



Business & Society

Business enterprises have been an essential aspect of modern societies, contributing significantly to economic growth, job creation, and wealth generation. However, the role of business enterprises in modern society is increasingly becoming a topic of discussion. In recent years, concerns have been raised about the impact of businesses on society and the environment. Some argue that the primary purpose of businesses is to maximize profits for shareholders, while others argue that businesses should also consider their social and environmental responsibilities.

What role do businesses and corporations play in today's society? What role should they play?

Participate in this short survey (3 mins) and help me examine these questions with my master thesis!

Business and Society

The given study is supervised by the Chair of Research and Science Management at TU Munich and aims at getting a detailed understanding of the idea that young people have regarding the responsibilities of business enterprises in our current society.

You need to be at least 18 years old to participate in this study.

Participation and Data Confidentiality

All data obtained from participants will be kept confidential and anonymous at all times. Moreover, the data will only be reported in an aggregate format. That means only combined results will be reported, never individual cases.

Your data will be stored only during the time of analysis and will be deleted shortly afterwards.

Participation in this study is completely voluntary. You can withdraw your consent at any time without giving an explanation and without being subjected to any consequences for yourself. Your data will be used exclusively in the context of this study.

Compensation

There is no compensation for participation in this study.

Questions about the Research

If you have any questions regarding the study, feel free to e-mail me at ferdinand.schwarzer@tum.de.

Have you read and understood the terms of participation and do you want to participate?

Please select.

- Yes**, I have read and understood the terms of participation and **agree** to participate in the study.
- No**, I have read and understood the terms of participation and do **not agree** to participate in the study.

“There is one and only one social responsibility of business—to use its resources and engage in activities designed to increase its profits so long as it stays within the rules of the game.” (Friedman, 1970)

Even if you are no business student you may have heard of Milton Friedman. He was a stellar economist of the 20th century and is most known for his doctrine from 1970 that influenced business practices around the world for decades after. Do you think Friedman was right?

Please indicate to what extent you agree with the statement above, which capsules the Friedman Doctrine.

strongly disagree disagree neither agree nor disagree agree strongly agree



Please pick one option.

“Every organization must assume full responsibility for its impact on employees, the environment, customers, and whomever and whatever it touches. That is its social responsibility.” (Drucker, 1995)

Peter F. Drucker, a famous management thinker of the 20th century, published a statement about the social responsibility as well.

Please indicate to what extent you agree with the following statement.

strongly disagree disagree neither agree nor disagree agree strongly agree



Please pick one option.

Please indicate to what extent you agree or disagree with following statements.

Pick one option for each statement.

	strongly disagree	disagree	neither agree nor disagree	agree	strongly agree
I value companies more if they provide an essential function to society.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe companies should aim to operate in a way that promotes the common good.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Companies that ignore their externalities (impacts on environment and society) should not exist.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If a company claims to do good, but does not live up to its claims, I consider buying from a different company in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe companies should operate in a way that creates value for all its stakeholders.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you know what ESG stands for?

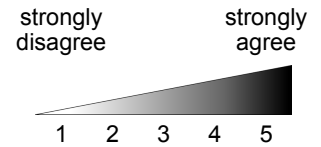
Please select the correct explanation for the acronym.

- Educational Support Group
- Environmental, Social and Governance
- Efficient Solar Grids

You are almost done! This is the last content question.

Please indicate how much you agree or disagree with the following statements.

Please pick one option for every single statement.



I believe that companies have a responsibility to maintain high standards of integrity in their business practices.

I think that companies should prioritize diversity and inclusion in their hiring practices.

I believe that companies should be held accountable for all of their actions.

I am more likely to work for a company that stands up for governance issues.

I believe that companies have a responsibility to support their local communities.

I am more likely to buy from a company that stands up for governance issues, e.g. tax transparency and business ethics.

Companies that prioritize fair labor practices, e.g. no child labor, are more attractive to me than companies that don't.

I am more likely to buy from a company that stands up for social issues, e.g. consumer protection and access to health care.

I believe that protecting the environment is important for our future.

Companies that prioritize reducing their environmental impact are more attractive to me than companies that don't.

I am more likely to work for a company that stands up for social issues.

I believe that companies have a responsibility to disclose information about their executive compensation practices.

I am more likely to buy from a company that stands up for environmental issues such as climate change and pollution.

I believe that companies have a responsibility to reduce their environmental impact.

I am more likely to work for a company that stands up for environmental issues.

1. What is your gender?

- female
- male
- diverse

2. How old are you?**3. Which is the country, you're currently living?**

Country:

 No answer**4. What is the highest level of education you have completed?**

Hint: please choose "Bachelor degree" if you are currently pursuing your masters degree.

- Middle school
- High school
- Associate's Degree / Apprenticeship (Ausbildung)
- Bachelor degree
- Master degree / Diploma
- PhD
- Other school-leaving qualification:

What do you do professionally?

Please pick one option that describes most closely what you currently do.

- Pupil/in school
- Training/apprenticeship
- University student
- Employee
- Civil servant
- Self-employed
- Unemployed/seeking employment
- Other:

Thank you for completing this questionnaire!

We would like to thank you very much for helping us.

Your answers were transmitted, you may close the browser window or tab now.

[B.A. Ferdinand Schwarzer](#), Technical University of Munich – 2023