

BES01

Impacts of ESG on employee retention during the Covid-19 pandemic: The moderating effect of gender

C. Christopher Lee, Hyoun Sook Lim, Youngseon Kim
Central Connecticut State University, New Britain, CT, USA

Abstract

This paper examined the moderating effect of gender on the impacts of Environmental, Social, and Governance (ESG) on employee retention in the workplace during the Covid-19 pandemic. ESG was measured with three factors: Environment-related ESG, Society-related ESG, and Governance-related ESG. This study collected sample data (N = 447) from undergraduate senior students and MBA students in their capstone classes from a public university in the New England area. The results showed that for female employees, society-related ESG had the greatest effect on retention, followed by governance-related ESG, and environment-related ESG. As for male employees, environment-related ESG had the greatest effect, followed by society-related ESG, governance-related ESG. Both theoretical and practical implications were discussed.

Conference Track

Business Environment - Strategy, Policy, Law, Ethics