

Degree of application of social responsibility by gender and age and educational level of the owners of the Mypes in Chihuahua City

Grado de aplicación de la responsabilidad social por sexo, edad y nivel académico de los dueños de las Mypes de la Cd. de Chihuahua

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Abstract

The present research has the objective to determine the degree of application of social responsibility in Micro and Small Enterprises (Mypes) in the city of Chihuahua, considering the variables of gender, age and academic level of the owners. For this investigation a quantitative method with a descriptive scope is employed, as this research seeks to specify the profiles (by gender and age) of Mypes owners in the city of Chihuahua and the degree of application of social responsibility in their companies. The design is cross-sectional. A random sample of 450 micro and small companies in the city is examined. The results allow gender and age to determine the degree of application of social responsibility in local businesses. This research has allowed us to determine the degree of social responsibility implemented in the companies of this city in relation to age, gender, and educational level. Among the findings, it was found that companies led by men and with a higher educational level are the ones where more social responsibility actions are implemented.

Social responsibility, Micro and small enterprises, Educational level

Resumen

La presente investigación tiene como objetivo determinar el grado de aplicación de la responsabilidad social en las Mypes de la ciudad de Chihuahua considerando las variables de género, edad y nivel académico de los dueños. Para la realización se emplea el método cuantitativo con un alcance descriptivo, ya que con esta investigación se busca especificar los perfiles (por sexo y edad) de los dueños de las Mypes de la ciudad de Chihuahua y el grado de aplicación de la responsabilidad social en sus empresas. El diseño es transversal. Se examinó una muestra aleatoria de 455 micro y pequeñas empresas de la ciudad. Los resultados permiten determinar si el género, la edad y el nivel educativo de los dueños de las Mypes influyen en el grado de aplicación de la responsabilidad social en las empresas de la localidad. Esta investigación permitió conocer el grado de responsabilidad social que se implementa en las empresas de esta ciudad en relación a edad, sexo y nivel académico. Dentro de los hallazgos se encuentra que las empresas lideradas por hombres y con mayor nivel académico es donde se implementan más acciones de responsabilidad social.

Responsabilidad social, Mypes, Nivel académico

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Introduction

In recent years, corporate social responsibility (CSR) has gained relevance in organisations, as society demands a greater ethical, social and human commitment to care for the environment. CSR is the voluntary contribution where companies implement strategies and business management systems that pursue a balance between economic, social and environmental dimensions. It is also conceptualised as social and environmental concerns in their business operations and with their stakeholders.

Social responsibility is not only about making profits but also about contributing to those involved in business so that they can address environmental problems and develop through ethical practices with all stakeholders: workers, customers, government, society and the environment.

The new stream of research is to measure the return on investment of all these policies, mainly in relation to corporate image, and to have high customer loyalty. However, there are currently companies that, despite the importance of CSR, do not apply it to the full extent.

In general terms, we can affirm that in recent years there are more companies that are socially responsible, as they promote and encourage a culture of responsible competitiveness that seeks the success of the business, also contributing to the wellbeing of society, generating a better working environment, greater loyalty and commitment among the staff.

This research analyses the degree of social responsibility applied in companies in the city of Chihuahua, in relation to gender, age and academic level.

The topics to be covered are the introduction, the literature review, the methodology to be developed, the hypothesis, results and conclusions.

Theoretical Framework Social Responsibility in SMEs

In the 1970s, CSR was conceptualised as a social obligation, which has to do with the procedures carried out by the company in response to market forces or legal constraints. On the other hand, Carroll designed CSR as a set of four main parts, which encompass the economic, legal, ethical and philanthropic expectations that society has of business at a given time.

In 1987, the concept of sustainable development appeared and contributed to a large extent to the evolution of the CSR theme. The term refers to development that meets needs without compromising the ability of future generations to meet their needs. This idea argued that companies should not negatively impact society through their production and business activities. By the 1990s, CSR began to be seen as a controlling factor, which allowed companies to address any harm caused to society (Martinez, 2013).

