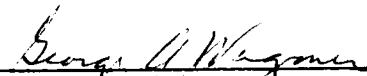
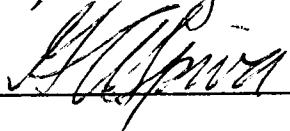


To the Graduate Council:

I am submitting herewith a thesis written by Robert Francis Green entitled "The Perceptions of Community College Faculty, Students, and Businesspersons of the Social Responsibility of Business." I recommend that it be accepted in partial fulfillment of the requirements for the degree of Master of Arts in College Teaching, with a major in Business Education.


Betty J. Brown, Major Professor

We have read this thesis and
recommend its acceptance:

Accepted for the Council:


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THE PERCEPTIONS OF COMMUNITY COLLEGE FACULTY,
STUDENTS, AND BUSINESSPERSONS OF THE
SOCIAL RESPONSIBILITY OF BUSINESS

A Thesis
Presented for the
Master of Arts in College Teaching
Degree
The University of Tennessee, Knoxville

Robert Francis Green

December 1979

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ABSTRACT

The problem of this study was to determine similarities and differences among the perceptions of faculty, students, and businesspersons of the social responsibility of business.

After a review of literature on social responsibility in business, the researcher developed a questionnaire which consisted of 37 statements reflecting attitudes toward seven issues on business social responsibility. The questionnaire was divided into four major sections: (1) Respondent Identification, (2) Issues Priority Selection, (3) Opinionative Response, and (4) Issues Ranking. After the questionnaire was pilot tested, it was administered to 567 students and 26 faculty in introduction to business and economics courses in seven community colleges in Middle and East Tennessee and a sample of 60 businesspersons selected from Chamber of Commerce members near the seven institutions. The completed questionnaires were analyzed using the Chi-Square statistic and Kendall's Coefficient of Concordance.

The Issues Priority Selection section showed overall differences among respondent group perceptions of the social responsibility issue of greatest concern at the community and national levels.

The Opinionative Response section showed overall differences in respondent group perceptions of the role of business and government in dealing with the seven social responsibility issues. Significant differences were not found among perceptions of the shared costs to consumers

and business of dealing with Environmental Pollution and Occupational Safety.

The Issues Ranking section found differences in perceptions of the urgency of community and national action in dealing with the issues. Significant relationships were found within respondent group rankings; however, differences were found among respondent group rankings of the issues.

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CHAPTER I

INTRODUCTION

One school of thought in business has held that business could contribute to the welfare of society by simply pursuing its own interests. Large corporations today are putting a major emphasis upon solving social problems which are clearly beyond their immediate profit-maximizing interests. The new emphasis by business on becoming more socially responsible has been caused by stockholder, employee, and public pressures to do so, as discussed by Cavanagh:

A large business firm is no longer merely seen as a wholly private, self-interest-oriented enterprise; its role is to serve the needs of society. If such business firms are unable or do not choose to act responsibly, it will be necessary to enact legislation (similar to antitrust or tax incentives) to encourage social and discourage antisocial corporate behavior.¹

Indeed, public pressure is already being felt by business. Recent legislation directed toward business in the area of consumer protection has had a great impact upon the way businesses operate. The public has allowed big business to acquire power in various areas; however, it now expects business to use that power to solve those problems which business is, in part, responsible for creating. Furthermore, it may be in the best interest of business to anticipate public demands and take

¹Gerald F. Cavanagh, American Business Values in Transition (Englewood Cliffs, New Jersey, Prentice-Hall, Inc., 1976), p. 207.

voluntary action before legislation compels business firms to take action they are unprepared or unwilling to take.

In order to anticipate the changing mood of society, business must look at the institutions from which individual values are developed. Institutions of higher learning are important indicators of how American values are changing. College students today see a contradiction between the promises of the Protestant ethic and the reality of an industrial society. The promises of delayed gratification through hard work are being replaced by a growing concern for a higher quality of life in the present, and this shift in social values is responsible for much of the negative feeling toward business. A study reported in The Chronicle of Higher Education found that "54 percent of the college students in 1973 agreed with the idea that big business requires fundamental reforms, compared to 39 percent who held that view two years earlier."²

Businesspersons should be particularly concerned with students enrolled in colleges of business, since these students may eventually find positions in business. Until recently, business schools have been concerned primarily with providing students with knowledge and skills necessary to compete successfully for jobs in the business world. Many students felt alienated by the lack of interrelationship among the disciplines and the reality of the business environment. As a result, the relevance of business and of the business schools themselves was

²"Startling Shifts Found in Youth Views of Work, Morals," The Chronicle of Higher Education (May 28, 1974), p. 3.

being questioned. Cavanagh defended the student viewpoint with this statement:

Students, in asking that business and business schools address themselves more to basic value questions, are not attacking but rather are trying to save the system.³

During the 1970s, a new field of study had developed within business schools at all levels of higher education. New courses in "business and society" are being taught at undergraduate and graduate schools of business throughout the country, and many of the same issues are being dealt with in business curriculums at community and junior colleges.

The new field of "business and society" attempts to deal with the changing role of business in order to "incorporate moral and social intelligence into the educational experiences of future business professionals."⁴ Since most business school graduates eventually find jobs in business, the influence of this field of study will undoubtedly have an effect upon the attitudes and actions of business in the future. Faculty and students in schools of business now feel the influence of courses in this area. Businesspersons may feel the influence through public pressure, legislation, and voluntary actions encouraged by their organizations. The attitudes of these three groups, students, faculty, and businesspersons are significant indicators of a change in the attitude of society as a whole toward the role of business in social issues.

³Cavanagh, p. 144.

⁴William C. Fredrick, "Education for Social Responsibility: What the Business Schools are Doing About It," Liberal Education, 63 (May, 1977).

A. STATEMENT OF PROBLEM

The problem of this study was to determine similarities and differences among the perceptions of faculty, students, and businesspersons of the social responsibility of business.

B. ANALYSIS OF PROBLEM

The study sought to answer the following questions dealing with energy, environmental pollution, consumer protection, employment practices, occupational safety, technology, economic growth, and government activities in business.

1. How do faculty, students, and businesspersons differ in their perceptions of the fundamental problems in the areas of energy, environmental pollution, consumer protection, employment practices, occupational safety, technology, and economic growth?
2. How do faculty, students, and businesspersons differ in their perceptions of the role of business in coping with these problems?
3. How do faculty, students, and businesspersons differ in their perceptions of the role of government in coping with these problems?
4. How do faculty, students, and businesspersons rate these problems in terms of urgency of action?

C. HYPOTHESES

In the process of finding answers to these questions, the following hypotheses were tested:

1. There is no significant difference among perceptions of faculty, students, and businesspersons of problems in the areas of energy, environmental pollution, consumer protection, employment practices, occupational safety, technology, and economic growth.
2. There is no significant difference among the perceptions of faculty, students, and businesspersons of the role of business in dealing with these problems.
3. There is no significant difference among the perceptions of faculty, students, and businesspersons of the shared costs to consumers and business in dealing with these problems.
4. There is no significant difference among the perceptions of faculty, students, and businesspersons of the role of government in dealing with these problems.
5. There is no significant difference among faculty, student, and businessperson perceptions of the urgency of community and national action in dealing with these problems.

D. SCOPE OF STUDY

The population of the study included economics and introduction to business instructors and students enrolled during the fall quarter of 1978 in economics and introduction to business courses at seven

community colleges located in Middle and East Tennessee. Businesspersons from the communities in which those seven colleges were located were also included in the study. Between 10 and 25 members of local chapters of the Chamber of Commerce nearest each community college site were asked to represent the views of their business community.

E. LIMITATIONS OF THE STUDY

Although business social responsibility was a topic discussed in Introduction to Business and Economics courses, the manner in which the discussions were conducted was not controlled by the researcher. Therefore instructional biases and differing degrees of topic coverage may have influenced the responses of the student population.

The number of students included in the study was quite large. However, the corresponding numbers of faculty and businessperson responses were small in some cases for the following reasons:

1. Some community colleges had instructors who taught multiple sections of either or both courses.
2. The small number of responses from businesspersons was a result of a low rate of questionnaire return. Although an appropriate follow-up letter was sent to those not responding to the initial request, few additional responses were received.
3. Signatures were required on informed consent forms to ensure that the rights of participants were protected under the Helsinki agreement. In one case, the Chamber of Commerce official who was contacted chose not to participate in the

study because the researcher required the signatures of participating chapter members.

F. DEFINITION OF TERMS

The following terms were used in this study and are defined here:

Values - The guides used by an individual to make decisions.

Social Responsibility of Business - The obligation of business to serve the needs of society.

Businesspersons - Members of the Chamber of Commerce.

Business Students - Community college students enrolled in Introduction to Business or Economics courses.

Business Instructors - Instructors of Introduction to Business and Economics courses in selected community colleges.

Environmental Pollution - Contamination of natural elements in concentrations which are undesirable to humans.

Energy Crisis - The inability of a region to supply enough energy to perform the work demanded by its inhabitants.

Consumer Protection - The physical and informational precautions necessary to maintain some level of human safety.

Employment Practices - Business practices which determine the selection, compensation, promotion, and working conditions of employees.

Occupational Safety - Precautions necessary to maintain a work environment which is consistent with an acceptable level of employee health.

Technology - Scientific knowledge that is used for practical purposes.

Growth - The increase in an economy's productive capacity as measured over some period of time.

Government Activities in Business - Activities of the public sector directed toward controlling activities of the private sector in order to promote or restrict the activities of business.

G. IMPORTANCE OF THE STUDY

Effective change can occur only when a majority of the participants agree upon the changes to be made, yet people have different perceptions of what the social responsibilities of business should or should not be. This study explored the perceptions of students, faculty, and businesspersons in an attempt to discover how these perceptions differ. If these perceptions are indicators of a need for change, they should be understood by the parties involved. If a difference in perception does exist, an awareness of these differences may help the groups to cope with changes which may occur.

H. ORGANIZATION OF THE STUDY

The study is presented in the following sequence:

Chapter I includes the introduction, the statement of problem, the questions to be answered, the hypotheses to be tested, the importance of the study, the definition of terms, limitations of the study, and the organization of the study.

Chapter II gives a review of related research and literature.

Chapter III explains the procedures followed in the study.

Chapter IV presents an analysis of findings.

Chapter V presents a summary of findings, conclusions, and recommendations for further study.

The Appendix contains a copy of the questionnaire used in gathering the data for the study and cover letters sent to faculty and business-person participants.

CHAPTER II

RELATED LITERATURE

This chapter is divided into five sections. In the first section, institutional credibility is examined as a contributing factor in rising public social demands. The second section examines business social responsibility as a historic, economic, and ideological phenomenon. The third section examines actions taken by business in response to social problems. In the fourth section, recent public opinion polls are examined to show how the public views major social issues. The fifth section examines how issues in business and social responsibility are dealt with in business curriculums at institutions of higher learning.

A. INSTITUTIONAL CREDIBILITY

Major pollsters have shown that public confidence in business has been steadily declining over the past two decades. Two national polling organizations reported that agreement with statements about business ability to balance profit motives with social interests has fallen by more than 50 percent in the last eight years. Yet, the public has not lost its confidence in the free enterprise system. Pollsters have found that the American public is still willing to make sacrifices to preserve free enterprise. Furthermore, the public agreed that business profits are necessary for economic growth and opposed nationalization of business enterprises.

The decline of confidence in business institutions is not isolated. Most major American institutions have experienced a loss of public confidence. Polls indicate that the public's dissatisfaction is primarily with the leaders of these institutions. Such findings are not surprising in light of economic, political and social events occurring during the past decade. Events such as the Vietnam War, the civil rights movement, the recession of the mid-seventies, the Watergate scandal, and the energy crisis have contributed to the public's faltering confidence in business and political leaders. Lipset and Schneider identified a cause of that loss of confidence as follows:

It appears that dramatic national crises such as the events of the late 1960's and the mid-1970's push confidence levels down. In the absence of such crises, there seems to be a national tendency for the public to regain confidence as good feelings about the system resume.¹

The loss of business credibility has not been directed toward particular industries or firms, although the oil industry has recently been subject to increasing public criticism. The general decline in confidence has affected all forms of product and service industries, but the decline in credibility of tangible goods producers has been greater than that of service industries. Public confidence in institutions seems to be closely related to individual perceptions of the ethical standards of people within those institutions. Thus, persons employed in service and professional work are assumed to have high ethical standards, while those in manufacturing industries are seen as being

¹Seymour M. Lipset and William Schneider, "How's Business? What the Public Thinks," Public Opinion (July/August, 1978), p. 43.

motivated to serve themselves. The public perceives employees in manufacturing as having lower ethical standards.

This apparent contradiction may have occurred because the public sees individuals in service professions as working to serve the public interest; economic rewards from those activities are secondary to the true goals of the participants. However, businesspersons and labor leaders are seen as being primarily interested in achieving monetary rewards, while placing service to the public as a secondary goal. The public has expressed confidence in the free enterprise system, but does not seem to understand that the pursuit of self-interest is the primary force which makes the system work.²

A questionnaire survey of 5,873 U.S. consumers conducted by U.S. News and World Report³ in 1978 found that a majority of the respondents believed that business is becoming more monopolistic, has little concern for consumer interests, generally uses deceptive advertising practices, has little concern for protecting the environment, and requires strong government regulation to maintain safe working conditions and safe products. Yet, a large number of comments received from respondents blamed business for activities with which it is not concerned. The researchers commented that "some of the criticism now coming to surface

²Lipset and Schneider, pp. 41-47.

³"Why People Gripe About Business," U.S. News and World Report (February 20, 1978), pp. 16-18.

may stem from a lack of public knowledge of how business functions, to whom it is accountable, and what its standards are."⁴

Apparently, those value judgments responsible for declining public confidence in business are similar for government:

What our political system has in common with our economic system is competitiveness; it is, indeed, competition which most Americans think makes democracy and free enterprise work, but this does not mean that Americans admire the kinds of activities and values inherent in competition.⁵

There is little doubt that the Watergate scandal has reinforced public distrust in government leaders, and more recent events involving payoffs to foreign political and business leaders have negative impacts upon the public view of business.

A national survey by Louis Harris and Associates on "The Public Credibility of American Business" examined public expectations of business. The survey found that although the public did not feel that business had done a good job in solving social problems, people were turning more to business to solve these problems. In the opinion of the public, government has been doing a poor job, and business is believed to have more power to do what is needed. Harris contended that the problem was basically one of rising public expectations and diminishing business performance:

⁴"Why People Gripe About Business," p. 16.

⁵Lipset and Schneider, p. 45.

We're tired of attacking each other as groups and want desperately to attack our common problems. What we want, in a word, is faith that the American system can solve its problems, for they are ours.⁶

The findings of the Harris survey identified the following areas where business performance on social issues was seen as being the worst:

1. Keeping down the cost of living.
2. Keeping profits at reasonable levels.
3. Helping to take care of workers displaced by automation.
4. Promoting concern for individual employees and customers.
5. Allowing people to use their full creative ability.

As the respondents saw it, the most pressing social problems of business were with controlling air and water pollution, eliminating economic depressions, rebuilding cities, enabling people to use their talents creatively, and eliminating racial discrimination. Harris concluded that:

. . . companies will be judged in the future every bit as much on their records in environmental control, community participation, and other activities as corporate citizens as they are on their success in fulfilling purely economic corporate objectives.⁷

In contrast to public opinion surveys, a survey of business opinion conducted by the Conference Board Record asked 125 executives from the largest U.S. corporations to identify practices for which they felt business could be justifiably criticized. The following ranked findings were reported:

⁶ Louis Harris, "The Public Credibility of American Business," The Conference Board Record (March, 1973), p. 36.

⁷ Harris, p. 37.

1. Shoddy products or services which do not live up to business claims.
2. Inaccurate, misleading, or unexplained financial reporting.
3. False, misleading, or unexplained financial reporting.
4. Poor service, unnecessary repairs.
5. Meaningless warranties or guarantees.
6. Arbitrary treatment of employees.

Survey respondents pointed to a lack of economic knowledge on the part of consumers as being chiefly responsible for public dissatisfaction with business. Some corrective suggestions were summer programs for educators, increased involvement by business in public education programs, and more explanatory corporate reports. Executives also emphasized a closer working relationship between business and government.⁸ Ross identified a way in which business is in a good position to deal with its problems:

Business has a very great advantage in that it can abandon fruitless activity. Together with risk-taking ability, this capacity makes business the most adaptable and most flexible of all key institutions.⁹

Murphy's approach to bridging the "credibility gap" is that business credibility could be improved if business would recognize its problems and, rather than taking a defensive position, seek to find

⁸Douglas N. Ross, "Business Confronts Itself At The Credibility Gap and Agrees There's Reason For It To Look Before Leaping To Conclusions," The Conference Board Record (July, 1973), pp. 24-27.

