

Basic elements of social responsibility in micro and small businesses in the Huejotzingo region of the State of Puebla

Elementos básicos de la responsabilidad social en la micro y pequeña empresa de la región de Huejotzingo del Estado de Puebla

MUÑOZ, Alberto*†, MORÁN, Luz, ORTEGA, Elizabeth and RODRÍGUEZ, María

ID 1st Author: *Alberto, Muñoz*

ID 1st Co-author: *Luz, Morán*

ID 2nd Co-author: *Elizabeth, Ortega*

ID 3rd Co-author: *María, Rodríguez*

DOI: 10.35429/EJRS.2020.10.6.1.8

Received January 10, 2020; Accepted June 30, 2020

Abstract

The project describes the basic resources about social responsibility in the micro y smalls business in the region Huejotzingo in Puebla. It project describes seven elementariness variables that answer to the core subjects of ISO 26000:2010. The methodology was applying a question paper to two hundred business in its facilities with a reliability grade of 95%, the research was quantitative, descriptive and cross-case. A relevant date, the 28% of the respondents they consider that the “The impact its decisions”. Its topic don`t applies to the business, this paradigm must change. By the foregoing, the present project promotes and describe the context of the micro and small business, in function social responsibility. A main conclusion is that exist a known partial over the topic.

Resumen

El proyecto describe los elementos básicos de la responsabilidad social en la micro y pequeña de la región de Huejotzingo del estado de Puebla tiene por objetivo describir siete variables elementales que corresponden a las materias fundamentales de la ISO 26000:2010. La metodología seguida fue la aplicación de un instrumento a 200 empresas en sus instalaciones con un grado de confiabilidad del 95%, la investigación es cuantitativa, descriptiva y transversal. Un dato relevante es que al cuestionar a la micro y pequeña empresa si está dispuesta a “responder ante la sociedad por el impacto que tienen sus actividades”, el 28% de los encuestados considera que no le aplica este tema a su organización, esta idea debe cambiar, un paradigma nuevo es necesario. Por lo anterior el presente proyecto contribuirá a describir la situación que guarda el contexto empresarial de la región en términos de responsabilidad social. Una conclusión principal es la existencia de un conocimiento parcial sobre el tema.

Social responsibility, microbusiness, small business

Responsabilidad social, Microempresa, Pequeña empresa

Citation: MUÑOZ, Alberto, MORÁN, Luz, ORTEGA, Elizabeth and RODRÍGUEZ, María. Basic elements of social responsibility in micro and small businesses in the Huejotzingo region of the State of Puebla. ECORFAN Journal-Republic of El Salvador. 2020. 6-10-1-8.

* Correspondence to Author (Email: a_munoz_r@hotmail.com)

† Researcher contributing first author.

Introduction

Social responsibility in micro and small businesses has become a relevant issue in the business context as consumers select products and services with multiple criteria. Currently there is a perception that a company must be concerned about the different contexts in which it participates economically, socially, labor, environmentally and in business.

The importance of carrying out this project lies in describing the business fabric of the Huejotzingo region of the state of Puebla in terms of social responsibility. The study will allow to have an approach with the micro and small companies and have a certainty of the pertinent actions to be carried out in Huejotzingo, Puebla.

The theoretical concept will be compared against what the entrepreneur considers, by using a graph that allows gathering the different responses of the region against the business actions currently being carried out in the area. It is worth clarifying that the criterion was to survey formal and informal companies, this allows building a more real picture of the situation in Huejotzingo, Puebla.

The basic characteristics of the study are the basic elements of the subjects included in the international standard ISO 26000, based on them, an instrument was made that allowed taking field data from the different companies located in the region.

The central hypothesis is the non-existence of the concept of social responsibility in the Huejotzingo region of the state of Puebla in micro and small businesses.

This article is integrated into a theoretical framework in which some definitions are described, in its relevant authors section, later the elements of the standard are described, in the ISO 26000 standard section.

In point 2 you will find the methodology followed by this project.

