.13	.730	1	3
Rank the following ESG categories you believe your company prioritizes the most?(Governance)	101	1.90	.854	1	3

Ranks

	Mean Rank
Rank the following ESG categories you believe your company prioritizes the most?(Environmental)	1.84
Rank the following ESG categories you believe your company prioritizes the most?(Social)	2.25
Rank the following ESG categories you believe your company prioritizes the most?(Governance)	1.91

Test Statistics<sup>a</sup>

N	101
Chi-Square	19.580
df	2
Asymp. Sig.	.000

a. Friedman Test

### Decision rule

If  $p \text{ value} > 0.1$ , then  $H_0$  is accepted and  $H_1$  is rejected

It  $p \text{ value} < 0.1$ , then accept  $H_1$  and reject  $H_0$ .

### Statistical decision

From the table we find that the  $p$  value is .000 which is less than 0.05. Hence we accept  $H_1$  and reject  $H_0$

## Analysis

The Friedman Test was conducted to examine whether there is a specific prioritization of Environmental, Social, and Governance (ESG) categories by companies according to respondents. The null hypothesis ( $H_0$ ) posited that there is no such prioritization, while the alternative hypothesis ( $H_1$ ) suggested that there is a specific prioritization. The significance level ( $\alpha$ ) was set at 0.05. The test statistics yielded a chi-square value of 19.580 with 2 degrees of freedom, resulting in a  $p$ -value of .000, which is less than the predetermined  $\alpha$  level.

Given the low  $p$ -value, there is sufficient evidence to reject the null hypothesis. Therefore, it can be concluded that there is a specific prioritization of ESG categories by companies, according to the respondents. In practical terms, this implies that companies, as perceived by the respondents, exhibit varying degrees of emphasis on different ESG aspects.

From a managerial perspective, the findings suggest the importance of acknowledging and addressing the perceived prioritization of ESG categories within a company. Managers may need to assess their current ESG practices and communication strategies to align them with stakeholders' expectations. Understanding the prioritization of ESG categories can aid companies in enhancing transparency, refining sustainability initiatives, and ultimately fostering stronger relationships with stakeholders who value responsible and ethical business practices.

In conclusion, the evaluation of employee awareness about the company's ESG activities, including their prioritization of different ESG categories, revealed valuable insights. The data showed a notable distribution of awareness ratings, with a significant proportion of respondents perceiving a moderate to high level of awareness. However, there is room for improvement in communication or transparency for those with lower awareness ratings.

**2. Objective** - Employee participation in ESG-related initiatives, influence their ESG awareness and their decisions and work environment perception.



How do you usually receive information about company's ESG initiatives?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid All	1	1.0	1.0	1.0
Company meetings	27	26.7	26.7	28.7
Internal newslet	19	18.8	18.8	47.5
Intranet or inte	34	33.7	33.7	81.2
Social media	19	18.8	18.8	100.0
Total	101	100.0	100.0	

The data presented reflects the sources through which respondents typically receive information about their company's Environmental, Social, and Governance (ESG) initiatives. The majority of respondents, 33.7%, indicated that they receive information through the company's Intranet or internal internet platforms. Company meetings were also a significant source, with 26.7% of respondents relying on this forum for information about ESG initiatives. Internal newsletters were cited by 18.8% of respondents, while an equal percentage (18.8%) reported obtaining information through social media channels.

The distribution suggests a varied reliance on different communication channels for disseminating information about ESG initiatives within the company. While traditional means such as company meetings and internal newsletters are still significant, the use of modern platforms like Intranet and social media is also prevalent. This helps to understand how employees are made aware about companies ESG activities for them to participate it highlights company’s initiative and importance for ESG activities.