⁹Ross, p. 27.

solutions quickly. This approach requires business to honestly admit its shortcomings and let the public know that corrective actions are being taken. As Murphy commented:

Every neglected service, every shoddy product, every reason for complaint is worse than bad business: it invites more regulation by government. Conversely we counter the threat of government overregulation when we do what we must and should to satisfy our customers, when we get back to what competition in business is all about.¹⁰

The rationale of this approach is that increased government regulation of business is a result of consumer dissatisfaction with businesspersons as producers of goods and services and as members of society. Since public officials rarely go against public sentiment, government regulation is a result of the public's desire to make business more responsible. Thus, some of the blame must be held by business; for if business improved its communications with customers and sought to meet consumer demands for quality goods and services through the marketplace rather than in the court system, public opinion would improve and government regulation would be less necessary.¹¹

Tisch expanded upon this argument and explained that public distrust is a result of more than a lack of economic education:

It is, for example, premature to talk about economic education when people don't believe what businessmen say. It is premature to talk about responsible consensus on energy policy when the public has no faith in the facts presented to them by business or the government.¹²

¹⁰Thomas A. Murphy, "Business Heal Thyself," Newsweek (December 20, 1976), p. 11.

¹¹Murphy, p. 11.

¹²Preston R. Tisch, "A Way to Rebuilt Public Confidence in Business," Nation's Business (April, 1976), p. 23.

The fault is partially the image business projects to society. The concept of contrived popularism is based upon attempts by institutions to project an unrealistic image. Institutions recognize public discontent and deal with it by attempting to mold public opinion through misinformation. When consumers see that they are being misinformed, they become distrustful of the institutions who are misleading them.

Business has increased attempts to present a favorable public image rather than improving its real image. The reasoning behind this path has generally been that the public is incapable of fully understanding complex problems and, therefore, cannot make rational decisions. Although it may be true that few consumers have the time and expertise to become highly informed on matters of public concern, it is nevertheless damaging to institutional credibility when they are excluded or misinformed on major issues. Instead of making efforts to alter what the public thinks of business, business should make efforts to alter its attitudes toward the public.¹³

B. BUSINESS SOCIAL RESPONSIBILITY

The development of social responsibility as an important business function is a result of historical, economic, and ideological changes taking place in capitalist societies. No single event can be identified which would wholly explain the emphasis business leaders place upon social programs. The development of business social responsibility

¹³Tisch, pp. 20-23.

cannot be traced by examining single historical, economic, or ideological developments. That development has been and will continue to be the result of a combination of these phenomena.

Edmunds¹⁴ identified three periods of historical crises which altered the nature of social responsibility of American business. First, during the period between the mid-1800s and early 1900s, the abuse of corporate power in dealing with workers and the public resulted in unionization and the enactment of antitrust and fair trade legislation. The second crisis period, between 1930 and the late 1960s, was a result of the Great Depression. Economic intervention by government through the development of a separate public economy aimed at stabilizing business activities placed further pressures upon business to become socially responsible. The final crisis period, between 1970 and the present, began with a balance between the public economy, which was responsible for the redistribution of income, and the private economy, responsible for the production of goods and services. The era of cooperation, however, was disrupted by recent public demands upon business in the areas of consumer protection, environmentalism, and equal rights.

From an historical and economic perspective, Edmunds summarized these developments by saying that "the more authority business decisions entail over individual lives, the more closely must the private decision

¹⁴Stahrl W. Edmunds, "Unifying Concepts in Social Responsibility," Academy of Management Review (January, 1977), pp. 38-45.

parameters approximate the public interest."¹⁵ The public interest has also undergone changes as a result of ideological developments.

Traditional ideology emphasized that individuals could best serve society by seeking their own maximum benefit. As Adam Smith explained:

The individual neither intends to promote the public interest, nor knows how much he is promoting it. By preferring the support of domestic to that of foreign industry, he intends only his own security; and by directing that industry in such a manner as its produce may be of greatest value, he intends only his own gain, and he is in this, as in many other cases, led by an invisible hand to promote an end which was no part of his intention.¹⁶

This commitment to self-interest meant that individuals should have the right to own property and use it in competition with other property owners in order to satisfy their consumer desires. The development and use of property as a competitive tool required hard work and delayed gratification on the part of individual property owners. The Protestant ethic was lauded as the driving force of society. Government was to have a limited role in this society; it could not use its power to infringe upon the rights of individuals or their property.

How an individual views the social responsibility of business will depend upon how strongly one is committed to the traditional capitalist ideology or the new capitalist ideology. Friedman believed that

. . . there is one and only one social responsibility of business—to use its resources and engage in activities designed

¹⁵Edmunds, p. 40.

¹⁶Adam Smith, An Inquiry Into the Nature and Causes of the Wealth of Nations (New York: Modern Library, 1973), p. 36.

to increase its profits so long as it engages in open and free competition without deception and fraud.¹⁷

Friedman's conservative view is that corporations which support social programs will have lower profits, resulting in lower returns to stockholders. Social programs, therefore, are taxes levied by private enterprises which have no right to impose taxes.

Andrews gave a more liberal definition of social responsibility as follows:

Business sensitivity to the social costs of economic activity and to the opportunity to focus corporate power on objectives that are possible but sometimes less economically attractive than socially desirable.¹⁸

Andrews believed that corporate power should be used to some extent to solve social problems, some of which were created by the corporation. Furthermore, corporate responses to social demands make sense when such actions are closely related to the long-run economic objectives of the company and assist the community in which the corporation is located.

Ackerman¹⁹ described a two-fold dilemma faced by businesspersons when dealing with social issues. First, innovations which have enabled corporations to manage growing product diversity through technological change may inhibit its responsiveness to social concerns. Accountability,

¹⁷Milton Friedman, Capitalism and Freedom (Chicago: University of Chicago Press, 1967), p. 133.

¹⁸Kenneth R. Andrews, "Can the Best Corporations Be Made Moral?" Harvard Business Review (May-June, 1973), p. 57.

¹⁹Robert W. Ackerman, "How Companies Respond to Social Demands," Harvard Business Review (July-August, 1973), pp. 88-98.

in a decentralized management structure, usually is in the form of economic benefits realized from decisions made. Since social programs are not easily measured and reported, accountability is often hard to enforce.

The second dilemma is that the need to cope with increasing social demands may reduce the effectiveness of the corporation as a producer of goods and services. The price of social programs must either be passed on to consumers in the form of higher prices or be absorbed by the corporation, resulting in lower profits. Either approach may damage the firm's competitive position in the marketplace by reducing demand for its products in the first case or by restricting growth in the second. Although these problems may pose strong barriers to social action, most corporate executives agree that success in business management means both social responsiveness and good economic performance.²⁰

C. BUSINESS RESPONSES TO SOCIAL DEMANDS

Edmunds identified three ways in which business may respond to social demands: ignore the problem, decentralize corporate power, and adopt a public interest criterion.²¹ The first two alternatives are at best short-term solutions to social problems, since both seek to avoid decisions about social responsibility. By ignoring social problems, a business firm may concentrate upon profit maximization. Such an approach would invite forced social action through government regulations. The

²⁰Ackerman, p. 89.

²¹Edmunds, pp. 39-40.

rationale of decentralization of corporate power is that since the degree of obligation to social responsibility is directly related to the amount of authority a business acquires, a firm could reduce its social obligations through divestiture. Although such a proposal may be desirable to certain consumer advocates, it would not likely gain favor from corporate owners or managers.

The third approach would seem to be most favorable from the viewpoint of management and the owners. In adopting a public interest criterion, a business firm would anticipate all social costs, as well as direct business costs. Those costs would be measured against public benefits derived from social programs. Such an approach is superior to profit maximization methods since it includes both direct business costs and social costs of operating a business. Such a cost-benefit approach has been imposed upon business through environmental, labor, and anti-trust legislation and has been proven to be practical.

A problem arises, however, with public disclosure of cost-benefit information. Such disclosure is necessary to maintain public credibility. Since direct business costs and social costs are combined, disclosure may damage a firm's competitive position in the industry. Businesspersons must weigh the costs of increased competition with the costs of increased government regulation before deciding whether or not disclosure of financial information is desirable. Edmunds contended that in most cases disclosure would be preferred.²²

²²Edmunds, pp. 38-45.

Ackerman suggested three steps which top management should take in instituting corporate policy. First, recognize social issues that concern the business firm. Second, appoint a specialized staff executive to coordinate activities in the area of concern. Third, develop and initiate policy for social responsibility by issuing directives and monitoring actions of middle managers. This process, however, may take from six to eight years to institute. If the time lapse is too long, other social demands may build up until the firms' traditional role of providing goods and services is hindered. Ackerman identified the challenge for management as a need to "facilitate a means of organizational learning and adaptation that will permit flexible and creative responses to social issues as they arise."²³

In 1977 executives from 192 corporations, randomly selected from the Fortune 500 list, were surveyed to determine their corporate social performance level. Large firms, having annual sales in excess of \$800 million and more than 30,000 stockholders, made significantly more structural changes in managerial hierarchies to meet social demands than did smaller firms. Typically, these changes were to create full- or part-time executive positions to deal directly with social demands made upon the firm. Holmes believed that large firms choose to employ specialized staff people to research and develop social policy for one major reason:

Large corporations routinely possess considerable resources and skills that are available for allocation to social areas.

²³Ackerman, pp. 88-98.

Furthermore, the larger the company, the more visible it is to public scrutiny in the area of social responsibility.²⁴

The study also sought to identify those activities within the areas of urban, consumer, and environmental affairs in which firms were most involved. In the area of urban affairs, firms were most involved in employment and training programs, followed by contributions to education and medical assistance. In consumer affairs, firms were doing the most to tighten quality control, make design improvements, and provide better customer services. Of greatest concern in environmental affairs was the control of water pollution, followed by air pollution and solid waste pollution. These findings suggested that those 192 firms recognized a lack of employment and training opportunities were primary problems to disadvantaged urban citizens. The firm may receive long-term economic benefits from expanded urban markets as incomes increase. The costs of taking voluntary action will be lower than the costs they would face in being forced to meet more stringent government regulations. The attention given to quality control also has direct economic benefits, since such actions could reduce the additional costs of product recall, replacement, and legal settlements. Although the firms included in this survey agreed that air pollution was a more serious problem than water pollution, efforts to control water pollution were greater because of the

²⁴Sandra L. Holmes, "Corporate Social Performance: Past and Present Areas of Commitment," Academy of Management Journal (January, 1977), Vol. 20, No. 3, p. 438.

availability of less expensive pollution devices and the difficulty of monitoring air emissions as opposed to water pollutants.²⁵

A survey of opinion by Brenner and Molander²⁶ of 1,227 Harvard Business Review subscribers was consistent with the findings of the Holmes survey. Fifty-eight percent of the respondents agreed that socially aware executives must be able to show either a short-term or long-term economic advantage from social programs in order to gain acceptance of those programs by stockholders. Brenner and Molander found that businesspersons concentrated their social responsibilities in areas ". . . where they can see clearly internalized benefits from socially responsible actions, either in reduced costs or preempted government regulations."²⁷

D. PUBLIC OPINION ON SOCIAL ISSUES

The American economy is much more subject to fluctuation as a result of changing consumer attitudes than it has been in the past. Kantona and Stumpel identified uncertainty about inflation, a loss of faith in institutions, a decline in the work ethic, and a growing concern for the quality of life as factors which affect consumer spending habits and which may contribute to volatility in the business cycle.²⁸

²⁵Holmes, pp. 433-438.

²⁶Steven Brenner and Earl A. Molander, "Is the Ethics of Business Changing?" Harvard Business Review (January-February, 1977), pp. 57-71.

²⁷Brenner and Molander, p. 70.

²⁸George Kantona and Burkhard Stumpel, "A New Economic Era," Public Opinion (March/April, 1978), pp. 9-11.

Environmental Pollution

Environmental pollution may be described as the contamination of natural elements in concentrations which are undesirable to humans. Although industry is a major contributor to all forms of pollution, government and the general public must share some of the responsibility for the deterioration of the environment. Environmental contamination is also a result of a rapidly growing population and the trend toward urban concentration. The Council on Environmental Quality identified six major, deep-rooted causes of pollution as these:

Our past tendency to emphasize quantitative growth at the expense of qualitative growth; the failure of our economy to provide full accounting of social costs of environmental pollution; the failure to take environmental factors into account as a normal and necessary part of our planning and decision-making; the inadequacy of our institutions for dealing with problems that cut across traditional political boundaries; our dependence on conveniences, without regard for their impact on the environment; and more fundamentally, our failure to perceive the environment as a totality and to understand and recognize the fundamental interdependence of all its parts, including man himself.²⁹

Research done by Jacoby sought to find relationships between physical measures of air, water, and noise pollution and the perceptions of pollution problems by 401 members of individual households in the city of Detroit in 1976. Various levels of pollution exposure were compared to socioeconomic data and questionnaire responses of those persons to determine if there was a positive relationship between levels of pollution exposure and environmental concern. Factor analysis was used to arrive

²⁹Council on Environmental Quality, Environmental Quality (Washington, D.C.: Government Printing Office, 1970), p. vii.

at correlation indexes comparing the concern for air, noise, and water pollution.

Findings showed that positive relationships did exist between the level of concern and the measures of environmental quality. Consumers were primarily concerned about neighborhood and traffic sounds as noise pollution. Corrosion and odors were identified as the major air pollution concerns. Concern for water pollution was centered on the problem of pollution interfering with recreational activities.³⁰

Given the importance of public opinion to the success of business, businesspersons should respond in a positive manner to environmental demands. Such business decisions are difficult to make. First, the cost of pollution control is sometimes difficult to justify since pollution control devices do not generally contribute to a firm's revenues. Second, since pollution is generally a widespread problem, it is difficult for a firm to measure the social benefits of pollution control. Third, government pollution standards are often vague and imprecise, which makes it difficult and sometimes impossible for firms to comply.

Business decisions as to how much pollution control should be undertaken and how the purchase of pollution control devices can be justified are critical to the economic and social success of the firm. Ideally, the firm would seek to reduce its effluent discharges by an amount which would satisfy public demands and at the same time protect

³⁰ Louis R. Jacoby, "Perceptions of Noise, Air, and Water Pollution in Detroit" (Unpublished Independent Study, University of Michigan, 1976).

its competitive position. With the imposition of legislated pollution standards, such an approach may not be sufficient. Those standards may impose upon the firm greater costs than it is able to absorb. In such cases, the firm may seek exception to those standards through legal action or be forced out of business.

Consumer Satisfaction

Consumer satisfaction is directly related to how well consumers expect or are led to believe a product will meet their needs. Thus, as a businessperson improves product performance and as consumer expectations increase, the amount of satisfaction from the use of the product may actually decline.

In 1977 Anderson and Best conducted a telephone interview survey of 2,419 households throughout the nation to examine the degree of consumer satisfaction with 26 products and eight service categories which are major components of the Consumer Price Index. Findings indicated that categories showing the best performance were items which are frequently purchased and of low cost. Presumably, business is most apt to respond to consumer complaints in these categories to maintain goodwill and because the services required are generally inexpensive.

Automobile repairs, appliance and home repairs, and mail-order purchases were categories showing the greatest amount of consumer dissatisfaction. In the worst case (auto repairs) more than one out of three purchases resulted in consumer complaints. Anderson and Best found that only one-half of the complaints voiced by the respondents were acted upon by them:

Those who don't bother to complain at all may represent a potentially explosive group. People who are upset but who take no action, . . . are a frustrated and possibly an alienated group of consumers. . . . In frustration, they direct their anger toward the system, viewing both business and government in very negative terms.³¹

Of the actions taken, the most typical action in 79.1 percent of reported cases was to contact the product manufacturer or retailer, followed by switching products or sellers (12.3 percent). In only 2.4 percent of the cases did consumers take action through a nonbusiness third party such as government. Government is seen by consumers as being the least effective means of solving consumer complaints. The formation of a federal consumer protection agency may not be warranted if consumers do not see the government as a resource for solving problems.