Point 3 presents the results obtained from the study.

At the end of the present in point 4 there are conclusions.

Theoretical framework

Relevant authors

Argandoña (2012) establishes that social responsibility is the set of responsibilities that the company assumes before society in the present or future, with a vision in all interest groups. In this theorization he introduces the passage of time, this variable provides it with complexity but simultaneously provides it with a relevant connotation.

According to (Raufflet, Lozano, Barrera & García, 2012) social responsibility in small and medium-sized Latin American companies is an informal, sporadic, implicit and unplanned activity, which denotes a need in the current paradigm shift. When talking about social responsibility about the nature of the company with (Cappriotti & Schulse, 2010) they establish that “it cannot be fully explained apart from the interaction and dynamic interdependence between it and the society in which it develops” (p.166), this clearly leads us to the concept of responsibility for the actions carried out by the organization in the different structures.

According to CEPYME (2011), social responsibility is linked to several core concepts, such as sustainable development and internalization and management of economic, social and environmental impacts, which denotes interest in the different axes in which the company participates.

With the CEDICE (2005) it establishes that social responsibility is the practice characterized by promoting the ethical quality of the company's relationships with its collaborators, clients, suppliers, community, public power and the environment, once again the organizational actions must take into account account for everyone directly and indirectly involved.

A relevant fact is that Spain has created the State Council for Corporate Social Responsibility (CERSE) by Royal Decree 22, on February 15, 2008, this body depends on the Ministry of Employment and Social Security, with the objective of promoting and promotion of social responsibility policies in companies according to Olcese (2013).

With Vives (2009) he argues that small and medium-sized companies must be able to systematize and extend the practices to the collective, which may not be interested in the topic of climate change or sustainability reports, but they are strong in relations with the community. or with the conditions of employment.

Therefore, this author describes the situation of the business context to be studied in this project. And it will be seen if this is true.

ISO 26000: 2010 standard

Social responsibility is theorized as the "Responsibility of an organization before the impacts of its decisions and activities that they cause in society and the environment through an ethical and transparent behavior" (IMNC, 2011).

This definition highlights the actions that are developed in the organization with values and an active concern for the different contexts in which it participates directly and indirectly with an integral vision.

Social responsibility (SR) is made up of seven sections, the first establishes its object and its field of application; in the second it defines the key concepts that the standard will use; the third establishes the relevant factors on a timeline with their trends, characteristics, and state involvement; the fourth establishes seven principles that allow achieving social responsibility; the fifth suggests the recognition and involvement that an organization should have with interested parties; the sixth defines the seven matters that must be viewed with an integrative and interdependent approach among them, which are governance, human rights, labor practices, environment, fair operating practices, consumers and active participation; the seventh section tends to generate an orientation for the guidelines to permeate organizations.

At the same time, the NMX-SAST-26000-IMNC-2011 standard is how Mexico adopts it and calls it the Social Responsibility Guide, being a verifiable standard, which establishes an orientation on seven principles which are:

Accountability (4.2), transparency (4.3), ethical behavior (4.4), respect for the interests of interested parties (4.5), respect for the principle of legality (4.6), respect for international standards of behavior (4.7), respect for human rights (4.8).

According to the IMNC (2011) a company that pursues SR will have a positive appreciation that will allow it to achieve competitive advantages, creating an acceptable reputation to attract and retain customers, users, partners, workers and employees, as well as to forge a climate motivation evidently influencing third parties related to the organization.

Methodology to be developed

The objective of the research is to describe the basic elements of social responsibility in micro and small businesses in the Huejotzingo region of the State of Puebla.

The proposed project was with a quantitative approach, with a descriptive trend, that is to say, "Measure or collect information independently or jointly on the concepts or variables" (Hernández Sampieri, Fernández Collado & Baptista Lucio, 2013), therefore the variables they will be governance, human rights, environment, labor practices, environment, fair operating practices, consumers and active participation.

This will allow to create a construct in the business context of the Huejotzingo region of the state of Puebla of the United Mexican States on micro and small businesses based on social responsibility.

