EXPERIENCING EMPLOYEE ACTIVISM IN WORKPLACES AMONGST PEOPLE IN GENERAL

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Abstract
Employee Activism (EA) a new phenomenon highly observed in Western countries is characterised with the desire to care something bigger than the self foster welfare of future generations. Activism often meant to actively participate in democracy, for example by protesting, campaigning, educating others, raising awareness, and lobbying for social or political causes. The present research paper is an insight into the phenomenon Employee Activism (EA); survey based on existing literature; objectivised towards explaining 'Employee Activism' as a social action movement. It also focuses light on the legal aspect of Employee Activism (EA) and its result.

Keywords: Employee, Employee Activism, welfare, Conventional activism, employees, social, political, environmental.proactiveness. India.

Introduction to Employee Activism (EA):
The desire to care something bigger than the self-foster welfare of the further generations is the characteristics of employee activism (EA). The highly skilled employeeshave the same desire and are in possession of the the power to affect business both positively and negatively. Previously, employees employees working in the factory were agitating to fulfil their personal or individual demands on various issues like salary, wages, working hours , working conditions and unfair labour practices. These personal issues were the causes of industrial disputes as well.

Nowadays, the subject matter and the nature of raising voices has gone beyond self-interest not necessarily causing dispute or disagreement rather favouritism with the organisation. Now employees are caring for something bigger than the self. They are caring for the wellbeing of the future generations. The shift of subject matter seeks attention and intervention of the leadership and the organisation. Employee are raising their hands and voices on ethical and unethical practices. Their issues are now related to environmental, social and governance (ESG). In their research paper **'Protests From Within Engaging with Employee Activist'**by **Stephen A. Miles, David F. Larcker, and Brian Tayan**. discusses growing trend of stakeholder issues of corporate governance phenomenon which is broadly known as ESG (environmental, social, and governance) and is characterized by pressure on companies to increase the attention they pay to and the investment they make. A few examples they have cited here are staged a walkout in protest of the company's sale of furniture to an immigrant detention centre at the U.S.-Mexico border in **Wayfair** in 2019. Signing a letter calling on the company to take an aggressive stance in combatting climate change by more than 4,000 employees in **Amazon.** Signing a petition protesting the company's sale of firearms through its retail outlets 50,000 employees in **WalMart** in 2019. It called on management to cease the sale of all firearms and ammunition, ban open and concealed carry-on company property, and stop donations to politicians supported by the **National Rifle Association** in America.

The present research paper ; is based on the literature surveyed and reviewed on the concept 'Employee activism(EA)'; thus explains 'Employee activism(EA)' as a social action movement taking place within the organisations.

Definition of Employee Activism:
Forrest Briscoe &Abhinav Gupta define employee activism as employees engaged in coordinated action to address a societal problem connected to the company they work for; this may entail promoting or countering change in their organization or using the organization as a platform to bring attention to an issue in society at large.

Employee activism includes all kinds of people, from factory workers to white-collar personnel to senior executives. Activists include both full-time and part-time employees, and even independent contractors who are not technically considered employees (e.g., Uber drivers). It takes place in the form of walkouts, protest, strikes but not for their own labour rights or reforms but for moral, ethical, social, political, and environmental concern. In August 2019, Walmart worker staged 15 minutes walkouts and moment of silence to protest the sale of guns in the company's store.

WaberShandwik while conducting online survey on Employee Activism (EA) explained the concept to respondent as :

1) A large company's employees walked off their jobs in offices around the world to protest the company paying a large severance package to an executive fired for alleged sexual misconduct.

2) A large group of employees at a company posted an open letter to protest the company's work with a government agency over the current border crisis.

3) An employee of a major media company tweeted concerns with his management's decision to spend a large sum of money on a TV ad supporting journalists' freedom of speech, rather than on employee benefits.

4) Employees of a large retail chain posted comments on their own social media pages that they were proud that their employer removed a certain category of unhealthy products from their shelves.

The survey is presented in the paper **'Employee Activism in the Age of Purpose: Employee (Up) Rising'** by WaberSchandwik.