The likelihood of consumer nonprice complaints about infrequently purchased items was higher than for frequently purchased items, since infrequent purchases were usually more costly. Although there was little relationship between the price of a purchase and the likelihood of consumer dissatisfaction, there was a relationship between the price paid and the likelihood of a complaint. Consumers expected higher quality from expensive items and were more willing to voice their dissatisfaction when the item failed to meet those expectations.

Although businesspersons usually prefer not to elicit consumer complaints because of the costs involved, it would seem advisable to do so if business credibility is to improve. Four solutions may be possible.

³¹ Alan R. Anderson and Arthur Best, "Consumers Complain—Does Business Respond?" Harvard Business Review (July-August, 1977), p. 100.

One solution would be for business to assume that the consumer is correct until proven otherwise. Such a positive attitude by business may reduce the cost of future sales losses and damages to goodwill. A second solution would be the establishment of an executive body which has authority to scrutinize and correct misleading selling practices used by merchandisers. A third solution is to institute advertising campaigns, toll-free telephone numbers, or similar communication services aimed at improving relations between business and consumers. Finally, businesspersons should investigate consumer complaints and collect data which will make them more aware of product or managerial problems. Complaints should be processed as quickly as possible. The longer consumers wait for a business to act, the greater will be the loss of goodwill.³²

Affirmative Action

The Civil Rights Act of 1964 has been the legal basis for ensuring equal opportunity. Through the Equal Employment Opportunity Commission, established to administer the law, the government has sought to eliminate discriminatory practices by issuing guidelines which business must follow in making personnel selection and training decisions.

According to an analysis of various public opinion polls made by Public Opinion, the American people generally favor equal rights among the races but reject the use of preferential treatment as a means to achieving it. Lipset and Schneider identified opinions about equal rights in this way:

³²Anderson and Best, pp. 93-101.

There can be no doubt that a large majority of white Americans have come to accept the proposition that discrimination in hiring is wrong and that government should guarantee operation of competitive merit or achievement principles by outlawing discrimination. But, every major national study shows that a sizable majority of Americans are also opposed to remedying the effects of past discrimination by giving special consideration in hiring or school admissions.³³

Apparently, those persons included in the surveys believed that the best qualified person should be hired and that preferential treatment involves a suspension of the standards of competition in hiring. The public recognized that discrimination has existed and continues to exist. They were willing to provide special aid in the form of resources and opportunities for disadvantaged groups. However, when policies resulted in a lessening of opportunities for all people, the public view became negative.

Lipset and Schneider found that compensatory actions which help disadvantaged groups catch up with standards of competition set by society are generally favored by the public. Compensatory programs, such as Head Start and financial aid to education, were favored over employment selection quotas as the best means of establishing equal opportunity. Disadvantaged groups should work through individual improvement rather than press collective demands for all members of the group.³⁴

³³Seymour M. Lipset and William Schneider, "The Bakke Case: How Would It Be Decided At the Bar of Public Opinion?" Public Opinion (March/April, 1978), p. 40.

³⁴Lipset and Schneider, "The Bakke Case: How Would It Be Decided At the Bar of Public Opinion?" pp. 38-44.

Government Regulation

In recent years the amount of federal legislation enacted to make business become more socially responsible has increased. This increase of government intervention is the result of rising public demands, scientific advancements, and a maturing economy. The public today is willing to use a larger part of the nation's resources to make social improvements which they see as desirable. Increased government regulation not only is a reaction to socially irresponsible business activities but also is a response to increased consumer demands. Government has been relatively successful in maintaining a stable economy by manipulating aggregate demand. That success may lead to the manipulation of aggregate supply as a way of solving current problems in market shortages, inflation, and energy.

Recent advances in technology are blamed by some as being responsible for many of the environmental problems in the U.S., but technology has also provided a means of alleviating these problems. The increasing sophistication of the sciences has provided greater knowledge of the impact of various elements upon the environment.³⁵

Lipset and Schneider examined recent public opinion surveys to determine the public view of government regulation. The polls showed that a majority of Americans opposed greater amounts of regulation, but they did not feel that existing regulations should be eliminated.

³⁵Robert A. Leone, "The Real Cost of Regulation," The Harvard Business Review (November-December, 1977), pp. 57-66.

Although there was less support for government regulations than in the past, support for the regulation of business was accepted and seen as desirable by the general public.³⁶

People were not willing to allow government to have too much control over business, however, because they believed that government, too, may be irresponsible and abusive. They preferred to rely upon consumer activists and self-regulation of business, but they realized that business would not satisfactorily regulate itself and that consumers lack information and power to enforce their demands. Thus, the public has turned to government to force business to recognize social problems.

As a result of public realization of the shortcomings of government regulation, a recent trend toward reducing the level of government regulation is gaining popularity. Consumers realize that the cost of regulation is ultimately paid by them through higher prices and taxes, and most agree that government regulations make business less efficient. Furthermore, a growing number of people believe that the cost of regulation outweighs the benefits and is not a good way to make government and business responsive to their needs.³⁷

E. EDUCATION

Businesspersons have pointed to the public's lack of economic understanding and misconceptions of the way business operates as important

³⁶Seymour M. Lipset and William Schneider, "The Public View of Regulation," Public Opinion (January/February, 1979), p. 7.

³⁷Lipset and Schneider, "The Public View of Regulation," pp. 6-13.

factors in the declining credibility of business institutions. At the same time, opinion polls have shown that public confidence in the free enterprise system remains strong. Is it possible for people to believe in the free enterprise system and yet question the legitimacy of business?

In traditional economics, the answer would be that consumers could use their power in the marketplace to force business to meet their demands. If consumers wished business to become more socially responsible, they could force it to do so by exercising their preferences at the time of purchase. Galbraith contended, however, that consumer sovereignty has been replaced by producer sovereignty and that traditional economic education, teaching the principle of consumer sovereignty, is in reality serving to strengthen the power of producers over consumer free choice. Galbraith charged that such teachings contributed to the lack of business credibility:

The consequence of economic development, so viewed, is not of harmony between individual and economic institutions but of economic (and political) interpretations of the reality. But it is not at odds with the reality. If there is an agreed diagnosis of contemporary discontent both in the United States and the other industrial societies, it is that the individual feels himself in the grip of large, impersonal forces whose purpose he senses to be hostile and in relation to which he feels helpless.³⁸

The opinions of college students may reflect this mood of discontent. A 1975 Gallup survey of 1,500 students at colleges throughout the United States revealed that students had little faith in the ability of business

³⁸ John K. Galbraith, Economics, Peace, and Laughter (Boston: Houghton Mifflin Company, 1971), p. 73.

to solve social problems and that their understanding of business operations were indeed inadequate. Eighty-seven percent of the students surveyed believed that business was too concerned with making profits at the expense of public responsibility, and 56 percent believed that greater government intervention in the free enterprise system was necessary to protect individuals from business economic and social abuses. Although a majority of students did not favor the nationalization of large corporations, 62 percent did favor breaking up large corporations into smaller, independent enterprises.³⁹

A more recent study by Boyer and Smith examined the perceptions and attitudes of students enrolled in Utah high school distributive education curriculums, post-secondary introduction to accounting courses, businesspersons, and private citizens of business, government, and other selected institutions in the state of Utah. A 121-item questionnaire developed by Sears, Roebuck & Company was used to determine perceptions and attitudes about certain economic concepts and the extent to which business, government, and organized labor contributed to these beliefs. A total of 1,508 persons was surveyed in 1976-77, including 409 high school distributive education students, 404 post-secondary students in introduction to accounting, 344 businesspersons, and 351 private citizens.

Through analysis of variance, no significant differences were found among responses of the four groups to 34 questions on how much business

³⁹ Gallup Opinion Index, No. 123 (New Jersey: The Gallup Poll, September, 1975), pp. 13-16.

is doing in social, economic, and governmental activities. However, composite percentages of the ratings showed that a majority of respondents agreed with the following:

1. Much of the advertising done by business is deceptive (77.6 percent).
2. There is too much power concentrated in the hands of a few large corporations (74.3 percent).
3. As companies grow bigger, they become impersonal with their customers (77.0 percent).
4. Many big companies take advantage of consumers by selling low-quality products at inflated prices (72.8 percent).
5. The quality of most goods and services is worse than it was five to ten years ago (52.1 percent).
6. Business is making good progress in providing equal opportunities for minorities (78.8 percent) and women (71.1 percent).
7. Labor unions are more concerned with their own power than with benefiting their members (65.3 percent).
8. Business has a responsibility to aid society (81.5 percent).
9. A majority of businesses are honestly trying to be socially responsible (79.4 percent).
10. Most large firms are trying to prevent and correct any pollution they are causing (59.2 percent).

Questions concerning the relative contributions of business, government, and labor showed no significant differences among the groups,

but composite percentages showed that respondents felt that organized labor contributes the least in the areas of equal opportunity, economy, employment practices, consumerism, and social responsibility. Government received especially high ratings in the area of social responsibility. Business received its highest rating in the economy section on "increasing productivity" (67.0 percent).

Although respondents generally agreed that profits are reasonable, they also believed that profits earned per dollar of sales were three times greater than they actually were. Respondents agreed that business made the greatest contribution to America's progress, while government was seen as the greatest threat to progress. Although 49.1 percent of the respondents agreed that the good features of business outweighed the bad features, only 5.1 percent agreed that business needed little change.

Based upon these findings, Boyer and Smith recommended that business, government, and labor make increased efforts to improve their public image. They also recommended increased efforts to upgrade economic education programs and increased expenditures by business, government, and labor to serve public interests.⁴⁰

What, then, should be the role of economic education? Horton and Weidnarr identified the role for economic education as helping individuals to make the most intelligent economic decisions possible:

⁴⁰Glen L. Boyer and Gary R. Smith, "Perceptions and Attitudes of Students, Business Personnel, and Private Citizens of Business, Government, Labor, and Other Selected Institutions in Utah" (Unpublished Independent Study, Brigham Young University, 1977).

The aim of economic education is to improve our understanding of the worlds in which we live. Without this understanding we are frequently confused and unable to identify, analyze, and interpret successfully the economic aspects inherent in so much about us. The goal reflects our conviction that comprehension of the economic realities of one's world enhances self-confidence and self-esteem. Accordingly, both intellectual and emotional barriers are lowered for the making of rational and individual decisions, in light of one's values, in both personal and social matters. Economics also provides frameworks and tools for rational individual discrimination among social alternatives, in light of one's values. Hopefully, better social decisions will result.⁴¹

The inclusion of social issues in business and economics curriculums has long been recognized. Reports on business education by the Ford Foundation urged business schools to include social issues in business curriculums.⁴² In an attempt to further stress the importance of business as a social, as well as an economic entity, schools of business have recently added courses dealing with business social problems to their curriculums.⁴³

Many schools of business have broadened courses dealing with traditional business disciplines to include relevant social issues. Undoubtedly, such an approach has value by pointing to particular social

⁴¹Robert V. Horton and Dennis J. Weidnarr, "Wherefore Economic Education?" The Journal of Economic Education (Fall, 1975), Vol. 7, No. 1, p. 42.

⁴²Robert A. Gordon and James E. Howell, Higher Education for Business (New York: Columbia University Press, 1959), p. 267.

⁴³William C. Fredrick, Business and Society Curriculum: Suggested Guidelines for Accreditation (Paper by The Governance Committee of the Social Issues in Management Division of the Academy of Management, 1977), p. 2.

problems that occur when dealing with managerial, marketing, and production problems. This approach falls short, in Hostivck's opinion, of providing students with an integrative understanding of the inter-relationships between business and society.⁴⁴ One of the purposes of the present study is to determine if such a business and society course would be a valuable addition to business curriculums at community colleges in Tennessee.

⁴⁴K. Tim Hostivck, "Identifying and Combating Problematic Misconceptions in the Teaching of Business and Society Courses," The Academy of Management Proceedings (1973), p. 627.

CHAPTER III

METHODS OF PROCEDURE

The procedures used in this study are described in the following sections: (A) Background Information, (B) Development of the Questionnaire, (C) Selection of Participants, (D) Collection of Data, and (E) Treatment of Responses.

A. BACKGROUND INFORMATION

A review of literature provided information about opinions on the social responsibility of business. Ideas and suggestions for the development of the questionnaire were obtained from a Business and Society course at The University of Tennessee and from readings in business periodicals, journals, and studies which used procedures similar to those used in the present study.

B. DEVELOPMENT OF THE QUESTIONNAIRE

Questionnaire items were developed from concerns and issues discussed in the literature. A list of 56 plausible statements reflecting either a conservative, liberal, or neutral business attitude toward seven issues on business social responsibility was developed. The questionnaire was tested through a pilot study in which six business education graduate students criticized the instrument and suggested changes. Based upon their recommendations, the instrument was refined.

The chairman of the researcher's committee reviewed the statements and the format, after which the instrument was given to the committee members for further refinement. A final critique of the questionnaire was made by Introduction to Business students enrolled in the researcher's class at The University of Tennessee during the 1978 summer quarter. Students were asked to interpret each statement and identify words or phrases which they did not understand. Based upon these criticisms, the researcher developed a four-part instrument consisting of 37 questions. The revised questionnaire was resubmitted to the researcher's committee for final approval. The four-part questionnaire consisted of four sections: (1) Respondent Identification, (2) Issues Priority Selection, (3) Opinionative Response, and (4) Issues Ranking. A copy of the questionnaire is in Appendix A.

C. SELECTION OF PARTICIPANTS

Seven community colleges located in Middle and East Tennessee were selected to participate in the study since they were the nearest institutions that offered a large enough population for this type of study. During October and November of 1978, the researcher visited each of the institutions in order to contact prospective faculty participants. A total of 26 faculty members teaching Introduction to Business and Principles of Economics and the students in their respective classes were invited to participate in the study. Faculty members were asked to estimate the number of students in their classes who would be willing to participate in the study. A total of 1,155 students was estimated for the study.

During January of 1979, the researcher communicated by telephone with officers of seven Chamber of Commerce chapters located near each community college to request the names and addresses of 10 to 20 Chamber of Commerce members who would be willing to represent the perceptions of businesspersons in the study. A total of 115 Chamber of Commerce members was contacted by mail.

D. COLLECTION OF DATA

During the fall quarter of 1978, the four-part questionnaire was distributed to faculty and student participants. Each participant was asked to read and sign a consent form for participation in the study and to complete the questionnaire. Faculty members and students completed the questionnaires during class meetings. All completed questionnaires from each institution were combined and returned to the researcher by mail.

Questionnaires were mailed to and received from individual businesspersons throughout the collection period. All faculty and student questionnaires were received by the researcher by the first deadline of December 15, 1978. Of the 1,181 questionnaires mailed or delivered to faculty and students, 26, or 100 percent, of the faculty responses and 567, or 45 percent, of the estimated student responses were received. Since the original figure of 1,181 students and faculty participants was a combined estimate by faculty members of student participation, no follow-up was deemed necessary.

By the first deadline for businesspersons of March 15, 1979, 54 of the 115 questionnaires, or 45 percent, were returned. After an appropriate follow-up was mailed to businesspersons who did not respond, 6 more questionnaires were returned by the second deadline of April 5, 1979, making a total of 60 questionnaires, or 52 percent of those mailed out. A distribution and return of the questionnaires by the three respondent groups are shown in Table I.

E. TREATMENT OF RESPONSES

Completed questionnaires were classified and coded according to the three respondent groups (student, faculty, businessperson), and the responses to the Issues Priority Selection, Opinionative Response, and Issues Ranking sections of the questionnaire. Data were analyzed by the Statistical Package for the Social Sciences (SPSS) computer analysis program for the computation of the Chi-Square test, and the BMDP3S Nonparametric Statistics computer analysis program for the Kendall Coefficient of Concordance test at The University of Tennessee Computing Center.