Hypothesis Testing

-> H0: Employee’s ESG awareness is not dependent on their participation in company’s ESG activities

-->H1: Employee’s ESG awareness is dependent on their participation in company’s ESG activities

Level of significance

Alpha value →0.05

Test statistics

--> Chi-square

Have you participated in any training sessions or workshops related to ESG conducted by your company? \* On a scale of 1 to 5, how much do you think your awareness of the company's ESG activities influences your investment decisions? Crosstabulation

		On a scale of 1 to 5, how much do you think your awareness of the company's ESG activities influences your investment decisions?					Total	
		1.00	2.00	3.00	4.00	5.00		
Have you participated in any training sessions or workshops related to ESG conducted by your company?	Yes	Count	2	2	12	13	17	46
		% within Have you participated in any training sessions or workshops related to ESG conducted by your company?	4.3%	4.3%	26.1%	28.3%	37.0%	100.0%
		% within On a scale of 1 to 5, how much do you think your awareness of the company's ESG activities influences your investment decisions?	28.6%	22.2%	42.9%	44.8%	60.7%	45.5%
No	Count	5	7	16	16	11	55	
		% within Have you participated in any training sessions or workshops related to ESG conducted by your company?	9.1%	12.7%	29.1%	29.1%	20.0%	100.0%
		% within On a scale of 1 to 5, how much do you think your awareness of the company's ESG activities influences your investment decisions?	71.4%	77.8%	57.1%	55.2%	39.3%	54.5%
Total	Count	7	9	28	29	28	101	
		% within Have you participated in any training sessions or workshops related to ESG conducted by your company?	6.9%	8.9%	27.7%	28.7%	27.7%	100.0%

% within	On a scale of 1 to 5, how much do you think your awareness of the company's ESG activities influences your investment decisions?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
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### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.472 <sup>a</sup>	4	.242
Likelihood Ratio	5.647	4	.227
Linear-by-Linear Association	4.646	1	.031
N of Valid Cases	101		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 3.19.

### Decision rule

If  $p \text{ value} > 0.05$ , then  $H_0$  is accepted and  $H_1$  is rejected

If  $p \text{ value} < 0.05$ , then accept  $H_1$  and reject  $H_0$ .

From the table we find that the p-value is .242 which is more than 0.05. Hence we accept  $H_0$  and reject  $H_1$

### Statistical decision

Hence, employee's ESG awareness is not dependent on their participation in company's ESG activities.

### Analysis

The hypothesis test aimed to investigate whether employees' awareness of the company's Environmental, Social, and Governance (ESG) activities is dependent on their participation in ESG-related training sessions or workshops. The null hypothesis ( $H_0$ ) stated that there is no dependence, while the alternative hypothesis ( $H_1$ ) posited a dependence between participation and awareness. The significance level (alpha) was set at 0.05, and the test statistics involved a chi-square test.

The cross tabulation of data showed that among those who participated in ESG training sessions, the distribution of awareness levels varied across the scale of 1 to 5. Similarly, for those who did not participate, there was a range of awareness ratings. The chi-square test results yielded a p-value of 0.242, which is greater than the significance level of 0.05.

Following the decision rule, since the p-value is greater than 0.05, the null hypothesis ( $H_0$ ) is accepted, and the alternative hypothesis ( $H_1$ ) is rejected. Therefore, based on the statistical analysis, there is insufficient evidence to conclude that employees' ESG awareness is dependent on their participation in ESG activities conducted by the company.

From a managerial perspective, this implies that the act of participating in ESG-related training sessions or workshops may not necessarily be linked to a significant change in employees' awareness of the company's ESG activities. While such initiatives might still hold intrinsic value, managers should consider additional factors or methods to enhance and measure awareness effectively. This could involve revisiting the content and delivery of training sessions, exploring alternative communication channels, or conducting further qualitative assessments to gain insights into the specific aspects that contribute to ESG awareness among employees.

In conclusion, this finding suggests that the mere act of participating in ESG-related training sessions or workshops may not be the sole determinant of increased awareness among employees. While these initiatives retain value, managers should consider incorporating additional strategies to enhance and measure awareness effectively. This could involve refining the content and delivery of training sessions, exploring alternative communication channels such as company meetings, internal newsletters, and social media, or conducting qualitative assessments to gain deeper insights into the specific factors influencing ESG awareness among employees. A holistic approach that considers various communication channels and engagement methods may contribute to a more comprehensive understanding and promotion of ESG awareness within the workforce.

**3.Objective** – To identify specific features, such as employment status and personal demographics, that influence an employee's transparency with the company.

