



Green Engagement: An Investigation into the Relationship of Millennial Engagement and an Organization's Sustainable Performance Score



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Project Goal

Investigate the relationship between employee engagement amongst millennials and companies' sustainable performance scores

Hypothesis

Organizations that score higher on sustainable performance measures will have more engaged Millennial employees within their company.

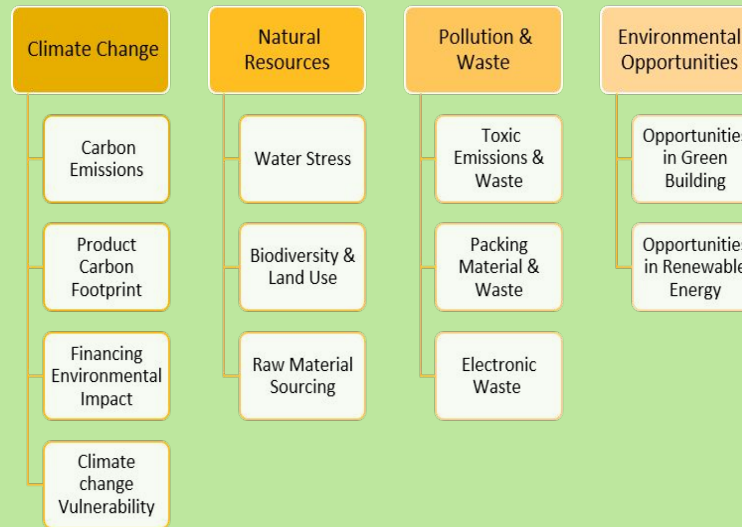
Benefits of Research

- Understanding the need for effective sustainability efforts within an organization
- Determine if sustainable efforts increase engagement in millennial employees

Background

- High levels of employee engagement yields positive outcomes (*Asplund, 2007; Wagner & Harter, 2006*)
- Millennials are more attracted to sustainable companies (*Alonso-Almeida and Llach, 2019*)
- Millennials are the largest generation in the U.S. labor force, 2015 (*Howe & Strauss, 2010*)

Sustainable Performance Score Dimensions



Methods

- Collaborate with Mercer
- Gather data on companies' sustainable performance from CDP Worldwide
- Use Mercer's industry employee engagement survey methodology