

PRWEEK

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RESEARCH: Corporate views on ethics an activism

CONDUCTED BY: Makovsky & Co. and Harris Interactive

SAMPLE: 284 senior executives of large companies

GOAL: Determine the attitudes of corporate leaders toward ethics and shareholder activism

KEY FINDINGS:

60% of female execs say shareholder activism strengthens companies, compared with 47% of men

50% believe activism strengthens the health of public corporations

18% of respondents in the high-tech sector say activism threatens companies "a lot"

8% say activism threatens the health of public companies "a lot"

WHY WOULD A COMPANY BEHAVE UNETHICALLY?