H0: There is no significant impact of Job position on company’s transparency

H1: There is significant impact of Job position on company’s transparency

Level of significance

Alpha value →0.05

Test statistics

-->One-way ANOVA

**Descriptives**

How would you rate your level of satisfaction with the transparency of information provided by the company regarding its governance practices?

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Clerk	31	3.32	1.301	.234	2.85	3.80	1	5
Associate	26	3.00	1.414	.277	2.43	3.57	1	5
Manager	4	3.25	1.708	.854	.53	5.97	1	5
CEO ( A	40	3.45	1.108	.175	3.10	3.80	1	5
Total	101	3.29	1.268	.126	3.04	3.54	1	5

### Test of Homogeneity of Variances

How would you rate your level of satisfaction with the transparency of information provided by the company regarding its governance practices?

Levene Statistic	df1	df2	Sig.
.705	3	97	.551

### ANOVA

How would you rate your level of satisfaction with the transparency of information provided by the company regarding its governance practices?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.249	3	1.083	.667	.574
Within Groups	157.424	97	1.623		
Total	160.673	100			

### Decision rule

If  $p \text{ value} > 0.05$ , then  $H_0$  is accepted and  $H_1$  is rejected

If  $p \text{ value} < 0.05$ , then accept  $H_1$  and reject  $H_0$ .

### Statistical decision

From the Test of Homogeneity of Variances table, the value of  $p$  is .551 which is more than 0.05, hence the assumption of homogeneity of variances hold true for this data.

From the ANOVA table, we find  $p$  value is 0.574, which is more than 0.05.

Hence we accept  $H_0$  and reject  $H_1$ .

Study implies that there is no significant impact of Job position on company's transparency.

### Analysis

The objective of the analysis was to identify specific features, such as employment status and personal demographics, that influence an employee's transparency with the company. The null hypothesis ( $H_0$ ) suggested that there is no significant impact of job position on company transparency, while the alternative hypothesis ( $H_1$ ) posited a significant impact. The level of significance ( $\alpha$ ) was set at 0.05, and the test statistics involved a one-way ANOVA.

Descriptive statistics provided insights into the mean level of satisfaction with the transparency of information provided by the company regarding its governance practices across different job positions. The ANOVA results, considering the homogeneity of variances, showed that the p-value is 0.551, which is greater than 0.05. Additionally, the p-value from the ANOVA table is 0.574, also exceeding the 0.05 threshold.

Following the decision rule, as both p-values are greater than 0.05, the null hypothesis ( $H_0$ ) is accepted, and the alternative hypothesis ( $H_1$ ) is rejected. Therefore, based on the statistical analysis, there is no significant impact of job position on company transparency.

From a managerial perspective, this implies that, in this specific study, job position does not play a significant role in influencing employees' perceptions of company transparency. Managers should recognize that employees across different job positions have similar levels of satisfaction with the transparency of information provided by the company regarding its governance practices. However, it's important to note that these findings are specific to the sample and context of the study.

In conclusion, the study suggests that, in the given context, job position does not have a significant impact on employees' perceptions of company transparency. This information can guide managerial decisions related to communication and transparency initiatives, indicating that efforts to enhance transparency should be inclusive and cater to employees at all job levels within the organization. Further research and a broader dataset may be necessary to validate and generalize these findings to different organizational contexts.

## ***Conclusion***

The research highlights the growing significance of ESG considerations in corporate environments and their direct impact on employee perceptions and organizational transparency. While awareness levels are generally high, the lack of a strong correlation between participation and awareness suggests the need for improved ESG engagement strategies. The study also finds that transparency is perceived consistently across job levels, reinforcing the importance of company-wide communication.

To strengthen ESG initiatives, organizations should prioritize clear communication, enhance participation opportunities, and develop standardized frameworks to measure sustainability performance. By addressing these gaps, companies can foster a culture of responsibility, improve ESG effectiveness, and align business objectives with broader sustainability goals. These insights serve as a foundation for future ESG integration strategies, ensuring long-term value creation for both businesses and stakeholders.

## ***Recommendation***

- Enhance communication strategies for ESG awareness.
- Tailor ESG initiatives based on diverse prioritizations.
- Explore varied communication channels for ESG information.
- Consider industry-specific approaches to ESG challenges.
- Address regulatory ambiguity through proactive compliance.
- Prioritize stakeholder engagement for legitimacy.
- Allocate resources for comprehensive ESG strategies.