Computations of the Chi-Square statistic were based upon expected item response frequencies. Responses to the Issues Priority Selection section were combined/collapsed when more than 20 percent of the cells had expected frequencies of less than five. In the Opinionative Response section, responses "Disagree" and "Strongly Disagree" or "Agree" and "Strongly Agree" were similarly combined/collapsed when more than 20 percent of the cells had expected frequencies of less than five. The

TABLE I
DISTRIBUTION AND RETURN OF QUESTIONNAIRES TO
FACULTY, STUDENTS, AND BUSINESSPERSONS

Respondent Group	Location Number	Number Distributed	Number Returned	Percentage of Total Distributed
<u>Students</u>				
	1	250	87	34
	2	190	76	40
	3	130	48	37
	4	90	38	42
	5	115	77	67
	6	270	148	55
	7	110	94	85
	Totals	1,155	567	45
<u>Faculty</u>				
	1	1	1	100
	2	1	1	100
	3	7	7	100
	4	2	2	100
	5	11	11	100
	6	3	3	100
	7	1	1	100
	Totals	26	26	100
<u>Businesspersons</u>				
	1	10	10	100
	2	19	8	26
	3	25	13	54
	4	20	13	65
	5	21	8	38
	6	10	8	80
	7	10	0	0
	Totals	115	60	52

combining/collapsing of cells resulted in Chi-Square tests with four to eight degrees of freedom for the Issues Priority Selection and the Opinionative Response sections of the questionnaire. Gibbons considers this rule of five to be a conservative value and states that "the chi-square approximation is often reasonably accurate for expected cell frequencies as small as 1.5."¹ Therefore, Chi-Square values were also calculated in cases where maximum combining/collapsing of cells resulted in expected frequencies of less than five but greater than 1.5. Significant differences among the perceptions of the three sample categories were tested by the .05 level of significance.

In an effort to measure the consistency of ranking within respondent group responses to question 37, the Kendall Coefficient of Concordance (W) was applied. The Kendall W is a measure of the relationships among several rankings of objects or individuals. The coefficient of W is a measure of divergence of agreement shown in data with a minimum value of 0, indicating no agreement, to +1, indicating total agreement. Tests of significance are made through a conversion of the Kendall W to Chi-Square tests of significance. If the value of the converted χ^2 equals or exceeds the critical value of Chi-Square at the .05 level, with degrees of freedom equal to N minus one, then within-group rank order consistency was assumed to have occurred for reasons other than chance. Based upon Kendall tests proving

¹Jean D. Gibbons, Nonparametric Statistical Inference (New York: McGraw-Hill Book Company, 1971), p. 72.

significant relationships within group rankings, individual group rank orders were estimated from rank sums. Descending ranks were determined from ascending rank sums with the highest ranked issue (most important) being that which had the lowest rank sum and the lowest ranked issue (least important) having the highest rank sum.²

²Sidney Siegel, Nonparametric Statistics for the Social Sciences
(New York: McGraw-Hill Book Company, 1956), pp. 166-172.

CHAPTER IV

ANALYSIS OF DATA

Data were acquired through a questionnaire survey of faculty, students, and businesspersons from seven community colleges and surrounding vicinities in Middle and East Tennessee. Respondents completed a four-part questionnaire dealing with seven current issues in business social responsibility. A total of 26 faculty members, 567 students, and 60 businesspersons returned 654 usable questionnaires to the researcher.

The analysis of data is presented in three major sections:

(1) Issues Priority Selection, (2) Opinionative Response, and (3) Issues Ranking. The Issues Priority section analyzed data as it related to Hypothesis 1. The Opinionative Response section presents the analysis of data as it related to Hypotheses 2, 3, and 4. The Issues Ranking section presents an analysis of data as it related to Hypothesis 5. The Chi-Square statistic was used to determine significant differences at the .05 level among the responses of the three respondent groups.

A. ISSUES PRIORITY SELECTION

The Issues Priority Selection section of the questionnaire consisted of four questions. Each question presented six issues relating to: Energy and Environmental Pollution (question 1), Economic Growth and Technology (question 2), Consumer Protection (question 3), and Employment Practices and Occupational Safety (question 4). Respondents were asked to select from each list the single issue which

they felt was of greatest concern to members of their community and to citizens of the United States. Questionnaires with responses having more than one item selected were not used in the analysis of data. A total of 82 questionnaires had 360, or 7 percent, unusable responses in the Issues Priority Selection section (a copy of the questionnaire is in Appendix A).

The relationships among faculty, students, and businessperson responses to questions 1 through 4 of the questionnaire were analyzed through Chi-Square statistical tests. The findings are presented as they relate to Hypothesis 1.

Hypothesis 1. There is no significant difference among perceptions of faculty, students, and businesspersons of problems in the areas of energy, environmental pollution, consumer protection, employment practices, occupational safety, technology, and economic growth.

Energy and Environmental Pollution

Table II shows the responses of the three groups to question 1. At the community level, respondents selected Energy Prices as the issue of greatest concern. Thirty-four, or 63.0 percent, of the businesspersons, 327, or 61.4 percent, of the students, and 16, or 64.0 percent, of the faculty selected Energy Prices. No significant differences were found among the three respondent group perceptions of the issue of greatest concern at the community level. Hypothesis 1 was not rejected at the .05 level.

TABLE II

ENERGY AND ENVIRONMENTAL POLLUTION ISSUES
MOST SIGNIFICANT BY GROUP

Level	Respondent Group	Responses								Group Total	Chi-Square Value
		Water Pollution	Solid Waste Pollution	Air Pollution	Energy Shortage	Energy Dependence	Energy Prices				
Community	Businessperson	Number Percentage	2 3.7	3 5.5	0 0.0	12 22.2	3 5.5	34 63.0		54	
	Students	Number Percentage	45 8.4	31 5.8	39 7.3	57 10.7	34 6.4	327 61.4		533	
	Faculty	Number Percentage	1 4.0	1 4.0	1 4.0	4 16.0	2 8.0	16 64.0		25	8.119
National	Businesspersons	Number Percentage	0 0.0	1 1.8	0 0.0	18 32.7	19 34.5	17 30.9		55	
	Students	Number Percentage	19 3.6	12 2.2	38 7.1	200 37.5	149 27.9	116 21.7		534	
	Faculty	Number Percentage	1 4.0	0 0.0	0 0.0	10 40.0	4 16.0	10 40.0		25	13.773*

At the national level, categories related to Energy were selected as the issues of greatest concern, with significant differences among the choices made by the three respondent groups. Three categories, Energy Shortages, Energy Dependence, and Energy Prices were selected as the issues of greatest concern. Significant differences were found among respondent group perceptions in two of the Energy categories. The Energy Dependence category received 19, or 34.5 percent, of the businessperson responses, while 4, or 16.0 percent, of the faculty selected that issue. The Energy Prices category received 10, or 40.0 percent, of the faculty responses, while 116, or 21.7 percent, of the students chose that issue. Significant differences were also found among the combined categories related to Environmental Pollution. The Environmental Pollution categories received 60, or 12.9 percent, of the student responses compared to 1, or 1.8 percent, of the businessperson responses. At the national level, issues related to Energy were of greater concern than at the community level; 543, or 88.4 percent, of the respondents chose issues related to Energy at the national level, while 489, or 79.6 percent, selected the same issues at the community level. Hypothesis 1 was rejected at the .05 level for question 1 related to national concern.

Economic Growth and Technology

Table III shows the responses of the three respondent groups to question 2 about Economic Growth and Technology. Issues related to Economic Growth were of greatest concern at the community level. Differences were found in the Rapid Growth-Inflation category which

TABLE III

ECONOMIC GROWTH AND TECHNOLOGY
MOST SIGNIFICANT BY GROUP

Level	Respondent Group											Group Total	Chi-Square Value
Community	Businesspersons	Number	45										
		Percentage	81.8	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	9	16.4
	Students	Number	239	4	40	40	40	62	146	531	531	531	
		Percentage	45.0	0.7	7.5	7.5	7.5	11.7	27.5	27.5	27.5	27.5	
	Faculty	Number	16	0	3	3	0	1	5	25	25	25	
		Percentage	64.0	0.0	12.0	0.0	0.0	4.0	20.0	20.0	20.0	20.0	31.817*
National	Businesspersons	Number	46	1	2	3	3	1	4	57	57	57	
		Percentage	80.7	1.8	3.5	5.3	5.3	1.8	7.0	7.0	7.0	7.0	
	Students	Number	338	28	32	47	47	26	57	528	528	528	
		Percentage	64.0	5.3	6.1	8.9	8.9	4.9	10.8	10.8	10.8	10.8	
	Faculty	Number	21	0	2	0	0	0	2	25	25	25	
		Percentage	84.0	0.0	8.0	0.0	0.0	0.0	8.0	8.0	8.0	8.0	10.570*

*Significant at the .05 level, with 4 and 6 degrees of freedom, respectively (Critical Values = 9.49 and 12.59, respectively).

#Cells combined for computation of Chi-Square.

received 45, or 81.8 percent, of the businessperson responses, but only 239, or 45.0 percent, of the students' responses. Differences were also found in two other categories. The Automation-Fewer Jobs category received 62, or 11.7 percent, of the student responses compared to 0 responses by businesspersons. The combined categories concerning Technology showed differences between the 84, or 15.8 percent, of the students who chose those categories and the 1, or 1.8 percent, businessperson who selected those categories. Hypothesis 1 was rejected at the .05 level.

At the national level, categories related to Economic Growth were selected as the issues of greatest concern, with differences among the choices made by the three respondent groups. The Rapid Growth-Inflation category showed differences among respondent group responses, with 46, or 80.7 percent, of the businesspersons and 21, or 84.0 percent, of the faculty selecting that issue, compared to 338, or 64.0 percent, of the students who selected that issue. At the national level, respondents were more concerned with Rapid Growth-Inflation and less concerned with Slow Growth-Unemployment than at the community level. A total of 405, or 66.4 percent, of the respondents selected Rapid Growth-Inflation and 63, or 10.3 percent, selected Slow Growth-Unemployment at the national level, while 300, or 49.1 percent, and 160, or 26.2 percent, respectively, chose those issues at the community level. Hypothesis 1 was rejected at the .05 level related to national concern.

Consumer Protection

Table IV shows the responses of the three respondent groups to question 3 on Consumer Protection. Differences were found among respondent group perceptions of Unsatisfactory Services as the issue of greatest community concern. Thirty, or 60.0 percent, of the businesspersons chose that issue compared to 188, or 35.9 percent, of the students who selected the issue. Differences were also found among responses in three other categories. The Lack of Consumer Information category received 141, or 27.0 percent, of the student responses compared to 5, or 10.0 percent, of the businesspersons who selected that issue. In the Deceptive Advertising category, 84, or 16.1 percent, of the students selected that issue compared to 1, or 2.0 percent, of the businesspersons who selected that issue. Combined categories related to product satisfaction showed differences between the 14, or 2.80 percent, of the businesspersons who responded to the three categories and the 110, or 8.4 percent of the students who chose those three categories. Hypothesis 1 was rejected at the .05 level related to community concern for Consumer Protection.

At the national level, issues related to product information were perceived as being of greatest concern, although differences were found in both the Lack of Consumer Information and Deceptive Advertising categories. The Lack of Consumer Information category received 135, or 25.8 percent, of the student responses compared to 7, or 14.0 percent, of the businesspersons who selected that issue. The Deceptive Advertising category received 151, or 28.9 percent, of the student responses and only

TABLE IV

CONSUMER PROTECTION ISSUES MOST
SIGNIFICANT BY GROUP

Level	Respondent Group	<u>Responses</u>										Group Total	Chi-Square Value
		Unsafe Products	Defective Products	Poor Claim Settlement	Lack of Consumer Information	Unsatisfactory Services	Deceptive Advertising						
Community	Businesspersons	Number	2	7	5	5	30	1	50				
		Percentage	4.0	14.0	10.0	10.0	60.0	2.0					
	Students	Number	44	47	19	141	188	84	523				
		Percentage	8.4	9.0	3.6	27.0	35.9	16.1					
	Faculty	Number	0	3	1	6	13	2	25				
		Percentage	0.0	12.0	4.0	24.0	52.0	8.0			21.593*		
			#	#	#								
National	Businesspersons	Number	3	7	5	7	18	10	50				
		Percentage	6.0	14.0	10.0	14.0	36.0	20.0					
	Students	Number	107	61	9	135	60	151	523				
		Percentage	20.5	11.7	1.7	25.8	11.5	28.9					
		Number	2	1	1	6	11	4	25				
		Percentage	8.0	4.0	4.0	24.0	44.0	16.0			54.895*		

*Significant at the .05 level, with 6 and 8 degrees of freedom, respectively (Critical Values = 12.59 and 15.51, respectively).

#Cells combined for computation of Chi-Square.

4, or 16.0 percent, of the faculty responses. Differences were also found among responses in the Unsafe Products category which received 107, or 20.5 percent, of the student responses compared to 3, or 6.0 percent, of the businesspersons who selected that issue. Respondents were more concerned with product information at the national level. At the national level 313, or 52.3 percent, of the respondents selected an issue related to product information, compared to 239, or 40.0 percent, at the community level. Hypothesis 1 was rejected at the .05 level for question 3 related to national concern for Consumer Protection.

Employment Practices and Occupational Safety

Table V shows the responses by businesspersons, students, and faculty to question 4. Respondents selected the Employing Minorities category as the most critical issue at the community level, with significant differences among the responses of the three respondent groups. The Employing Minorities category received 10, or 41.7 percent, of the faculty responses compared to 121, or 22.9 percent, of the students who chose that issue. Differences were also found in three other categories. The Enforcing Safety Laws category received 133, or 25.2 percent, of the student responses compared to 3, or 5.5 percent, of the businesspersons responses. In the Excessive Union Power category, 22, or 40.7 percent, of the businesspersons selected that issue compared to 93, or 17.6 percent, of the students who selected the same issue. The combined categories related to Employment Practices received 181, or 34.3 percent, of the student responses compared to 10, or 18.5 percent, of the

TABLE V

EMPLOYMENT PRACTICES AND OCCUPATIONAL SAFETY
ISSUES MOST SIGNIFICANT BY GROUP

Level	Respondent Group	Responses										Group Total	Chi-Square Value
		Employing Women	Enforcing Safety Laws	Employing Handicapped	Reverse Discrimination	Employing Minorities	Excessive Union Power						
Community	Businesspersons	Number	3	3	3	4	19	22	54				
		Percentage	5.5	5.5	5.5	7.4	35.2	40.7					
	Students	Number	62	133	84	35	121	93	528				
		Percentage	11.7	25.2	15.9	6.6	22.9	17.6					
Faculty		Number	1	2	2	4	10	5	24				
		Percentage	4.2	8.3	8.3	16.6	41.7	20.8					33.542*
National	Businesspersons	Number	1	0	1	14	7	34	57				
		Percentage	1.8	0.0	1.8	24.6	12.3	59.6					
	Students	Number	41	41	47	128	49	218	524				
		Percentage	7.8	7.8	9.0	24.4	9.4	41.6					
Faculty		Number	1	0	0	3	9	11	24				
		Percentage	4.2	0.0	0.0	12.3	37.5	45.8					36.115*

*Significant at the .05 level with 6 degrees of freedom (Critical Value = 12.59).

Cells combined for computation of Chi-Square.

businesspersons who selected those categories. Hypothesis 1 was rejected at the .05 level.

Concern for Excessive Union Power was greatest at the national level, although significant differences were found among respondent group perceptions. The Excessive Union Power category received 34, or 59.6 percent, of the businessperson responses compared to 218, or 41.6 percent, of the students who chose that issue. Significant differences were also found in the Employing Minorities category which received 49, or 9.4 percent, of the student responses compared to 9, or 37.5 percent, of the faculty who selected that issue. Respondents showed less concern for Employing Minorities at the national level than at the community level; 65 or 10.7 percent, of all respondents selected that issue at the national level compared to 150, or 24.8 percent, of all respondents who selected the same issue at the community level. Hypothesis 1 was rejected for question 4 related to national concern for Employment Practices and Occupational Safety.

B. OPINIONATIVE RESPONSE

A Likert Scale in the Opinionative Response section elicited responses to conservative, liberal, or neutral statements concerning Energy, Environmental Pollution, Economic Growth, Technology, Consumer Protection, Employment Practices, and Occupational Safety. The issues were divided into four groups of statements in a manner similar to the Issues Priority Selection section. The Energy and Environmental Pollution group consisted of seven statements; the Economic Growth and

Technology group and the Consumer Protection group consisted of eight statements each; and the Employment Practices and Occupational safety group listed nine statements. Statement groupings one, two, and three (Energy and Environmental Pollution, Economic Growth and Technology, and Consumer Protection, respectively) included four statements concerning government activities in the issue areas; and group four (Employment Practices and Occupational Safety) included six such statements. Statements having no response or more than one response were excluded from the analysis of data. A total of 78 questionnaires had 229 unusable responses (1 percent of total responses) in the Opinionative Response section.

The relationships among faculty, student, and businessperson responses to question 5 through 36 were analyzed through Chi-Square statistical tests. The findings are presented as they related to Hypotheses 2, 3, and 4.

Energy and Environmental Pollution

Hypothesis 2. There is no significant difference among the perceptions of faculty, students, and businesspersons of the role of business in dealing with these problems.