The research design will be non-experimental, the evaluated elements of social responsibility are quantified as they occur in the business context of the municipality, that is, without manipulating the variables.

The data collection will be descriptive transversal, being during the first four months of 2015.

The data were obtained directly from the different entrepreneurs in the region with an instrument, made up of five closed questions. Its reliability will be thanks to the piloting carried out with a group of experts and students. The validity of this is by content, criteria and construct. The possible answers used a Likert scale.

All of the above was achieved thanks to the participation of students and teachers from the Huejotzingo Technological University of the Administration and Business Development careers.

A degree of reliability of 95% was reached, the sample was made up of analysis units of micro and small companies in the Huejotzingo region, being 200.

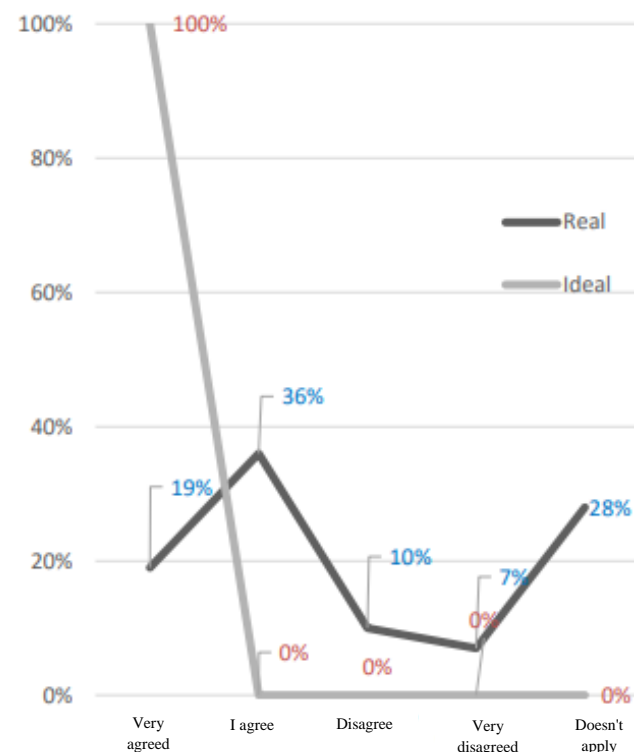
When characterizing the sample, they are private companies with workers from 1 to 10 with a non-probabilistic orientation, that is, the subjects will be volunteers, since the questions have a sensitive connotation. The data were concentrated in a database, subsequently the consistency of the data was examined, from which the recommendations and conclusions were constructed using descriptive statistics.

The meaning of the variables is relevant, according to the IMNC (2011), governance allows an organization to supervise and put into practice the principles of social responsibility; Human rights must be respected in an organization as well as by its sphere of influence, allowing the construction of a social order based on full rights and freedoms; environment is a precondition for the survival and prosperity of human beings; labor practices seek to promote enriching and productive work that allows human development; Fair operating practices are understood as the way in which an organization uses its relationship to generate positive results with an environment of leadership and mutual respect. Consumers are a central element in the organization, they are seen with a fair practice of marketing, health and safety, that is, sustainable consumption is promoted. Active participation refers to an organization supporting and creating a relationship where it engages with the impacts of the organization.

Results

The definition of social responsibility according to the IMNC (2011) is composed of the responsibility that an organization has for the effects caused by the social and environmental context under an ethical approach. When questioning the entrepreneurs, if the company is willing to respond to society for the impact that its activities have, the following data were obtained: 19% strongly agree, 36% agree, 10% agree disagree, 7% responded strongly disagree and 28% of those surveyed consider that the concept does not apply to their company. Which denotes that there is a partial ignorance on the subject.

In the graphic, your ideal aspect should be that 100% of the micro and small businesses in the Huejotzingo region will consider that they strongly agree with social responsibility. See graphic 1.