What drives/causes Employee Activism?
Tina Nataros, a writer and journalist, in her article **'Employee Activism: What It Is, Why It Happens, and How Companies Can Respond'**gives three reasons for the emergence of Employee Activism (EA) as :

(1) If Employees fill that they are being harassed, bullied, discriminated against, mistreated, or underpaid they speak out against the issue.
(2) If Employees wish to express dissatisfaction or gain recognition for other reasonsthe speak out.
(3) If Employees believe their employer can do more and want to see a better outcomethen employees speak out for or against.

In the above given conditions if employees are dissatisfied or feels any of the given condition then his dissatisfaction becomes employee activism. In the article **'Reasons for Employee Sabotage In The Workplace"** by Robert A. Geacoline and Paul Rosenfielddiscusses slowdown, destructiveness and dishonesty as the causes to employee activism.

Employees expresses their activism throughsocial and traditional media to oppose. Lobbying or Organizing youth groups , Petitioning or Lawsuits , Media Campaign , Messaging ,Educating others , Raising Awareness , Protesting , and Resignation are some the actions they take.

Employee Activism Is About Speaking Truth to Power:
Nowadays Employee Activism is on rise and also becoming characteristics of modern workplaces. According to the research by global law firm Herbert Smith Free Hills 80 percent of workers experience rising activism amongst employee. Employee believe that they have the power to make

change in society. Employee activists speaks truth to power on various events like leadership changes, major new product or service introduction, change of business strategy, financial slowdown, legal or regulatory changes, layoff of many employees, acquisition or merger, crisis or disaster and interruption of business. **MalteKlar**(university of Gottington)and **Tim Kasser**(Know College) writes; in their research paper entitled **"Some Benefits of Being an Activist: Measuring Activism and its Role in Psychological Wellbeing"**; about activism orientation scale. They have scaled down activism as **conventional activism** and **high-risk activism**. Sending a letter or e-Mail about political issues is conventional activism. High risk activism is shown through employees political engagement.

Research associated with employee activism is **'The Do and Don'ts of Employee Activism: How Organisations Respond to Voices of Difference'**, based on organisational voice, managerial interest, how organisations are influenced by external environment and how activists create and sustain organisational influence.

Measurement of Employee Activism:
David Petzz and Carol Webb **'Activism Amongst Workplace'** measured activism through five correlated indices.:

Table No.1

Sr.No.	Scale/Indices of Employee Activism
I.	Current Indix . (CA)
II.	Long Term Activism Index.(LTA)
III.	Effort Index (EFF)
IV.	Involvement (INV)
V.	Change in commitment (CHCOM)

Source:Activism Amongst Workplace'

In the paper '**CEO Activism and Firm Value'** by Anahit Mkrtchyan, Jason Sandvik, Vivi Z. Zhu has given list of activist CEOs by industry such as Food, tobacco, textiles, apparel, leather, and toys , Cars, TV's, furniture, and household appliances ,Machinery, trucks, planes, paper, and commercial printing, Oil, gas, coal extraction and products, Chemicals and applied products, Computers, software, and electronic equipment ,Telephone and television transmission, Utilities - Wholesale, retail, and some services, Healthcare, medical equipment, and drugs ,Financials - Mines, construction, building materials, transportation, and entertainment. CEO activism is the increasingly common practice of CEOs speaking out on social and political issues, on firm value.

Legal Aspect of Employee Activism (EA):
Do employee have right to take action outside of work premises in favour of or against the organisation on other than self interest issues? Is involvement in such activism is risky to their employment? All these questions are ambiguous to answer. Within the context of India, no evidences have found of employee activism. If found in future Indian constitution; Article 19(1) (c) of the Constitution of India guarantees to all its citizens the right "to form associations, or unions or Co-Operative Societies." Under clause (4) of the Article 19, however, the State may by law impose reasonable restrictions on this right in the interest of public order or morality or the sovereignty and integrity of India.

Result of Employee Activism:
The momentum generated by employee activists protest wave around the world especially in the tech world resulted into formation of first formal technology union. Now we predict the technology unions are new labour organisations that are being attempted to form by full time and contractual employees.

Such tech unions are looking to disrupt the status quo of major tech companies' alignment and nonalignment.

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