Question 5 asked for respondents' opinions on this statement "If business used its resources more efficiently, the energy shortage and pollution problems would be greatly reduced." Table VI shows that 9, or 36.0 percent, of the faculty strongly agreed with the statement, while 5, or 8.9 percent, of the businesspersons chose the same response. Twenty-one, or 37.5 percent, of the businesspersons agreed with the

TABLE VI

OPINIONS BY GROUP ON ISSUES RELATED TO
ENERGY AND ENVIRONMENTAL PROTECTION

Question	Respondent Group	Number	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Group Total	Chi-Square Value
5. If business used its resources more efficiently, the energy shortage and pollution problems would be greatly reduced.	Business- persons	Number	5	21	4	22	4	56	
		Percentage	8.9	37.5	7.1	39.3	7.1		
	Students	Number	145	356	35	26	1	563	
		Percentage	25.8	63.2	6.2	4.6	0.2		
	Faculty	Number	9	13	2	1	0	25	
		Percentage	36.0	52.0	8.0	4.0	0.0		118.920*
6. The U.S. balance of trade is unfavorable because foreign competitors do not have to pay the high cost of pollution control.	Business- persons	Number	4	13	8	27	4	56	
		Percentage	7.1	23.2	14.3	48.2	7.1		
	Students	Number	51	157	219	121	17	565	
		Percentage	9.0	27.8	38.8	21.4	3.0		
	Faculty	Number	0	7	4	9	6	26	
		Percentage	0.0	26.9	15.4	34.6	23.1		39.961*
7. The best solution to the energy shortage is to deregulate fuel prices.	Business- persons	Number	6	22	9	14	4	55	
		Percentage	10.9	40.0	16.4	25.5	7.3		
	Students	Number	20	72	192	213	70	567	
		Percentage	3.5	12.7	33.9	37.6	12.3		
	Faculty	Number	0	8	7	7	4	26	
		Percentage	0.0	30.8	26.9	26.9	15.4		41.093*

TABLE VI (continued)

Question	Respondent Group	Number	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Group Total	Chi-Square Value
8. The cost of cleaning the environment should be divided between business and consumers.	Business-Persons	Number	4	29	6	14	3	56	
		Percentage	7.1	51.8	10.7	25.0	5.4		
	Students	Number	60	282	67	114	44	567	
		Percentage	10.6	49.7	11.8	20.1	7.8		
	Faculty	Number	3	15	2	3	3	26	
		Percentage	11.5	57.7	7.7	11.5	11.5		1.726
9. Government has not done enough to develop energy and pollution policies which will best serve society.	Business-persons	Number	24	21	2	8	2	57	
		Percentage	42.1	3.5	14.0	3.5			
	Students	Number	121	287	80	69	10	567	
		Percentage	21.3	50.6	14.1	12.2	1.8		
	Faculty	Number	7	16	1	2	0	26	
		Percentage	26.9	61.5	3.8	7.7	0.0		19.907*
10. Government standards on auto emissions should be loosened so that autos will use less fuel.	Business-persons	Number	16	21	7	12	1	57	
		Percentage	28.1	36.8	12.3	21.1	1.8		
	Students	Number	101	192	118	118	35	564	
		Percentage	17.9	34.0	20.9	20.9	6.2		
	Faculty	Number	1	4	3	11	7	26	
		Percentage	3.8	15.4	11.5	42.3	26.9		27.757*

TABLE VI (continued)

Question	Respondent Group	Number	Percentages	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Group Total	Chi-Square Value
11. A fair method of controlling pollution is by taxing high polluters more than low polluters.	Business- persons	9	15.8	9	21	9	14	4	57	
		Percentages	15.8	36.8	15.8	24.6	7.0			
	Students	107	238	68	123	27	563			
		Percentages	19.0	42.3	12.3	21.8	4.8			
	Faculty	2	17	2	4	1	26			
		Percentages	7.7	65.4	7.7	15.4	3.8			3.554

*Significant at the .05 level with 6 degrees of freedom (Critical Value = 12.59).

#Cells combined for computation of Chi-Square.

statement, compared to 356, or 63.2 percent, of the students who chose to agree. In the combined categories, 27, or 48.0 percent, of the students either agreed or strongly agreed with the statement, while 1, or 4.0 percent, of the faculty chose either of those categories. Since significant differences were found at the .05 level, Hypothesis 2 was rejected.

Question 6 asked for respondents' opinions on this statement: "The U.S. balance of trade is unfavorable because foreign competitors do not have to pay the high cost of pollution control." The data show that 219, or 38.8 percent, of the students were undecided about the statement, while 8, or 14.3 percent, of the businesspersons chose that response. In the combined categories, 138, or 24.4 percent, of the students strongly disagreed or disagreed with the statement, while 15, or 57.7 percent, of the faculty chose either of those two categories. The Chi-Square test showed significant differences among respondent group perceptions of the statement. Hypothesis 2 was rejected at the .05 level.

Hypothesis 3. There is no significant differences among perceptions of faculty, students and businesspersons of the shared costs to consumers and business in dealing with these problems.

Question 8 asked for respondents' opinions on this statement: "The cost of cleaning the environment should be divided between business and consumers." The data show that 29, or 51.8 percent, of the businesspersons, 282, or 49.7 percent, of the students, and 15, or 57.7 percent,

of the faculty agreed with the statement. Since the Chi-Square test found no significant difference among respondent group perceptions at the .05 level, Hypothesis 3 was not rejected.

Hypothesis 4. There is no significant difference among the perceptions of faculty, students, and businesspersons of the role of government in dealing with these problems.

Question 7 asked respondents' opinions on this statement: "The best solution to the energy shortage is to deregulate fuel prices." In the combined categories 28, or 50.9 percent, of the businesspersons agreed or strongly agreed with the statement, while 92, or 16.2 percent, of the students chose either of those categories. Nine, or 16.4 percent, of the businesspersons were undecided about the statement, compared to 192, or 33.9 percent, of the students who selected that response. Significant differences were found among respondent group perceptions at the .05 level. Hypothesis 4 was rejected for question 7.

Question 9 asked for respondents' opinions on this statement: "Government has not done enough to develop energy and pollution policies which will best serve society." The data show that 24, or 42.1 percent, of the businesspersons strongly agreed with the statement, while 121, or 21.3 percent, of the students and 7, or 26.9 percent, of the faculty chose the same response. Sixteen, or 61.5 percent, of the faculty agreed with the statement, while 21, or 36.8 percent, of the businesspersons selected that response. The Undecided category received 80, or 14.1 percent, of the student responses, while only 1, or 3.8 percent, of the faculty chose that response. Since significant differences were found

at the .05 level among the respondent group perceptions, Hypothesis 4 was rejected for question 9.

Question 10 asked for respondents' opinions of this statement: "Government standards on auto emissions should be loosened so that autos will use less fuel." Analysis of responses shows that 16, or 28.1 percent, of the businesspersons strongly agreed with the statement, while 101, or 17.9 percent, of the students and 1, or 3.8 percent, of the faculty chose that response. Twenty-one, or 36.8 percent, of the businesspersons agreed with the statement, while 192, or 34.0 percent, of the students and 4, or 15.4 percent, of the faculty selected that category. In the combined category, 18, or 69.2 percent, of the faculty disagreed or strongly disagreed with the statement, while 153, or 27.1 percent, of the students and 12, or 21.1 percent, of the businesspersons selected either of those two categories. Significant differences were found among the respondent group perceptions at the .05 level. Hypothesis 4 was rejected for question 10.

Question 11 asked respondents' opinions on this statement: "A fair method of controlling pollution is by taxing high polluters more than low polluters." Thirty, or 52.6 percent, of the businesspersons, 345, or 61.3 percent, of the students, and 19, or 73.1 percent, of the faculty strongly agreed or agreed with the statement. No significant differences were found among respondent group perceptions of the statement at the .05 level. Hypothesis 4 could not be rejected for question 11.

Economic Growth and Technology

Hypothesis 2. There is no significant difference among the perceptions of faculty, students, and businesspersons of the role of business in dealing with these problems.

Question 12 asked for respondents' opinions on this statement:

"Business use of advanced technology generally improves the quality of life." Data in Table VII show that 15, or 57.7 percent, of the faculty selected either the Strongly Agree or Agree categories, while 50, or 89.3 percent, of the businesspersons and 372, or 65.8 percent, of the students chose either of those responses. The Undecided category received 118, or 20.8 percent, of the student responses, compared to the 2, or 3.6 percent, of the businesspersons and 15.4 percent of the faculty who selected that response. Seven, or 26.9 percent, of the faculty strongly agreed or agreed with the statement, while 4, or 7.1 percent, of the businesspersons and 76, or 13.4 percent, of the students chose either of those responses. Significant differences were found at the .05 level among the respondent group perceptions of the statement. Hypothesis 2 was rejected for question 12.

Question 13 asked for respondents' opinions on this statement:

"Advancing technology will create an automated society in which humans are less important than machines." Analysis of responses shows that 177, or 31.3 percent, of the students strongly agreed or agreed with the statement, compared to 5, or 8.6 percent, of the businesspersons who selected either of those responses. Ninety-three, or 16.4 percent, of the students were undecided about the statement, while 2, or 3.4 percent,

TABLE VII

OPINIONS BY GROUP ON ISSUES RELATED TO
ECONOMIC GROWTH AND TECHNOLOGY

Question	Respondent Group	Number	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Group Total	Chi-Square Value
12. Business use of advanced technology generally improves the quality of life.	Business- persons	Percentage	19	31	2	3	1	56	
			33.9	55.4	3.6	5.4	1.8		
	Students	Number	75	297	118	69	7	566	
		Percentage	13.3	52.5	20.8	12.2	1.2		
13. Advancing technology will create an automated society in which humans are less important than machines.	Faculty	Number	2	13	4	5	2	26	
		Percentage	7.7	50.0	15.4	19.2	7.7		17.818*
	Business- persons	Number	2	3	2	23	28	58	
		Percentage	3.4	5.2	3.4	39.7	48.3		
14. Business has done an adequate job of eliminating harmful technological innovations from the marketplace.	Students	Number	43	134	93	222	74	566	
		Percentage	7.6	23.7	16.4	39.2	13.1		
	Faculty	Number	1	2	3	13	7	26	
		Percentage	3.8	7.7	11.5	50.0	26.9		59.666*
14. Business has done an adequate job of eliminating harmful technological innovations from the marketplace.	Business- persons	Number	3	22	15	14	2	56	
		Percentage	5.4	39.3	26.8	25.0	3.6		
	Students	Number	11	135	175	207	35	563	
		Percentage	2.0	24.0	31.1	36.8	6.2		
14. Business has done an adequate job of eliminating harmful technological innovations from the marketplace.	Faculty	Number	0	5	4	14	3	26	
		Percentage	0.0	19.2	15.4	53.8	11.5		16.522*

TABLE VII (continued)

Question	Respondent Group	Number	Percentage	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Group Total	Chi-Square Value
15. Technology will provide the lowest-cost means of dealing with the current pollution and energy problems.	Business- persons	9	37	9	37	9	3	0	58	
	Students	39	267	15.5	63.8	15.5	5.2	0.0	561	
	Faculty	1	12	7	46.2	26.9	15.4	7.7	26	16.990*
16. Government should provide a more balanced distribution of money for research among all academic disciplines.	Business- persons	3	10	27	8	8	15.8	9	57	
	Students	60	295	126	74	9	564	1.6	564	
	Faculty	2	9	7	7	1	26	3.8	26	39.207*
17. Much of the money used to support educational research could be better used to support research done by business	Business- persons	2	19	23	12	1	57	1.8	57	
	Students	18	69	156	254	67	564	11.9	564	
	Faculty	2	5	6	10	2	25	8.0	25	30.242*

TABLE VII (continued)

Question	Respondent Group	Response					Group Total	Chi-Square Value
		Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree		
18. Government should regulate technology based upon an assessment of its social and economic impact.	Business- persons	2	9	6	24	17	58	
		3.5	15.5	10.3	41.4	29.3		
	Students	43	279	128	84	29	563	
		7.6	49.6	22.7	14.9	5.2		
	Faculty	0	7	7	7	5	26	
		0.0	26.9	26.9	26.9	19.2		79.13*
19. Government has done an adequate job of eliminating harmful technological innovations.	Business- persons	0	12	17	24	3	56	
		0.0	21.4	30.4	42.9	5.4		
	Students	9	162	182	184	27	564	
		1.6	28.7	32.3	32.6	4.8		
	Faculty	0	6	3	16	0	25	
		0.0	24.0	12.0	64.0	0.0		11.157

*Significant at the .05 level with 6 degrees of freedom (Critical Value = 12.59); for question 12 with 4 degrees of freedom (Critical Value = 9.49).

#Cells combined for computation of Chi-Square.

of the businesspersons chose that response. The Strongly Disagree category received 28, or 48.3 percent, of the businessperson responses, while 74, or 13.1 percent, of the students selected that response. Significant differences were found among respondent group perceptions of the statement at the .05 level. Hypothesis 2 was rejected for question 13.

Question 14 asked for respondents' opinions on this statement: "Business has done an adequate job of eliminating harmful technological innovations from the marketplace." Three, or 5.4 percent, of the businesspersons strongly agreed with the statement, while no faculty chose to respond in that category. Twenty-two, or 39.3 percent, of the businesspersons agreed with the statement, while 5, or 19.2 percent, of the faculty chose that response. In the combined categories, 17, or 65.4 percent, of the faculty either disagreed or strongly disagreed with the statement, compared to 16, or 28.6 percent, of the businesspersons who selected either of those responses. Significant differences were found among respondent group perceptions at the .05 level. Hypothesis 2 was rejected for question 14.

Hypothesis 3. There is no significant difference among perceptions of faculty, students and businesspersons of the shared costs to consumers and business in dealing with these problems.

Question 15 asked respondents' opinions on this statement: "Technology will provide the lowest-cost means of dealing with the current pollution and energy problems." Analysis of responses shows

that 9, or 15.5 percent, of the businesspersons strongly agreed with the statement, while 1, or 3.8 percent, of the faculty chose the same response. Thirty-seven, or 63.8 percent, of the businessperson responses were in the Agree category, while 12, or 46.2 percent, of the faculty selected that response. The Undecided category received 155, or 27.6 percent, of the student responses, while only 9, or 15.5 percent, of the businesspersons selected that category. In the combined categories, 6, or 23.1 percent, of the faculty disagreed or strongly disagreed with the statement, compared to the 3, or 5.2 percent, of the businesspersons who chose either of those categories. Significant differences were found at the .05 level among respondent group perceptions of the statement. Hypothesis 3 was rejected for question 15.

Hypothesis 4. There is no significant difference among the perceptions of faculty, students, and businesspersons of the role of government in dealing with these problems.

Question 16 asked for respondents' opinions on this statement: "Government should provide a more balanced distribution of money for research among all academic disciplines." Analysis of responses shows that 295, or 52.3 percent, of the students agreed with the statement, while 10, or 17.5 percent, of the businesspersons chose that response. Seven, or 26.9 percent, of the faculty were undecided about the statement, compared to the 27, or 47.4 percent, of the businesspersons who selected that category. In the combined categories, 8, or 30.8 percent, of the faculty either disagreed or strongly disagreed with the statement, while 83, or 14.7 percent, of the students selected either of

those responses. Significant differences were found at the .05 level. Hypothesis 4 was rejected for question 16.

Question 17 asked for respondents' perceptions of the following: "Much of the money used to support educational research could be better used to support research done by business." Twenty-one, or 36.8 percent, of the businesspersons chose either the Strongly Agree or Agree categories, while 87, or 15.4 percent, of the students selected either of those responses. Twenty-three, or 40.4 percent, of the businesspersons were undecided about the statement, compared to the 6, or 24.0 percent, of the faculty who selected that response. The Disagree category received 254, or 45.0 percent, of the student responses, while 12, or 21.1 percent, of the businesspersons chose that response. Sixty-seven, or 11.9 percent, of the students chose to strongly disagree with the statement, while 1, or 1.8 percent, of the businesspersons selected that response. Significant differences were found at the .05 level. Hypothesis 4 was rejected for question 17.

Question 18 asked for respondents' opinions on this statement: "Government should regulate technology based upon an assessment of its social and economic impact." Analysis of responses shows that 279, or 49.6 percent, of the students agreed with the statement, while 9, or 15.5 percent, of the businesspersons selected that response. Seven, or 26.9 percent, of the faculty were undecided about the statement, while 6, or 10.3 percent, of the businesspersons chose that response. In the combined categories, 113, or 20.1 percent, of the students disagreed or strongly disagreed with the statement, compared to the 41, or 70.7

percent, of the businesspersons who chose either of those two categories. Significant differences were found among respondent group perceptions at the .05 level. Hypothesis 4 was rejected for question 18.

