

THE BUSINESS ENVIRONMENTAL ETHICS OF ENVIRONMENTAL MANAGEMENT STAFF.

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ABSTRACT

Since the global environment is concerned increasingly, more and more enterprises put emphasis on the environmental management system (EMS). However, are many resistances among departments due to the lack of proper business environmental ethics (BEE) of the enterprises. Therefore, for the staff of the environmental management, the recognition of BEE becomes very important. We analyze the questionnaire investigation from April to May 2001 (with 1,000 questionnaires by mail and 192 effective questionnaires returned) with factor analysis in order to realize every aspect of the recognition of BEE. And with cluster analysis, we try to get styles of recognition of BEE. Finally, through single-factor variety analysis and chi-square analysis, we can understand the characteristic distributions of the members of environmental management. According to the research, we find the results below: 1.64% interviewees belong to "higher recognition and practitioners". The statistics reveals that most people who are engaged in environmental management will have positive attitude toward environmental protection because they are affected gradually by the correct viewpoint. These people have stronger recognition and they will really take action. 2.21% interviewees are "lower recognition". Most people belongs to this cluster are original Taiwanese, and most of them believe in Buddhism and less of them believe in Tao. Besides, fewer of their educational background is about high school relatively. 3.15% belongs to the distribution of "conflict between recognition and practice". This reveals that the inner recognition of the interviewees and their real actions have serious conflict. Most members in this cluster came from Mainland China, and fewer of them believe in Buddhism.

Keywords : BUSINESS ENVIRONMENTAL ETHICS, ENVIRONMENTAL MANAGEMENT, FACTOR ANALYSIS, CLUSTER ANALYSIS

Table of Contents

第一章 緒論 1.1 研究背景與動機--P1 1.2 研究目的--P7 1.3 研究流程--P9 第二章 文獻探討 2.1 企業環境倫理--P11 2.1.1 環境倫理--P11 2.1.2 大地倫理與深層生態學--P15 2.1.3 永續發展與企業環境倫理--P18 2.2 企業環境倫理與環境管理--P23 2.2.1 企業環管的重要性--P24 2.2.2 企業環管的內容--P27 2.2.3 企業環管的績效衡量--P.33 2.3 環境態度認知與人口特徵--P36 第三章 研究方法 3.1 研究架構--P39 3.2 研究假設--P40 3.3 問卷調查--P40 3.3.1 問卷內容--P40 3.3.2 抽樣--P41 3.3.3 衡量方法--P42 3.4 統計分析方法--P43 3.4.1 因素分析--P43 3.4.2 集群分析--P44 3.4.3 單因子變異數分析--P45 3.4.4 卡方分析--P45 第四章 研究結果 4.1 樣本描述、問卷回收情形--P47 4.2 因素分析結果--P54 4.2.1 萃取因素個數--P54 4.2.2 因素分析結果--P60 4.3 集群分析結果--P65 4.4 人口特徵比較結果--P70 第五章 結論與建議 5.1 研究限制--P77 5.2 研究結論--P78 5.3 研究建議--P81 附錄一 企業環境倫理認知問卷--P86 參考文獻--P92 中文部分--P92 英文部分--P95

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