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ESG: Is it time for a name change?

By Lisa Beth Lentini Walker

The effort to incorporate values and societal good into business decision-making has been called many things: corporate social responsibility (CSR); sustainability; socially responsible investing (SRI); and environmental, social, and governance (ESG). Each of these terms has been praised and vilified in measures by groups that either laud the efforts or think the decision to incorporate these factors into business considerations is a step too far. So perhaps it is time to ask, as Juliet did in Shakespeare's work, whether "a rose by any other name would smell as sweet?"

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