Question 19 asked for respondents' perceptions of this statement: "Government has done an adequate job of eliminating harmful technological innovations." Twenty-seven, or 48.2 percent, of the businesspersons, 211, or 37.4 percent, of the students, and 16, or 64.0 percent, of the faculty either disagreed or strongly disagreed with the statement. No significant difference was found among the respondent group perceptions of the statement at the .05 level. Hypothesis 4 was not rejected for question 19.

Consumer Protection

Hypothesis 2. There is no significant difference among the perceptions of faculty, students, and businesspersons of the role of business in dealing with these problems.

Question 20 asked for respondents' opinions on this statement: "Business manipulates consumers into buying low-quality products by using sophisticated marketing techniques." Analysis of responses shown in Table VIII reveals that 441, or 78.2 percent, of the students either strongly agreed or agreed with the statement, while 20, or 35.1 percent, of the businesspersons chose either of these responses. Thirty-three, or 57.9 percent, of the businesspersons disagreed or strongly disagreed with the statement, while 4, or 16.0 percent, of the faculty chose either of those responses. Significant differences were found at the .05

TABLE VIII

OPINIONS BY GROUP ON ISSUES RELATED
TO CONSUMER PROTECTION

Question	Respondent Group	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Group Total	Chi-Square Value
20. Business manipulates consumers into buying low-quality products by using sophisticated marketing techniques.	Business- persons	Number 4	Percentage 28.1	4	19	14	57	
	Students	Number 117	Percentage 57.4	56	63	4	564	
	Faculty	Number 2	Percentage 8.0	4	2	2	25	82.312*
21. Business provides an adequate amount of consumer information about its products.	Business- persons	Number 2	Percentage 51.8	6	18	1	56	
	Students	Number 12	Percentage 22.8	59	312	50	561	
	Faculty	Number 0	Percentage 0.0	1	18	3	25	30.032*
22. Consumers will ultimately pay the additional costs of meeting consumer demands.	Business- persons	Number 22	Percentage 39.3	2	1	0	56	
	Students	Number 100	Percentage 67.6	52	25	4	559	
	Faculty	Number 8	Percentage 33.3	0	0	0	24	18.879*

TABLE VIII (continued)

Question	Respondent Group	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Group Total	Chi-Square Value
23. Consumers should be allowed to choose the products which best suit their needs whether those products meet government regulations or not.	Business- persons	Number 10	18	8	18	2	56	
		Percentage 17.9	32.1	14.3	32.1	3.6		
	Students	Number 32	152	107	225	49	565	
		Percentage 5.7	26.9	18.9	39.8	8.7		
24. Consumer legislation is often a result of media exploitation of a few customer complaints.	Faculty	Number 2	5	2	12	3	24	
		Percentage 8.3	20.8	8.3	50.0	12.5		9.770*
	Business- persons	Number 13	30	9	3	2	57	
		Percentage 22.8	52.6	15.8	5.3	3.5		
25. Government, business, and consumers must be involved in protecting the rights of consumers.	Students	Number 32	242	177	97	14	562	
		Percentage 5.7	43.1	31.5	17.6	2.5		
	Faculty	Number 2	10	4	8	1	25	
		Percentage 8.0	40.0	16.0	32.0	4.0		34.400*
25. Government, business, and consumers must be involved in protecting the rights of consumers.	Business- persons	Number 12	40	0	1	1	54	
		Percentage 22.2	74.1	0.0	1.9	1.9		
	Students	Number 201	322	28	10	3	564	
		Percentage 35.6	57.1	5.0	1.8	0.5		
	Faculty	Number 9	16	0	0	0	25	
		Percentage 36.0	64.0	0.0	0.0	0.0		10.081

TABLE VIII (continued)

Question	Respondent Group	Number	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Group Total	Chi-Square Value
26. The interests of consumers could be better served if the Federal government created a Department of Consumer Affairs.	Business- persons	Number	3	5	10	19	20	57	
		Percentage	5.3	8.8	17.5	33.3	35.1		
	Students	Number	83	250	147	62	21	563	
		Percentage	14.7	44.4	26.1	11.0	3.7		
	Faculty	Number	0	6	6	8	5	25	
		Percentage	0.0	24.0	24.0	32.0	20.0		50.820*
27. Government regulatory agencies are doing an adequate job of enforcing consumer legislation.	Business- persons	Number	2	16	15	18	4	55	
		Percentages	3.6	29.1	27.3	32.7	7.2		
	Students	Number	14	122	214	189	24	563	
		Percentages	2.5	21.7	38.0	33.6	4.3		
	Faculty	Number	0	5	5	13	2	25	
		Percentages	0.0	20.0	20.0	52.0	8.0		9.055

*Significant at the .05 level with 6 degrees of freedom for questions 22, 24, and 26 (Critical Value = 12.59), for questions 20, 21, and 23 with 4 degrees of freedom (Critical Value = 9.49).

#Cells combined for computation of Chi-Square.

level among respondent group perceptions of the statement. Hypothesis 2 was rejected for question 20.

Question 21 asked for respondents' opinions on this statement:

"Business provides an adequate amount of consumer information about its products." Thirty-one, or 55.4 percent, of the businesspersons either agreed or strongly agreed with the statement, while 3, or 12.0 percent, of the faculty chose either of those responses. Twenty-one, or 84.0 percent, of the faculty disagreed or strongly disagreed with the statement, while 19, or 33.9 percent, of the businesspersons selected either of those responses. Significant differences were found among the respondent group perceptions of the statement at the .05 level. Hypothesis 2 was rejected for question 21.

Question 25 asked respondents' perceptions of this statement:

"Government, business, and consumers must be involved in protecting the rights of consumers." Forty, or 74.1 percent, of the businesspersons, 322, or 57.1 percent, of the students, and 16, or 64.0 percent, of the faculty agreed with the statement. No significant differences were found at the .05 level among respondent group perceptions of the statement. Hypothesis 2 was not rejected for question 25.

Hypothesis 3. There is no significant difference among perceptions of faculty, students and businesspersons of the shared costs to consumers and business in dealing with these problems.

Question 22 asked respondents' opinions on this statement:

"Consumers will ultimately pay the additional cost of meeting consumer

demands." Twenty-two, or 39.3 percent, of the businesspersons strongly agreed with the statement, while 100, or 17.9 percent, of the students chose that response. Fifty-two, or 9.3 percent, of the students were undecided about the statement, while no faculty chose that response. In the combined categories, 29, or 5.2 percent, of the students selected either the Disagree or Strongly Disagree categories, while no faculty members chose either response. Significant differences were found at the .05 level among respondent group perceptions of the statement. Hypothesis 3 was rejected for question 22.

Hypothesis 4. There is no significant difference among the perceptions of faculty, students, and businesspersons of the role of government in dealing with these problems.

Question 23 asked for respondents' opinions on this statement: "Consumers should be allowed to choose products which best suit their needs whether those products meet government regulations or not." Analysis of responses shows that 28, or 50.0 percent, of the businesspersons agreed or strongly agreed with the statement, while 7, or 29.2 percent, of the faculty chose that response. While 107, or 18.9 percent, of the students were undecided about the statement, 2, or 8.3 percent, of the faculty chose that response. The Agree and Strongly Agree categories received 15, or 62.5 percent, of the faculty responses, compared to 20, or 35.7 percent, of the businesspersons who chose either of those two categories. Significant differences were found among the respondent group perceptions at the .05 level. Hypothesis 4 was rejected for question 23.

Question 24 asked for respondents' opinions on this statement:

"Consumer legislation is often a result of media exploitation of a few customer complaints." Thirteen, or 22.8 percent, of the businesspersons strongly agreed with the statement, while 32, or 5.7 percent, of the students chose that response. The Undecided category received 117, or 31.5 percent, of the student responses, while 9, or 15.8 percent, of the businesspersons selected that response. Nine, or 36.0 percent, of the faculty chose either the Agree or Strongly Agree categories, while 5, or 8.8 percent, of the businesspersons selected that response. Significant differences were found at the .05 level among respondent group perceptions of the statement. Hypothesis 4 was rejected for question 24.

Question 26 asked for respondents' perceptions of this statement:

"The interests of consumers could be better served if the Federal government created a Department of Consumer Affairs." Eighty-three, or 14.7 percent, of the students strongly agreed with the statement, while no faculty chose that response. The Agree category received 250, or 44.4 percent, of the student responses, while 5, or 8.8 percent, of the businesspersons selected that category. Thirty-nine, or 68.4 percent, of the businesspersons either disagreed or strongly disagreed with the statement, while 83, or 14.7 percent, of the students chose either of those categories. Significant differences were found at the .05 level among respondent group perceptions of the statement. Hypothesis 4 was rejected for question 26.

Question 27 asked respondents' opinions of this statement:

"Government regulatory agencies are doing an adequate job of enforcing

consumer legislation." Twenty-two, or 40.0 percent, of the businesspersons, 213, or 37.8 percent, of the students, and 15, or 60.0 percent of the faculty disagreed or strongly disagreed with the statement. No significant differences were found at the .05 level among respondent group perceptions of the statement. Hypothesis 4 was not rejected for question 27.

Employment Practices and Occupational Safety

Hypothesis 2. There is no significant difference among the perceptions of faculty, students, and businesspersons of the role of business in dealing with these problems.

Question 28 asked for respondents' opinions on this statement: "Business must be able to hire the most productive workers available regardless of minority status." Table IX shows that while 31, or 55.4 percent, of the businesspersons strongly agreed with the statement, 207, or 37.0 percent, of the students chose that category. Fourteen, or 25.0 percent, of the businesspersons agreed with the statement, while 12, or 48.0 percent, of the faculty chose that response. Fifty-one, or 9.1 percent, of the students were undecided about the statement, compared to the 1, or 4.0 percent, of the faculty and 1, or 4.0 percent, of the businesspersons who chose that response. The combined Disagree and Strongly Disagree categories received 10, or 17.9 percent, of the businessperson responses, while 2, or 8.0 percent, of the faculty chose either of those two responses. Significant differences were found at the .05 level among respondent group perceptions of the statement. Hypothesis 2 was rejected for question 28.

TABLE IX

OPINIONS BY GROUP ON ISSUES RELATED TO EMPLOYMENT
PRACTICES AND OCCUPATIONAL SAFETY

Question	Respondent Group	Number	Percentage	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Group Total	Chi-Square Value
28. Business must be able to hire the most productive workers available regardless of minority status.	Business- persons	31	14	55.4	25.0	4.0	10	0.0	56	
	Students	207	250	37.0	44.7	9.1	7.7	1.4	559	
	Faculty	10	12	40.0	4.0	8.0	0.0	0	25	21.384*
29. Business has no greater obligation to help disadvantaged minorities than any other institution.	Business- persons	19	23	33.9	41.1	3.6	11	1.8	56	
	Students	86	207	15.2	36.6	107	136	29	565	
	Faculty	4	12	16.0	48.0	3	20.0	1	25	14.103*
30. Business is justified in lowering wages for jobs in which risk of injury has been reduced by safety devices.	Business- persons	2	14	3.6	25.5	12	25	2	55	
	Students	24	114	4.3	20.2	105	243	77	563	
	Faculty	1	10	4.0	40.0	3	36.0	2	25	5.918

TABLE IX (continued)

Question	Respondent Group	Number	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Group Total	Chi-Square Value
31. Government regulations forcing business to search for minority employees have caused cases of reverse discrimination.	Business- persons	Number Percentage	21 36.8	28 49.1	3 5.3	3 5.3	2 3.5	57	
	Students	Number Percentage	203 36.0	246 43.6	79 14.0	25 4.4	11 2.0	564	
	Faculty	Number Percentage	6 24.0	16 64.0	2 8.0	0 0.0	1 4.0	25	7.746
32. Penalties against safety violations are not strong enough to discourage future violations.	Business- persons	Number Percentage	5 9.3	11 20.4	12 22.2	21 38.9	5 9.3	54	
	Students	Number Percentage	118 21.0	286 50.8	93 16.5	55 9.8	11 2.0	563	
	Faculty	Number Percentage	2 8.0	13 52.0	4 16.0	5 20.0	1 4.0	25	58.561*
33. Government should increase the frequency of work site safety inspections.	Business- persons	Number Percentage	2 3.6	8 14.5	16 29.1	19 34.5	10 18.2	55	
	Students	Number Percentage	116 20.6	336 59.8	69 12.2	31 5.5	10 1.8	562	
	Faculty	Number Percentage	1 4.2	12 50.0	7 29.2	4 16.6	0 0.0	24	132.565*

TABLE IX (continued)

Question	Respondent Group	Response					Group Total	Chi-Square Value
		Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree		
34. Government should subsidize business training programs for disadvantaged minorities.	Business- persons	Number	4	20	11	11	9	55
		Percentage	7.3	36.4	20.0	20.0	16.4	
	Students	Number	39	226	162	105	32	564
		Percentage	6.9	40.1	28.7	18.6	5.7	
35. Government regulations concerning occupational safety are acceptable.	Faculty	Number	1	16	3	3	2	25
		Percentage	4.0	64.0	12.0	12.0	8.0	10.732
	Business- persons	Number	3	13	11	22	8	57
		Percentage	5.3	22.8	19.3	38.6	14.0	
36. Government should not change its policies on equal opportunity employment.	Students	Number	12	237	197	95	19	560
		Percentage	2.1	42.3	35.2	17.0	3.4	
	Faculty	Number	1	9	8	5	1	24
		Percentage	4.2	37.5	33.3	20.8	4.2	34.359*
36. Government should not change its policies on equal opportunity employment.	Business- persons	Number	5	8	7	28	7	55
		Percentage	9.0	14.5	12.7	50.9	12.7	
	Students	Number	53	191	148	119	43	554
		Percentage	9.6	34.5	26.7	21.5	7.8	
36. Government should not change its policies on equal opportunity employment.	Faculty	Number	1	9	8	5	1	24
		Percentage	4.2	37.5	33.3	20.8	4.2	29.668*

*Significant at the .05 level with 6 degrees of freedom for questions 28, 35, and 36 (Critical Value = 12.59); for questions 29, 32, and 33 with 4 degrees of freedom (Critical Value = 9.49).

Cells combined for computation of Chi-Square.

Question 29 asked respondents' opinions of this statement:

"Business has no greater obligation to help disadvantaged minorities than any other institution." While 42, or 75.0 percent, of the businesspersons agreed or strongly agreed with the statement, 293, or 51.9 percent, of the students selected either of those two categories. The Undecided category received 107, or 18.9 percent, of the student responses, while 2, or 3.6 percent, of the businesspersons chose that response. Significant differences were found at the .05 level among respondent group perceptions of the statement. Hypothesis 2 was rejected for question 29.

Hypothesis 3. There is no significant difference among perceptions of faculty, students and businesspersons of the shared costs to consumers and business in dealing with these problems.

Question 30 asked for respondents' opinions on this statement: "Business is justified in lowering wages for jobs in which risk of injury has been reduced by safety devices." Analysis of responses shows that 27, or 49.1 percent, of the businesspersons, 320, or 56.8 percent, of the students, and 11, or 44.0 percent, of the faculty disagreed or strongly disagreed with the statement. No significant differences were found at the .05 level among respondent group perceptions of the statement. Hypothesis 3 was not rejected for question 30.

Hypothesis 4. There is no significant difference among the perceptions of faculty, students, and businesspersons of the role of government in dealing with these problems.

Question 31 asked for respondents' opinions of this statement:

"Government regulations forcing business to search for minority employees have caused cases of reverse discrimination." Analysis of responses reveals that 28, or 49.1 percent, of the businesspersons, 246, or 43.6 percent, of the students, and 16, or 64.0 percent, of the faculty agreed with the statement. No significant differences were found at the .05 level among respondent group perceptions of the statement. Hypothesis 4 was not rejected for question 31.

Question 32 asked for respondents' opinions on this statement:

"Penalties against safety violations are not strong enough to discourage future violations." Data show that 404, or 71.8 percent, of the students strongly agreed or agreed with the statement. Twenty-six, or 48.1 percent, of the businesspersons disagreed or strongly disagreed with the statement. Significant differences were found at the .05 level among the respondent group perceptions of the statement. Hypothesis 4 was rejected for question 32.

