

7 Personal Epilogue

As a master student in Consumer Science, ESG is a topic that is rather distant from the thematic focus of my core studies. In my personal, professional, and academic life, ESG has only peripherally affected me. Yet, it originally stuck with me due to its ‘better world’ narrative, which in many cases, as my research intensified, turned out to be more talk than walk. Presumably driven by the “*insatiable longing for a better world*”⁶², I chose to combine ESG with Peter Drucker’s ideas to which I was introduced to by Peter Paschek in the final year of my studies. As I have close personal ties to both Germany and the United States, it seemed only logical for me to investigate ESG in these countries. This circumstance, although it meant sacrificing a few of the nations’ respective nuances around the topic, appeared reasonable as ESG truly is a global topic, affecting all companies in all industries in all nations. Consequently, as an individual who is not directly concerned with driving the ‘ESG Revolution’, but infatuated by its potential, I attempted to take the perspective of a bystander as described by Peter Drucker.

“Bystanders reflect – and reflection is a prism rather than a mirror; it refracts.” (Drucker, 1994, p. 1)

This means that, despite the use of scientific methods, my personality is inseparably linked to the perspectives presented in this master thesis.

62 Direct translation from German to English; [getrieben von der] “unstillbaren Sehnsucht nach einer besseren Welt” (Plessner, 1960, p. 224 as cited in Paschek, 2020, p. 55).

So, while I hope to at least convey a thought-provoking message, I humbly anticipate opposing opinions by potential readers.