The definition of the Global Compact Network describes that a socially responsible organisation should design its strategies and procedures considering social, labour, environmental and human rights concerns (Sánchez, 2018).

This issue has been evolving, currently society perceives companies differently to those that do carry out CSR actions compared to those that do not. This perspective has changed, due to social changes in the environment, the increased globalisation of markets, social and environmental problems, making entrepreneurs think about implementing strategies in this management. Also from this, various experts have made contributions that contribute to the definition and operationalisation of CSR (Fong, 2019).

Although CSR is inherent to the company, it has recently become a way of management and doing business, in which the company ensures that its operations are economically, socially and environmentally sustainable, recognising the interests of the different groups with which it relates and seeking the preservation of the environment and the sustainability of future generations (Fong, 2019).

Both small and large companies (mainly large ones) have put in place corporate social responsibility policies and actions with which they have obtained a source of benefits, mainly in terms of a better corporate image, which in turn reduces the risk of public opposition against their operations, also helps to retain customers, and facilitates entry into new markets with higher demands (Santander 2021).

The implementation of ISO

ISO 26000 is an ISO International Standard that provides guidance on social responsibility. It was created in 2005 to meet the needs of various business audiences, such as internal and external customers, associations and the general public, without neglecting the demands of globalisation. This standard was designed to be applied by any organisation, both public and private, in all countries, regardless of their level of economic development.

ISO 26000 helps organisations to comply responsibly with an increasingly demanding society.

It is important to stress that a business is not only sustainable by providing products or services that satisfy the market, but must also do so with respect for the environment, operating in a socially responsible manner. This forces companies to rethink that success must be based on good practices that include respect for workers by not falling into labour exploitation.

The International Standard ISO 26000 provides guidance on social responsibility (SR) based on seven core subjects: organisational governance, human rights, labour practices, environment, fair operating practices, consumer affairs, active participation and community development. (International Organization for Standardization, 2010).

Culture of social responsibility in Mexico

More and more organisations now firmly believe in CSR as a management practice, forming part of their planning and management practice, forming part of their planning and guiding action in different situations and contexts.

Organisational culture is an aspect that has been important for some time now. It is recognised as a fundamental part of human social, political and economic life, due to its importance in helping to understand and interpret phenomena such as the development of a company or the economic progress of a territory or country.

The different attitudes of business leaders and the management theories disseminated by business schools are important. The quality management models of the 20th century facilitated the path of CSR by proposing that a successful company is one that takes care of the satisfaction and well-being of its employees, as well as care for the environment. However, the way many companies in Mexico think about CSR is to comply with activities as an obligation and not as a benefit, not even as a competitive advantage, and not even as a matter of conviction. This characteristic responds to an impression of "theft" or "plundering" by their own country. Companies say they appreciate that they are obliged to give back through CSR part of what they already own and have earned over time through long and hard work. Therefore, it is possible to maintain as a hypothesis that in the social imaginary there would be an anti-corporate sentiment due to this alleged plunder (Fong, 2019).

Benefits of implementing CSR in MSMEs

Most of the companies in Mexico are small, which represent 99% of the total number of companies in the country, which is why in social terms, their social contribution is of utmost importance.

Engaging in CSR brings several benefits for both small and large companies, such as creating alliances where they contribute to the betterment of society. It is becoming more and more evident that an actor can really make an impact, because resources are more limited.

According to Christensen, Hail and Leuz (2019) implementing RES helps to generate a greater financial benefit to companies, allowing them to maintain CSR practices indefinitely or sustainably. The analysis of CSR in Mexico is considered relevant, as it could generate certainty about the profile of the companies that carry out this practice, and about the way in which these are concentrated within strategic management.

Research has confirmed that companies that work with RES can reduce operational risks and thus preserve financial performance.