Question 33 asked for respondents' opinions on this statement:

"Government should increase the frequency of work site safety inspections." Data show that 452, or 80.4 percent, of the students agreed or strongly agreed with the statement. Sixteen, or 29.1 percent, of the businesspersons, and 7, or 29.2 percent, of the faculty were undecided about the statement, while 69, or 12.2 percent, of the students chose that response. Twenty-nine, or 52.7 percent, of the businesspersons disagreed or strongly disagreed with the statement, while 41, or 7.3 percent, of the students selected either of those

responses. Significant differences were found at the .05 level among respondent group perceptions of the statement. Hypothesis 4 was rejected for question 33.

Question 34 asked for respondents' opinions on this statement: "Government should subsidize business training programs for disadvantaged minorities." Twenty, or 36.4 percent, of the businesspersons, 226, or 40.1 percent, of the students, and 16, or 64.0 percent, of the faculty agreed with the statement. No significant differences were found at the .05 level among respondent group perceptions of the statement. Hypothesis 4 was rejected for question 34.

Question 35 asked respondents for their perceptions of this statement: "Government regulations concerning occupational safety are acceptable." Data show that 237, or 42.3 percent, of the students agreed with the statement, compared to the 13, or 22.8 percent, of the businesspersons who chose that response. The Undecided category received 197, or 35.2 percent, of the student responses, while 11, or 19.3 percent, of the businesspersons selected that category. While 30, or 52.6 percent, of the businesspersons disagreed or strongly disagreed with the statement, 114, or 20.4 percent, of the students selected either of those categories. Significant differences were found at the .05 level among respondent group perceptions of the statement. Hypothesis 4 was rejected for question 35.

Question 36 asked for respondents' opinions on this statement: "Government should not change its policies on equal opportunity employment." Nine, or 37.5 percent, of the faculty agreed with the

statement, while 8, or 14.5 percent, of the businesspersons selected that response. The Undecided category received 148, or 26.7 percent, of the student responses, compared to the 7, or 12.7 percent, of the businesspersons who chose that response. Thirty-five, or 63.6 percent, of the businesspersons disagreed or strongly disagreed with the statement, while 6, or 25.0 percent of the faculty chose either of those responses. Since significant differences were found among respondent group perceptions at the .05 level, Hypothesis 4 was rejected for question 36.

C. ISSUES RANKING

In question 37 respondents were asked to rank the seven social responsibility issues in terms of urgency of community and national action. The purpose of the ranking was to determine if a consensus exists within respondent groups' rankings of the seven issues. Although a significant statistical relationship may prove agreement about a rank order, it does not mean that the criterion used by respondents in ranking is correct. A high degree of significance within respondent group rankings could be interpreted as meaning that respondents used essentially the same standard in ranking the issues in terms of urgency of action. Since no statistical tests were available to determine significant relationships among respondent group rankings, visual differences were examined.

In the Issue Ranking section of the questionnaire, participants were asked to rank the seven social responsibility issues in terms of urgency of both community action and national action. Responses using

improper ranking procedures were excluded from the analysis of data.

A total of 74 questionnaires had 1,036, or 11 percent, unusable responses in the Issue Ranking section.

The relationships among faculty, student, and businesspersons responses to question 37 of the questionnaire were analyzed through Kendall's Coefficient of Concordance (W) statistical tests. The findings are presented as they relate to Hypothesis 5.

Hypothesis 5. There is no significant difference among faculty, student, and businessperson perceptions of the urgency of community and national action in dealing with these problems.

According to the data presented in Table X, Energy Conservation was identified by each respondent group as the issue which requires the most urgent community action. The issue identified by businesspersons and students which requires the least urgent community action was Employment of Minorities, while faculty chose Technological Change as the least urgent community concern. Each respondent group also identified Energy Conservation as the issue requiring the most urgent national action. The issues identified by businesspersons which require the least urgent national action were Consumer Protection and Occupational Safety. Students chose Employment of Minorities as the least urgent national issue, and faculty chose Occupational Safety as the least urgent national issue.

The Kendall W test found highly significant within-group relationships with converted Chi-Square coefficients greater than the

TABLE X

PERCEIVED RANKINGS BY RESPONDENT GROUPS OF ISSUES AT THE
COMMUNITY LEVEL AND NATIONAL LEVEL
(Analysis by Kendall Coefficient of Concordance and Chi-Square Tests)

Community Level		Consumer Protection	Energy Conservation	Environmental Pollution	Employment of Minorities	Economic Growth	Occupational Safety	Technological Change	Group Total	Kendall Value	Chi-Square Value
Business- persons	Rank Sum	247.0 VI	96.0 I	192.0 III	263.0 VII	119.0 II	245.0 V	210.0 IV	49	.381	112.093*
Students	Rank Sum	1,780.5 III	1,258.0 I	1,934.5 IV	2,853.5 VII	1,628.5 II	2,255.5 V	2,513.5 VI	508	.248	755.599*
Faculty	Rank Sum	82.5 IV	48.0 I	65.0 II	123.0 VI	69.5 III	120.5 V	135.5 VII	23	.468	64.537*
National Level											
Business- persons	Rank Sum	254.5 VI ^a	87.0 I	190.5 III	252.5 V	123.0 II	254.5 VI ^a	210.0 IV	49	.409	120.143*
Students	Rank Sum	1,932.5 IV	981.5 I	1,786.5 III	2,866.0 VII	1,633.0 II	2,568.5 VI	2,456.0 V	508	.345	1,052.901*
Faculty	Rank Sum	91.5 IV	39.5 I	68.5 II	130.5 VI	69.5 III	131.5 VII	113.0 V	23	.493	67.998*

^a Tied Ranks.

* Significant at the .05 level with 6 degrees of freedom (Critical Value = 12.59).

.05 critical Chi-Square value. Thus, a significant degree of concordance existed within individual respondent group perceptions of the rank ordering of issues in terms of urgency of community and national action.

Differences were found among respondent group rankings of issues in terms of urgency of community and national action; therefore, Hypothesis 5 was rejected. According to data presented in Table X, issues showing major differences in rank by respondent groups were Consumer Protection and Technological Change for urgency of community action, and Consumer Protection for urgency of national action. Students and faculty ranked Consumer Protection third and fourth respectively, while businesspersons ranked the issue sixth in terms of urgency of community action. Students and faculty ranked Technological Change sixth and seventh respectively, while businesspersons ranked the issue fourth in terms of urgency of community action. While students and faculty ranked Consumer Protection fourth, businesspersons ranked the issue last (6.5) in terms of urgency of national action. Each of these perceived differences may be a result of perceptual differences between educational and business environments.

D. SUMMARY

In the Issues Priority Selection section of the questionnaire respondents were asked to identify the issue of greatest concern at the community and national levels. Chi-Square tests proved significant differences at the .05 level in three of the four problem areas examined. No significant differences were found among respondent group perceptions of Energy Prices as the Energy and Environmental Pollution issue of

greatest concern to citizens of their communities. Significant differences, however, were found among respondent group perceptions of the Economic Growth and Technology, Consumer Protection, and Employment Practices and Occupational Safety issues of greatest concern at the community and national levels.

In the Opinionative Response section of the questionnaire respondents were asked to express their opinions about statements concerning the role of business, the shared costs to consumers and business, and the role of government in dealing with the seven social responsibility issues examined. Issues were divided into four groups as in the Issue Priority Selection section. Chi-Square tests proved significant differences among respondent group perceptions in each of the seven questions related to the role of business in dealing with these problems. Significant differences were found among respondent group perceptions in two of the four questions related to the shared costs to consumers and business of dealing with these problems. Significant differences were found among respondent group perceptions in 14 of the 17 questions related to the role of government in dealing with these problems.

In the Issues Ranking section of the questionnaire, respondents were asked to rank the seven social responsibility issues in terms of community and national action. Significant relationships were found at the .05 level within each respondent group rankings of issues in terms of urgency of community and national action. Differences were found among respondent group rankings of the issues at the community

and national levels. Thus, consistency in ranking was found among the respondent groups.

CHAPTER V

FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS

The purpose of this study was to determine relationships among the perceptions of community college faculty, students, and businesspersons of the social responsibility of business. A questionnaire survey was made of faculty, students, and businesspersons from seven community colleges and the business communities of those colleges in Middle and East Tennessee. A total of 26 faculty, 567 students, and 60 businesspersons returned 654 usable questionnaires to the researcher. Chi-Square tests at the .05 level were used to test significant differences among the perceptions of respondent groups in the Issue Priority Selection and Opinionative Response sections of the questionnaire. The Kendall Coefficient of Concordance was used to determine if consistency of ranking of the seven social responsibility issues existed within respondent group rankings in the Issue Ranking section of the questionnaire. Five null hypotheses were tested. Major findings are summarized below.

A. FINDINGS

Hypothesis 1. There is no significant difference among perceptions of faculty, students, and businesspersons of these problems as issues of community and national interest.

1. No significant differences were found among respondent group perceptions of the Energy and Environmental Pollution issue of

greatest concern to citizens at the community level. The issue of Energy Prices was identified by 63.0 percent of the businesspersons, 61.4 percent of the students, and 64.0 percent of the faculty as the issue of greatest concern to community citizens. Significant differences were found among respondent group perceptions of the Energy and Environmental Pollution issue of greatest concern at the national level. Energy Dependence was perceived by 34.5 percent of the businesspersons as the issue of greatest concern to United States citizens, 37.5 percent of the students chose Energy Shortage, and 80.0 percent of the faculty responses were equally divided between Energy Shortage and Energy Prices categories.

2. Significant differences were found among respondent group perceptions of the Economic Growth and Technology issue of greatest concern at the community and national levels. Rapid Growth-Inflation was perceived by 81.8 percent of the businesspersons, 64.0 percent of the faculty, and 45.0 percent of the students as the issue of greatest concern to citizens of their communities. Rapid Growth-Inflation was perceived by 80.7 percent of the businesspersons, 84.0 percent of the faculty, and 64.0 percent of the students as the issue of greatest concern at the national level.

3. Significant differences were found among respondent group perceptions of the Consumer Protection issue of greatest concern at the community and national levels. Unsatisfactory Services was the issue perceived by 60.0 percent of the businesspersons, 35.9 percent of the students, and 52.0 percent of the faculty as the issue of greatest

concern at the community level. Thirty-six percent of the businesspersons and 44.0 percent of the faculty perceived Unsatisfactory Services, and 28.9 percent of the students perceived Deceptive Advertising as the issue of greatest concern at the national level.

4. Significant differences were found among respondent group perceptions of the Employment Practices and Occupational Safety issue of greatest concern at the community and national levels. Excessive Union Power was perceived by 40.7 percent of the businesspersons, Enforcing Safety Laws was perceived by 25.2 percent of the students, and Employing Minorities was perceived by 41.7 percent of the faculty as the issue of greatest community concern. At the national level, Excessive Union Power was perceived by 59.6 percent of the businesspersons, 41.6 percent of the students, and 45.8 percent of the faculty as the issue of greatest concern.

Hypothesis 2. There is no significant difference among the perceptions of faculty, students, and businesspersons of the role of business in dealing with these problems.

5. Significant differences were found among respondent group perceptions of the responsibility of business to use resources efficiently. While only 46.4 percent of the businesspersons agreed or strongly agreed that "if business used its resources more efficiently, the energy shortage and pollution problems would be greatly reduced," 89.0 percent of the students and 88.0 percent of the faculty agreed or strongly agreed with the statement.

6. Significant differences were found among respondent group perceptions of the effect of pollution control upon the nation's balance of trade. A total of 55.4 percent of the businesspersons and 57.7 percent of the faculty disagreed or strongly disagreed that "the U.S. balance of trade is unfavorable because foreign competitors do not have to pay the high cost of pollution control," while 24.4 percent of the students disagreed or strongly disagreed with the statement.

7. Significant differences were found among respondent group perceptions of the effect of technology upon the quality of life. While a majority of all respondents agreed that "advanced technology generally improves the quality of life," 89.3 percent of the businesspersons, 65.8 percent of the students and 57.7 percent of the faculty responded in that way.

8. Significant differences were found among respondent group perceptions of the impact of automation upon society. While 88.0 percent of the businesspersons strongly disagreed or disagreed that "advancing technology will create an automated society in which humans are less important than machines," only 52.3 percent of the students and 76.9 percent of the faculty disagreed or strongly disagreed with the statement.

9. Significant differences were found among respondent group perceptions of the ability of business to eliminate harmful technology from the marketplace. While only 28.6 percent of the businesspersons disagreed or strongly disagreed that "business has done an adequate job of eliminating harmful technological innovations from the marketplace,"

43.0 percent of the students and 65.4 percent of the faculty disagreed or strongly disagreed with the statement.

10. Significant differences were found among respondent group perceptions of the impact of marketing techniques upon consumers. A total of 58.9 percent of the businesspersons disagreed or strongly disagreed that "business manipulates consumers into buying low-quality products by using sophisticated marketing techniques," while 78.2 percent of the students and 68.0 percent of the faculty agreed or strongly agreed with the statement.

11. No significant differences were found among respondent group perceptions of the role of government, business, and consumers in protecting the rights of consumers. Seventy-four percent of the businesspersons, 57.1 percent of the students, and 64.0 percent of the faculty agreed that "government, business, and consumers must be involved in protecting the rights of consumers."

12. Significant differences were found among respondent group perceptions of the amount of consumer information provided by business. A total of 55.4 percent of the businesspersons agreed or strongly agreed that "business provides an adequate amount of consumer information about its products," while 64.5 percent of the students and 84.0 percent of the faculty disagreed or strongly disagreed with the statement.

13. Significant differences were found among respondent group perceptions of the responsibility of business to employ disadvantaged minorities. While 55.4 percent of the businesspersons strongly agreed and 25.0 percent agreed that "business must be able to hire the most

productive workers available regardless of minority status," 81.7 percent of the students and 88.0 percent of the faculty agreed or strongly agreed with the statement.

14. Significant differences were found among respondent group perceptions of business obligations to help disadvantaged minorities. Although a majority of respondents in each respondent group agreed or strongly agreed that "business has no greater obligation to help disadvantaged minorities than any other institution," 29.2 percent of the students, 21.4 percent of the businesspersons, and 24.0 percent of the faculty were undecided or disagreed.

Hypothesis 3. There is no significant differences among the perceptions of faculty, students, and businesspersons of the shared costs to consumers and business in dealing with these problems.

15. No significant differences were found among respondent group perceptions of the shared costs to business and consumers of dealing with environmental pollution. A total of 51.8 percent of the businesspersons, 49.7 percent of the students, and 57.7 percent of the faculty agreed that "the cost of cleaning the environment should be divided between business and consumers."

16. Significant differences were found among respondent group perceptions of the cost of using technology to deal with environmental pollution. Although the greatest percentage of respondents in each respondent group agreed that "technology will provide the lowest-cost means of dealing with current pollution problems," only 5.2 percent of

the businesspersons, 17.8 percent of students, and 23.1 percent of the faculty disagreed or strongly disagreed with the statement.

17. Significant differences were found among respondent group perceptions of the cost to consumers of meeting consumer demands. Although a majority of the respondents in each respondent group agreed that "consumers will ultimately pay the additional costs of meeting consumer demands," 39.3 percent of the businesspersons, 33.3 percent of the faculty, and only 17.9 percent of the students strongly agreed with the statement.

18. No significant differences were found among respondent group perceptions of wage levels and risk of injury. A total of 49.1 percent of the businesspersons, 56.8 percent of the students, and 44.0 percent of the faculty disagreed or strongly disagreed that "business is justified in lowering wages for jobs in which risk of injury has been reduced by safety devices."

Hypothesis 4. There is no significant difference among the perceptions of faculty, students, and businesspersons of the role of government in dealing with these problems.

19. Significant differences were found among respondent group perceptions of the deregulation of fuel prices as a solution to the energy shortage. Fifty-one percent of the businesspersons and 30.8 percent of the faculty agreed or strongly agreed that "the best solution to the energy shortage is to deregulate fuel prices," while only 16.2 percent of the students agreed or strongly agreed with the statement.

20. Significant differences were found among respondent group perceptions of government energy and environmental pollution policies. While 50.6 percent of the students and 61.5 percent of the faculty agreed that "government has not done enough to develop energy and pollution policies which will best serve society," 42.1 percent of the businesspersons strongly agreed with the statement.

21. Significant differences were found among respondent group perceptions of auto emission standards and energy conservation. While 64.9 percent of the businesspersons and 51.9 percent of the students agreed or strongly agreed that "government standards on auto emissions should be loosened so that autos will use less fuel," 69.2 percent of the faculty disagreed or strongly disagreed with the statement.

