

APPENDIX G: HONEY TECHNIQUE

	High Disclosure Company	% Similarity	Low Disclosure Company	% Similarity
Reputation	Enhances positive image Adopts new technology Company is well run	85% 50% 30%	Enhances good name	60%
	3	55%	1	60%
Gain/Loss	Correct profit figure	50%	Ease of measurement Direct benefits Ease decision-making Motivation of employees Use as a marketing tool	70% 60% 60% 60% 55%
	1	50%	5	61%
Concern for the society	Support for government effort Concern for the poor Concern for the customer Support for the education sector Concern for climatic change Care for the environment Response to disaster Customer aided in decisions	70% 55% 50% 35% 35% 30% 25% 15%	Support for government effort Involvement in hunger relief Concern for climatic change	70% 50% 45%
	8	39.38%	3	55%
Conflict resolution	Reduce problems between stakeholders	30%	Settling stakeholders' disputes Negotiation with labour unions	50% 40%
	1	30%	2	45%