

**SOCIALLY RESPONSIBLE INVESTING:
ATTITUDES AND BEHAVIORS OF MID LEVEL MANAGERS**

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ABSTRACT

The expectations of society have grown exponentially over the past thirty years regarding corporate management responsibility. With over \$2 trillion invested in socially responsible investments (SRI) the market for these types of investments is growing and attitudes of the public and management are changing throughout the world. This study surveyed a cluster of middle to upper level managers working in surrounding areas in Southeastern United States of America. These managers believed that ethical behavior was not confined to the top tier of the company and individuals were responsible for their own actions. The study attempted to connect the relationship of personal attitudes and potential investment in SRI's. The survey also showed that the tolerance for reduction in profitability was small for investment in more ethical behavior and more socially responsible firms. The study also showed that these managers believed that good moral management leads to ethical decisions which would make the company more attractive to SRI investors.