

IBM, “ CEO, CEO ’ ’ ”

- IBM CEO , CEO 51% , CEO 35% ...

- CEO 73% , CEO 19%

, 2022 7 8 – IBM (IBM Institute for Business Value, IBV) CEO [1] , ' (sustainability)' , CEO
CEO (50%) , .

3,000 CEO IBM CEO [Own your impact: Practical pathways to transformational sustainability](#) , (51%)
. 2021 37% . 35% .

CEO (51%) , 63% ROI . CEO 78%
CEO 19% .

IBM “ CEO 19, , , ” “ CEO , , .
CEO (53%), (49%), (47%) ” .

2022 IBM CEO .

CEO .

- CEO (51%) 2~3 , 2021 (3 1) . , CEO 34% 35% 1% .
- CEO (51%) , CEO(45%) .
- CEO (49%) (52%) .

CEO , .

- CEO 78% , 19% .
- 61% CEO , 12% .
- 63% ROI , (44%) (36%) .

IBM CEO [IBM](#) .

IBM

20 IBM IBM . , , , , ,
. IBM ibm.com/ibv <https://ibm.co/ibv-linkedin> .

[1] IBM (IBM Institute for Business Value) 43 28 CEO 3,000 . , , , , ,
. 2021 (Oxford Economics) 20 IBM CEO .