Companies with this commitment are more likely to disclose their CSR activities to the market and therefore be more transparent. Because of this transparency, risk management can help to reduce financial, social or environmental shocks which influence the company's cash flows, thus making financial constraint less severe and allowing easier access to financial markets.

It is also true that many companies end up applying CSR on high financial metrics, which can deviate from the real commitment.

It is mentioned that CSR acts have arisen by companies on a voluntary basis, however, the lack of strict and mandatory regulations have caused certain companies to use these activities for their own reputation building purposes without implementing a real CSR model. As a consequence, when investors discover that CSR is not well implemented in companies, they penalise them as fake (Christensen, H. 2021).

Social responsibility in the Mypes of Chihuahua

The MSEs in the city of Chihuahua are representative of the state's economy, belonging mainly to sectors such as domestic industry, export manufacturing, construction, commerce, services and mining. Their first responsibility is economic, they need to be profitable, in order to be 100% sustainable and thus generate social and environmental impacts (Fong, 2019).

Chihuahua entrepreneurs comment that they work on social programmes on an individual basis, as the government does not have the capacity to address the issue in a precise manner as it does in other countries; that is why the participation of entrepreneurs in the issue is important, even if there is no support.

However, the opinion of some leaders is that there is a lack of commitment and seriousness in addressing social needs so that the majority of MSMEs are more involved in the issue (Martínez, 2013).

In the state, the topic of Social Responsibility is not widely spread among small and medium-sized companies, and the companies that carry out community benefit and environmental conservation actions are only a few large companies, which through their strategic planning and operation mechanisms must apply strategies to care for the environment. Therefore, the sector and size of the company definitely have an influence on whether a company exercises social responsibility effectively. In small companies there is not as such a culture of implementing sustainability strategies in comparison to large companies.

Although it has been mentioned that small companies are the least involved in the issue, there is an advance (never in comparison with first world countries) in terms of implementing actions to improve the knowledge of the stakeholders with whom the company interacts, for example, the relationship with employees, communication mechanisms, performance evaluation, suppliers, relationship with shareholders and customers and community development. In Chihuahua there is a push and desire from business chambers, civil society and government to improve schemes and encourage stakeholder participation to make companies more socially responsible with the community (Sapién, Piñón, Gutiérrez, 2018).

Methodology to be developed Statement of the problem

Every day there is a growing demand from social groups for companies to commit to the environment and to adopt and implement Corporate Social Responsibility strategies and guidelines. In addition, they should adopt values of honesty, transparency, equality, commitment to the community, equity and concern for social responsibility. The objective of the study is to determine the degree of application of social responsibility in MSEs in Chihuahua City by gender, age and academic level of the business owners.

Hypothesis

H1: The degree of application of social responsibility is higher in companies run by men than in companies run by women.

H2: CSR is applied more in enterprises run by entrepreneurs under 30 years of age.

H3: Entrepreneurs with a higher degree of academic studies have a higher degree of CSR implementation.

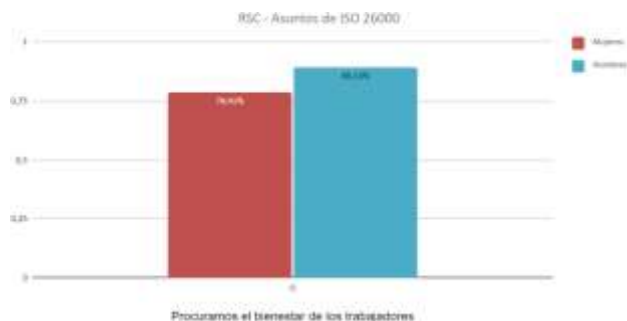
A cross-sectional quantitative study was carried out, based on a field study that had as its main source of information a survey of a representative sample of microenterprises in the city of Chihuahua. The sample was stratified random, taking as strata a single enterprise size from 2 to 50 workers. A sample of 455 MSEs in Chihuahua City was used, given a population of 37,454 economic units in the municipality of Chihuahua (DENUE, 2020), and using the sample size formula for proportion analysis - we considered a value of $p=50%$, to obtain the largest sample with a reliability of 95% and an error of 5%.