22. No significant differences were found among respondent group perceptions of taxation as a means of controlling environmental pollution. A total of 52.6 percent of the businesspersons, 61.3 percent of the students, and 73.1 percent of the faculty agreed or strongly agreed that "a fair method of controlling pollution is by taxing high polluters more than low polluters."

23. Significant differences were found among respondent group perceptions of government distribution of money for research. While 52.3 percent of the students and 34.3 percent of the faculty agreed that "government should provide a more balanced distribution of money among all academic disciplines," 47.4 percent of the businesspersons were undecided about the statement.

24. Significant differences were found among respondent group perceptions of the distribution of government funds to educational and business research. While 56.9 percent of the students and 48.0 percent of the faculty disagreed or strongly disagreed that "much of the money used to support educational research would be better used to support research done by business," 40.4 percent of the businesspersons were undecided and 36.8 percent agreed or strongly agreed with the statement.

25. Significant differences were found among respondent group perceptions of government regulation of technological innovations. While 70.7 percent of the businesspersons and 46.2 percent of the faculty disagreed or strongly disagreed that "government should regulate technology based upon an assessment of its social and economic impact," 57.2 percent of the students agreed or strongly agreed with the statement and 22.7 percent were undecided.

26. No significant differences were found among respondent group perceptions of government's ability to eliminate harmful technological innovations. Forty-eight percent of the businesspersons, 64.0 percent of the faculty, and 37.4 percent of the students disagreed or strongly disagreed that "government has done an adequate job of eliminating harmful technological innovations."

27. Significant differences were found among respondent group perceptions of consumer legislation and consumer sovereignty. While 48.5 percent of the students and 62.5 percent of the faculty disagreed or strongly disagreed that "Consumers should be allowed to choose the products which best suit their needs whether these products meet

government regulations or not," 64.2 percent of the businessperson responses were divided equally among the Agree and Disagree categories.

28. Significant differences were found among respondent group perceptions of consumer legislation and the media. Although the greatest percentage of each respondent group agreed that "consumer legislation is often a result of media exploitation of a few customer complaints," 95.4 percent of the businesspersons agreed or strongly agreed with the statement, while only 48.8 percent of the students were undecided about the statement, and 36.0 percent of the faculty responded in that way.

29. Significant differences were found among respondent group perceptions of the creation of a Department of Consumer Affairs. While 14.1 percent of the businesspersons and 24.0 percent of the faculty agreed or strongly agreed that "the interests of consumers could be better served if the Federal government created a Department of Consumer Affairs," 59.1 percent of the students agreed or strongly agreed with the statement.

30. No significant differences were found among respondent group perceptions of the enforcement of consumer legislation. A total of 40.0 percent of the businesspersons, 37.8 percent of the students, and 60.0 percent of the faculty disagreed or strongly disagreed that "government regulatory agencies are doing an adequate job of enforcing consumer legislation."

31. No significant differences were found among respondent group perceptions of reverse discrimination. Forty-nine percent of the businesspersons, 43.6 percent of the students, and 64.0 percent of the

faculty agreed that "government regulations forcing business to search for minority employees have caused cases of reverse discrimination.

32. Significant differences were found among respondent group perceptions of the strength of penalties against safety violations. While 50.8 percent of the students and 52.0 percent of the faculty agreed that "penalties against safety violations are not strong enough to discourage future violations," 48.1 percent of the businesspersons disagreed or strongly disagreed with the statement and 22.2 percent were undecided.

33. Significant differences were found among respondent group perceptions of the frequency of safety inspections. While 80.4 percent of the students and 54.2 percent of the faculty agreed or strongly agreed that "government should increase the frequency of work site safety inspections," 52.7 percent of the businesspersons disagreed or strongly disagreed with the statement.

34. No significant difference was found among respondent group perceptions of government subsidization of business training programs for disadvantaged minorities. Thirty-six percent of the businesspersons, 40.1 percent of the students, and 64.0 percent of the faculty agreed that "government should subsidize business training programs for disadvantaged minorities."

35. Significant differences were found among respondent group perceptions of occupational safety regulations. While only 20.4 percent of the students and 25.0 percent of the faculty disagreed or strongly disagreed that "government regulations concerning occupational safety

are acceptable," 52.6 percent of the businesspersons disagreed or strongly disagreed with the statement.

36. Significant differences were found among respondent group perceptions of government policies on equal opportunity employment. While 63.6 percent of the businesspersons disagreed or strongly disagreed with the statement, "government should not change its policies on equal opportunity employment," only 29.3 percent of the students and 25.0 percent of the faculty disagreed or strongly disagreed with the statement.

Hypothesis 5. There is no significant difference among faculty, student, and businessperson perceptions of the urgency of community and national action in dealing with these problems.

37. Significant relationships were found within respondent group rankings of the seven social responsibility issues in terms of urgency of community and national action. Differences, however, were observed among respondent group rankings. Issues showing major differences in rank by respondent groups were Consumer Protection and Technological Change for urgency of community action, and Consumer Protection for urgency of national action. Students and faculty ranked Consumer Protection third and fourth, respectively, while businesspersons ranked the issue sixth in terms of urgency of community action. Students and faculty ranked Consumer Protection fourth in terms of urgency of national action, while businesspersons ranked it 6.5 or last. Furthermore, while students and faculty ranked Technological Change sixth and seventh

respectively, businesspersons ranked the issue fourth in terms of urgency of community action.

B. CONCLUSIONS

On the basis of the findings of this study, the following conclusions are made:

1. Overall, faculty, students, and businesspersons differ in their perceptions of the social responsibility issue of greatest concern to community and United States citizens, since three questions out of four dealing with these issues revealed significant differences (Findings 1-4).

2. Faculty, students, and businesspersons differ in their perceptions of the role of business in dealing with the seven social responsibility issues, since nine out of ten questions dealing with these issues revealed significant differences (Findings 5-14).

3. Faculty, students, and businesspersons do not differ in their perceptions of the shared cost to consumers and business of dealing with Environmental Pollution and Occupational Safety (Findings 15 and 18). The respondent groups differ in their perceptions of the shared cost to consumers and business of Consumer Protection and the use of technology as the least costly means of solving pollution problems (Findings 16 and 17).

4. Overall, faculty, students, and businesspersons differ in their perceptions of the role of government in dealing with the seven social issues examined. Significant differences were found in 13 of the 18 statements dealing with the role of government in dealing with these problems (Findings 19-36).

5. Faculty, students, and businesspersons differ in their perceptions of the urgency of community and national action in dealing with the seven social responsibility issues examined (Finding 37).

C. RECOMMENDATIONS

As a result of this study, the following recommendations are made:

1. Business educators should more fully examine issues in business social responsibility with students so that they may be better informed of the problems involved.
2. Businesspersons should work more closely with educators and students in order to present or modify their perceptions of the issues in business social responsibility and improve credibility.
3. Institutions of higher learning should become forums for the discussion of issues in business social responsibility. Through lectures, panel discussions, or other public assemblies the views of all parties involved may be better understood.

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APPENDICES

APPENDIX A

COPY OF THE SURVEY INSTRUMENT

Please mark the appropriate space(s) to identify your part in this study.

I am a businessperson____

I am a student enrolled in: Introduction to Business____ Economics____

I am a student who plans to transfer to a four-year college____

I am a faculty member teaching: Introduction to Business____
Economics____

* * * *

In each of the following questions select the current problem which you believe is of greatest concern to people in your community. Indicate your answer by checking the appropriate space under the column heading COMMUNITY. Also, select the current problem which you believe is of greatest concern to citizens of the United States. Indicate your answer by checking the appropriate space under the column heading UNITED STATES

1. a. Water pollution d. Solid waste pollution
b. Energy shortages e. Air pollution
c. Energy dependence f. Energy prices

COMMUNITY						UNITED STATES					
a	b	c	d	e	f	a	b	c	d	e	f
()	()	()	()	()	()	()	()	()	()	()	()

2. a. Rapid Growth-Inflation e. Automation-Fewer jobs
b. Excessive military spending f. Slow growth-Unemployment
c. Environmentally harmful technology
d. Inadequate research and development

COMMUNITY						UNITED STATES					
a	b	c	d	e	f	a	b	c	d	e	f
()	()	()	()	()	()	()	()	()	()	()	()

3. a. Unsafe products e. Deceptive advertising
b. Defective products f. Poor claim settlement
c. Lack of consumer information
d. Unsatisfactory services

COMMUNITY						UNITED STATES					
a	b	c	d	e	f	a	b	c	d	e	f
()	()	()	()	()	()	()	()	()	()	()	()

4. a. Employing women d. Reverse discrimination
b. Enforcing safety laws e. Employing minorities
c. Employing handicapped f. Excessive union power

COMMUNITY						UNITED STATES					
a	b	c	d	e	f	a	b	c	d	e	f
()	()	()	()	()	()	()	()	()	()	()	()

Please read each of the following statements and indicate your reaction by placing a check in the appropriate column to the right.

	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
5. If business used its resources more efficiently, the energy shortage and pollution problems would be greatly reduced.	_____	_____	_____	_____	_____
6. The U.S. balance of trade is unfavorable because foreign competitors do not have to pay the high costs of pollution control.	_____	_____	_____	_____	_____
7. The best solution to the energy shortage is to deregulate fuel prices.	_____	_____	_____	_____	_____
8. The cost of cleaning the environment should be divided between business and consumers.	_____	_____	_____	_____	_____
9. Government has not done enough to develop energy and pollution policies which will best serve society.	_____	_____	_____	_____	_____
10. Government standards on auto emissions should be loosened so that autos will use less fuel.	_____	_____	_____	_____	_____
11. A fair method of controlling pollution is by taxing high polluters more than low polluters.	_____	_____	_____	_____	_____
12. Business use of advanced technology generally improves the quality of life.	_____	_____	_____	_____	_____
13. Advancing technology will create an automated society in which humans are less important than machines.	_____	_____	_____	_____	_____
14. Business has done an adequate job of eliminating harmful technological innovations from the marketplace.	_____	_____	_____	_____	_____
15. Technology will provide the lowest-cost means of dealing with the current pollution and energy problems.	_____	_____	_____	_____	_____
16. Government should provide a more balanced distribution of money for research among all academic disciplines.	_____	_____	_____	_____	_____
17. Much of the money used to support educational research could be better used to support research done by business.	_____	_____	_____	_____	_____

	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
18. Government should regulate technology based upon an assessment of its social and economic impact.	_____	_____	_____	_____	_____
19. Government has done an adequate job of eliminating harmful technological innovations.	_____	_____	_____	_____	_____
20. Business manipulates consumers into buying low-quality products by using sophisticated marketing techniques.	_____	_____	_____	_____	_____
21. Business provides an adequate amount of consumer information about its products.	_____	_____	_____	_____	_____
22. Consumers will ultimately pay the additional costs of meeting consumer demands.	_____	_____	_____	_____	_____
23. Consumers should be allowed to choose the products which best suit their needs whether those products meet government regulations or not.	_____	_____	_____	_____	_____
24. Consumer legislation of often a result of media exploitation of a few customer complaints.	_____	_____	_____	_____	_____
25. Government, business, and consumers must be involved in protecting the rights of consumers.	_____	_____	_____	_____	_____
26. The interests of consumers could be better served if the Federal Government created a Department of Consumer Affairs.	_____	_____	_____	_____	_____
27. Government regulatory agencies are doing an adequate job of enforcing consumer legislation.	_____	_____	_____	_____	_____
28. Business must be able to hire the most productive workers available regardless of minority status.	_____	_____	_____	_____	_____
29. Business has no greater obligation to help disadvantaged minorities than any other institution.	_____	_____	_____	_____	_____
30. Business is justified in lowering wages for jobs in which risk of injury has been reduced by safety devices.	_____	_____	_____	_____	_____
31. Government regulations forcing business to search for minority employees have caused cases of reverse discrimination.	_____	_____	_____	_____	_____
32. Penalties against safety violations are not strong enough to discourage future violations.	_____	_____	_____	_____	_____
33. Government should increase the frequency of work site safety inspections.	_____	_____	_____	_____	_____

- | | Strongly
Agree | Agree | Undecided | Disagree | Strongly
Disagree |
|---|-------------------|-------|-----------|----------|----------------------|
| 34. Government should subsidize business training programs for disadvantaged minorities | _____ | _____ | _____ | _____ | _____ |
| 35. Government regulations concerning occupational safety are acceptable. | _____ | _____ | _____ | _____ | _____ |
| 36. Government should not change its policies on equal opportunity employment. | _____ | _____ | _____ | _____ | _____ |
| 37. Rank these current problems in terms of urgency of action of placing a "1" next to the current problem you believe needs the most immediate action, "2" next to the issue needing the next most immediate action, etc. Make separate rankings for urgency of action within your community and within the United States. | | | | | |

COMMUNITY		UNITED STATES
_____	CONSUMER PROTECTION	_____
_____	ENERGY CONSERVATION	_____
_____	ENVIRONMENTAL POLLUTION	_____
_____	EMPLOYMENT OF MINORITIES	_____
_____	ECONOMIC GROWTH	_____
_____	OCCUPATIONAL SAFETY	_____
_____	TECHNOLOGICAL CHANGE	_____

APPENDIX B

COVER LETTERS

Dear (Faculty Member):

Here are the questionnaires for my Master's study. There are 90 forms enclosed which are counted and marked with the name of the faculty member to whom they are to be distributed.

Although the instructions for completing the questionnaires are on each form, I have included the following specific information in case there is any questions.

1. Please be sure that each student reads the consent form and signs it at the bottom. This is important since I can only use data from questionnaires that have signed consent forms attached.
2. In each of questions 1-4 the participant is asked to select the single item from each list which he or she believes is the most important current problem within their community, and identify the single item which they feel is the most important current problem to the citizens of the United States.
3. In questions 5-36 participants are asked to react to a wide variety of statements, some of which are biased toward a conservative (laissez-faire) business viewpoint, while others take a more liberal point of view. These statements are in no way an indication of the researcher's position on these difficult issues.
4. It is important that students understand that in question 37 they are being asked to place these issues into a timetable of writing in the numbers 1 (to identify the most pressing problem) through 7 (to identify the least most urgent problem) in the appropriate space.
5. Please be sure to distribute questionnaires to as many business and economics faculty members as possible, as it is important to my analysis to compare student and faculty responses.

I am very glad to have the faculty and students at (Institution Name) participating in my Master's study. I hope that the questions raised will be valuable to a discussion of business social responsibility in your classes.

Thank you,

Robert F. Green

Original letters typed on The University of Tennessee, College of Education, letterhead.

Dear Businessperson:

I am a graduate student at The University of Tennessee at Knoxville in the Business Education Department. My study entitled "The Perceptions of Community College Students, Faculty, and Businesspersons of the Social Responsibility of Business," will be in partial fulfillment of the requirements for the degree of Master of Arts in College Teaching at The University of Tennessee.

The enclosed questionnaire is being submitted to students and faculty members in business curriculums at community colleges in middle and eastern Tennessee, as well as to select Chamber of Commerce members within the communities where the community colleges are located. The perceptions of community college students and faculty will be compared with those of the businesspersons in order to examine areas where the various groups differ.

The professional opinions, as reflected by the responses on the enclosed questionnaire, are vital to the completion of this study. The results of this study may be used to modify the business curriculums in community colleges in Tennessee and elsewhere.

To complete the questionnaire, simply read each statement and mark the space which best describes your perception of the particular problem. There is no right or wrong answer. I am interested in your perceptions only.

Please sign and return the enclosed "Informed Consent Form" with the completed questionnaire. As indicated, all data collected will be kept confidential, and reports of findings will assure that participants remain completely anonymous.

Your cooperation in this research endeavor will be very much appreciated. If you will return the completed data in the enclosed addressed-stamped envelope by March 15, a copy of the results of the study can be made available to you when the study is complete.

Sincerely,

Robert F. Green
Graduate Student

VITA

Robert Francis Green was born in Waterbury, Connecticut, on November 29, 1952. He was graduated from Randolph Union High School in Randolph, Vermont, in 1970. He attended Lowell Technological Institute, Lowell, Massachusetts, where he received the Bachelor of Science degree in Business Administration.

The writer was employed by Waterbury Companies Incorporated in Randolph, Vermont, for two years. In 1977 he entered The University of Tennessee where he was a graduate teaching assistant. The Master's degree was awarded in 1979.

The writer is a member of the National Business Education Association, National Education Association, and Delta Pi Epsilon.