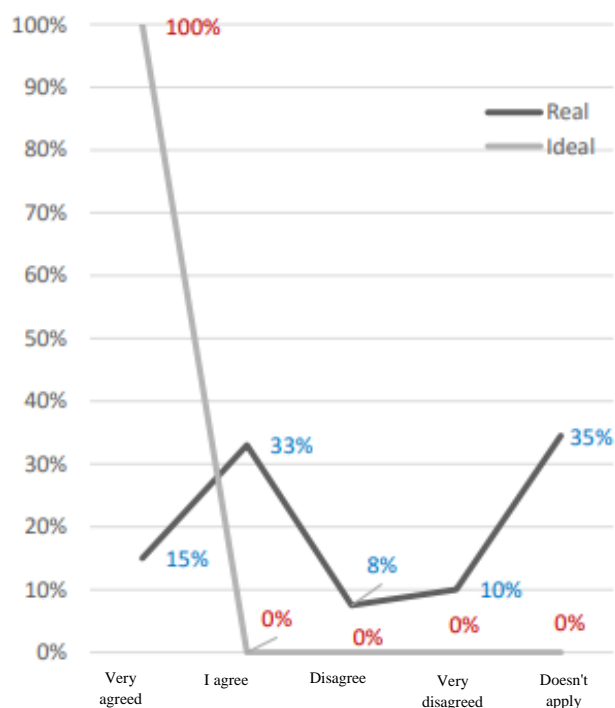


Graphic 1 Willingness to respond for the impacts

When asking companies in the Huejotzingo region if they have policies to ensure respect for human rights, 15% consider they strongly agree with the issue, 33% agree, 8% disagree, 10% strongly disagree and 35% consider that the issue does not apply to their organization.

This last piece of information denotes the need to disseminate the concept in the business context. Ideally, 100% of companies strongly agree with the implementation of human rights policies.

At the theoretical level there is no possible answer does not apply, human rights are inalienable. This denotes a partial knowledge of the subject in the region. See graphic 2.

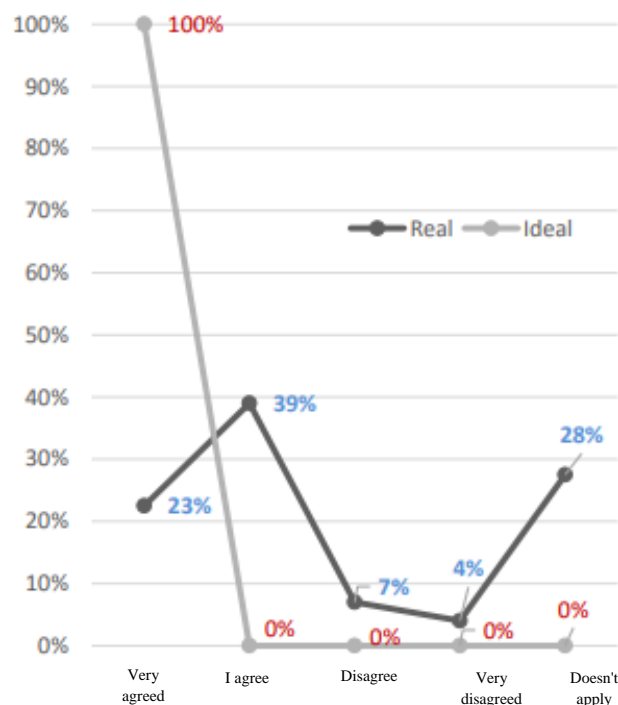


Graphic 2 Policies for human rights

Social responsibility according to the IMNC (2011) in its section related to the environment establishes the need for an integrated approach, therefore, when questioning the company about the protection of the environment, biodiversity and nature, the context the company said they strongly agree with the issue 23%, 39% agree, 7% disagree, 4% strongly disagree, and 28% do not apply.

With the above data there is an alarm, the proposal according to the rule is that there are 100% of companies overly concerned about the environment.