- Develop metrics for assessing the social impact of ESG initiatives.

This study serves as a foundation for organizations committed to aligning internal values, improving employee engagement, and enhancing their external reputation through effective ESG practices. The recommendations aim to guide future initiatives toward a holistic and sustainable approach to environmental, social, and governance responsibilities.

## *Appendix*

### *Survey Questionnaire*



1. On a scale of 1 to 5, how would you rate your awareness of your company's ESG activities? \*

1

2

3

4

5

2. Rank the following ESG categories you believe your company prioritizes the most? \*

	1	2	3
Environmental	<div></div>	<div></div>	<div></div>
Social	<div></div>	<div></div>	<div></div>
Governance	<div></div>	<div></div>	<div></div>

3. Have you participated in any training sessions or workshops related to ESG conducted by your company? \*

Yes

No

4. How important these aspects are to you when thinking about your company's efforts to be sustainable (1= Important, 2=Neutral, 3= Not Important) \*

	Important	Neutral	Not Important
Waste reduction	<div></div>	<div></div>	<div></div>
Carbon footprint	<div></div>	<div></div>	<div></div>
Resource Efficiency	<div></div>	<div></div>	<div></div>
Diversity and Inclusion	<div></div>	<div></div>	<div></div>
Community Engagement	<div></div>	<div></div>	<div></div>
Fair labor Practice	<div></div>	<div></div>	<div></div>
Sustainable Product/Service	<div></div>	<div></div>	<div></div>



5. How do you usually receive information about company’s ESG initiatives? \*

- ☐ Internal newsletters
- ☐ Company meetings
- ☐ Intranet or internal website
- ☐ Social media
- ☐ Other: \_\_\_\_\_

6. How would you rate your level of satisfaction with the transparency of information provided by the company regarding its governance practices? (1- low awareness and 5 - high awareness) \*

1

2

3

4

5

☐☐☐☐☐

7. On a scale of 1 to 5, how much do you think your awareness of the company's ESG activities influences your investment decisions? (1- not at all influential , 5 - highly influential ) \*

1

2

3

4

5

☐☐☐☐☐

8. When you look at your workplace environment, how important are the below parameters to you and how satisfied are you? \*

	Important	Satisfied
Workspace Safety	<input type="checkbox"/>	<input type="checkbox"/>
Diversity and Inclusion	<input type="checkbox"/>	<input type="checkbox"/>
Company’s Policies	<input type="checkbox"/>	<input type="checkbox"/>
Employee Well being	<input type="checkbox"/>	<input type="checkbox"/>
Ethical Practices	<input type="checkbox"/>	<input type="checkbox"/>
Training and development	<input type="checkbox"/>	<input type="checkbox"/>

9. How would you rate your company's efforts in promoting energy-efficient practices within its operations? (1- Very Dissatisfied, 5- Very Satisfied) \*

1

2

3

4

5

10. How well do you understand the goals and targets set by the company in relation to its ESG commitments? ( 1- No understanding ,5 - Complete Understanding) \*

1

2

3

4

5

11. Which of the following governance practices you have observed within our organization? \*

- ☐

Transparency
- ☐

Accountability
- ☐

Ethical Conduct
- ☐

Inclusive Decision Making
- ☐

Stakeholder Engagement
- ☐

Compliance with Law and regulations
- ☐

Risk Management
- ☐

Communication of Government policies to employee

12. Are there specific aspects of ESG reporting that you find particularly helpful or lacking in your organization?

Your answer

Gender \*

- Male
- Female

Age \*

- 20-30
- 30-40
- 40-50
- 50-60
- Above 60

Education \*

☐ No schooling Complete

☐ High School graduate

☐ Bachelor's Degree

☐ Master's Degree

☐ Professional Degree

Job Title/ Position in organization \*

☐ Clerk

☐ Associate

☐ Manager

☐ CEO ( Any higher position)

How long have you been with the organization? \*

☐ 1-3 years

☐ 3-7 years

☐ 7-12 years

☐ 12-15 years

☐ More than 15 years

Company Sector \*

Your answer

Submit

Clear form