

# The influence of corporate pro-environment behaviors on undergraduate and postgraduate job seekers' choice of companies that apply

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## 1. Background, Objective and Method

Nowadays it appears that some students consider corporate pro-environment behaviors when choosing companies that apply. If some students actually do so, company may be able to attract more students and dominate the labor market by emphasizing their environmental conservation during recruiting activities. Besides, because environmental issues are worsening and people's interest in environmental issues is increasing, it is expected that company will have to be more concerned about the environment in the future. A company which has more employees with high environment awareness and more employees who approve its environment lines and environmental efforts will be easy to pursue pro-environment behaviors. However, there are few previous works because eco-consciousness in the labor market is just beginning.

The first objective of this study is to investigate whether undergraduate and postgraduate job seekers consider corporate pro-environment behavior when choosing companies that apply. The second is to investigate whether company can attract more students and dominate the labor market by emphasizing their environmental conservation during recruiting activities. To approach these, this study conducted a questionnaire on people who have applied to private enterprises for the past 5 years.

## 2. Result and Consideration

Table Classification according to how to consider corporate pro-environment behaviors

consideration pattern	<at the start of job hunting> corporate pro-environment behavior	<during collecting information> pro-environment companies	<at the application> corporate pro-environment behavior	information about corporate pro-environment behavior
A (8)	○	○	○	—
B (6)	○	○	×	—
C (7)	○	×	×	—
D (1)	×	○	○	—
E (2)	×	×	○	—
F (11)	×	○	×	—
G (17)	×	×	×	○

total 52      ○: attached importance to      ○: felt attracted to      ○: proved decisive      ○: personally collected  
 ×: not attached importance to      ×: not felt attracted to      ×: not proved decisive

The survey showed 52 people, who were 32.5% of 161 respondents, considered corporate pro-environment behaviors when choosing companies that apply. Classifying them according to how to consider revealed 35 people (A~F patterns) in 52 people chose companies that apply under the influence of corporate pro-environment behaviors. In other words, company might have been able to lead these 35 people to apply by emphasizing their environmental conservation during recruiting activities. However, corporate pro-environment behaviors brought only 11 people (A, D, E patterns) in 35 people to applying. Companies weren't able to lead 24 people (B, C, F patterns) of 35 people to apply even though company had the potential to lead them to do so. Comparing each pattern suggested the following. If company had emphasized their environmental conservation during recruiting activities, if 24 people had got the impression that corporate pro-environment behaviors were related to possibilities of company or if 24 people had realized that corporate pro-environment behaviors enhanced reputation of company, corporate pro-environment behaviors might have brought these 24 people to applying.