The results are part of Relayn's annual research and the variables analysed were taken from the questionnaire proposed by Posada, Aguilar and Peña (2020). For the present study, gender, age, level of education and CSR are analysed.

With regard to CSR, there are 14 items with a 5-point Likert-type scale.

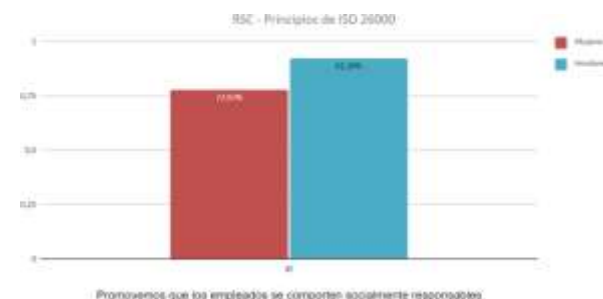
Results

The data analysed allow us to identify that 89% of the male owners of small and medium-sized enterprises (MSEs) look after the wellbeing of their workers, listening to their needs, providing them with a safe needs, providing them with a safe environment, access to health services and a balanced personal life; in comparison with 78% of women owners of this type of enterprise.



Graph 1 Comparison by gender with respect to "ISO 26000 issues" variable: employee welfare
Source: Own Elaboration

With regard to promoting socially responsible employee behaviour, the results show a significant difference between men and women, as can be seen in graph 2, which shows that 92.3% of men do promote this action, as opposed to 77.9% of women who also do so.



Graph 2 Comparison by gender with respect to "ISO 26000 Principles" variable: socially responsible behaviour of workers
Source: Own Elaboration

Table 1 shows the chi-square and chi-square analysis, which allows us to find a significant difference between these variables.

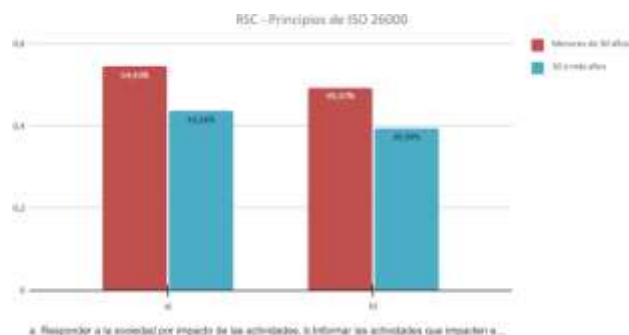
Sex vs Social Responsibility			
	chi calculated at	chi table	Significant difference
[33c. In my company we strive for the well-being of workers, listening to their needs, providing them with a safe environment, access to health services and a balanced personal life. balanced personal life]"	15,4264 1595	9,487729 037	if there is
[34g. In my company we encourage employees to behave in a socially responsible way]" [34g. socially responsible]"	20,9495 368	9,487729 037	if there is

Table 1 Difference in crossing the variables "sex and social responsibility" based on the calculated chi and chi table analysis

Source: Own Elaboration

Graph 3 shows the relationship between age and social responsibility. The analysis shows that there is a significant difference of 10.94%, highlighting that 47.5% of entrepreneurs under the age of 47.5% are more involved in preventing pollution and the production of waste that impacts on the environment by trying to recycle, as opposed to 36.56% of entrepreneurs over this age.

Regarding the application of ISO 26000 principles, there is a significant difference in aspects related to "being willing to be accountable to society for their activities" and "being willing to publicise their activities", with a higher percentage in entrepreneurs under 30 years of age. The results are shown in graph 3 (b).



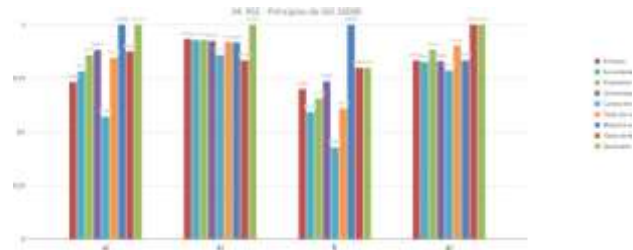
Graph 3 Comparative by age with respect to "ISO 26000 Principles" variable: socially responsible behaviour of workers
Source: Own Elaboration

Table 2 presents the chi-square and chi-square table analysis, which allows us to find significant differences significant difference between the variables "age and social responsibility".

Age vs Social Responsibility			
	chi calculat ed at	chi table	Significant difference
[33b. In my company we try to prevent pollution and the production of waste that impacts the environment, and we try to recycle and care for the environment. the environment])")	10,3186 8538	9,48772 9037	if there is
[34a. In my company, we are willing to be accountable to society for the impact of our activities. our activities])")	9,73214 5012	9,48772 9037	if there is
[34b. Where required, my company is willing to disclose our activities, particularly those that could impact society. society])")	11,8676 3166	9,48772 9037	if there is

Table 2 Difference in crossing variables "age and social responsibility" based on calculated chi and chi table analysis
Source: Own Elaboration

With regard to the academic level, it is interesting to see how social responsibility increases with the level of education. Entrepreneurs with Master's and PhD degrees are 100% in agreement with the implementation of social responsibility actions. Graph 4 shows this result and table 3 shows the analysis between chi-square and chi-square.



Graph 4 Comparison by academic level with respect to "Principles of ISO 26000"
Source: Own Elaboration

Academic level vs Social Responsibility			
	chi calculated at	chi table	Significant difference
[34a. In my company, we are willing to be accountable to society for the impact of our activities. our activities])")	47,86978 676	46,194259 52	if there is
[34e. In my company, we try to abide by all that regulations and laws require us to do. we are obliged to do])")	47,44789 707	46,194259 52	if there is
[34f. In my company we try to respect international standards of behaviour. international standards of behaviour])")	47,35081 807	46,194259 52	if there is
[34g. In my company we encourage employees to behave in a socially responsible manner.	61,53368 596	46,194259 52	if there is

Table 3 Difference in crossing the variables "academic level and social responsibility" based on the calculated chi and chi table analysis
Source: Own Elaboration

Derived from the above it is concluded that:

H1: The degree of application of social responsibility is higher in companies managed by men than in companies managed by women. It is accepted.

H2: CSR is applied more in companies run by entrepreneurs under 30 years of age. Accepted.

Finally, H3: Entrepreneurs with a higher degree of academic studies have a higher degree of CSR application. Accepted.

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Conclusions

CSR requires a profound change in companies, society and government to reduce environmental deterioration, the efficient and responsible use of resources, to generate actions that increase the value of companies, reduce the impact on climate change and improve the quality of life of society.

The results of this research have allowed us to know the degree of application of CSR in the Mypes in Chihuahua, where we observed that male entrepreneurs, with a higher level of education, are concerned about the welfare of their employees and seek to meet their needs by providing a safe environment, access to medical services and try to develop actions in the handling of their materials in an environmentally responsible manner. With regard to age, those under 30 are more willing to implement CSR actions.

Companies today need to work with CSR management strategies, in a change in the business mentality that allows them to have competitive advantages and continuity in the long term. Every day, society demands more respect for the environment and the community from companies, which must assume responsible and voluntary corporate behaviour that generates an impact on the public around them.

CSR is still incipient in the Mypes of the city of Chihuahua, which is why we must work from different areas such as: government, business chambers, schools and society as a whole, in order to educate ourselves on issues of environmental care. Knowledge of the communities and all social problems will allow companies to develop communication strategies in CSR among their internal and external audiences.

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