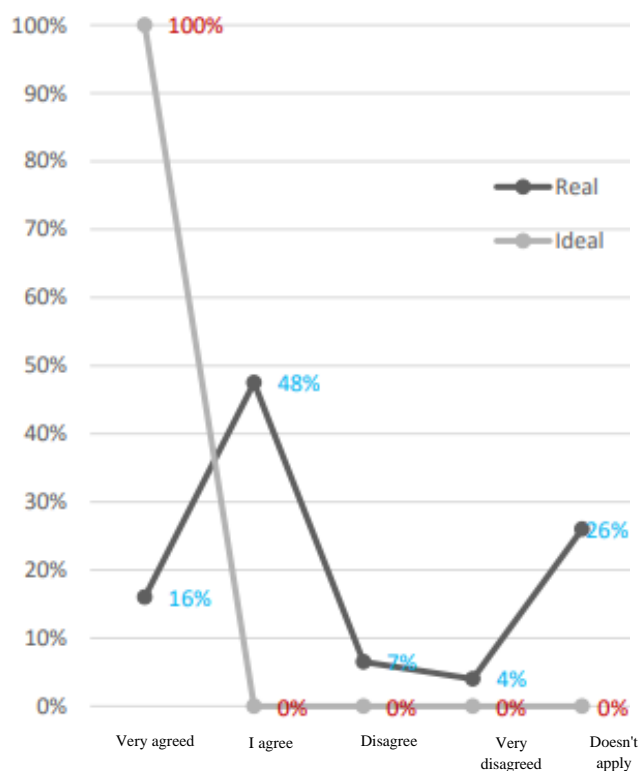
The data are in graphic 3.



Graphic 3 The company protects the environment

Social responsibility is integrated by the section on labor practices with the IMNC (2011) suggests that work improves the standard of living, allowing stability and decent work, therefore, companies in the Huejotzingo region of the city were questioned. state of Puebla on the working conditions of employees if they are decent and if they allow a balance between personal life and work. To which 16% of the companies responded strongly agree, 48% agree and 26% consider that the issue does not apply.

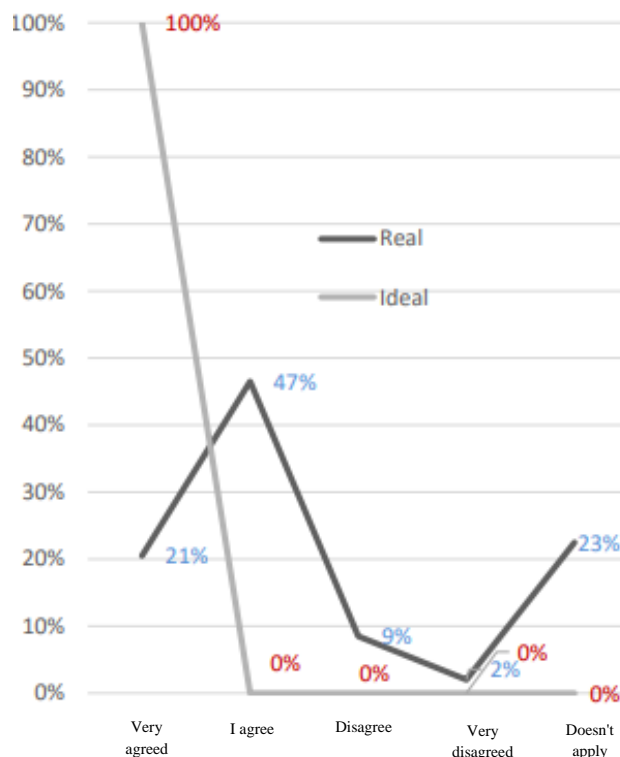
With the above data, it is possible to infer an area of high opportunity for training on the subject in the region. The data are in graphic 4.



Graphic 4 Decent working conditions

Ethical conduct with other organizations is vital to the IMNC (2011) so it was questioned if the company promotes responsible practices with its suppliers and customers, the data obtained were that 21% agree, 47% agree, 9% disagree, 2% disagree and 23% believe that it does not apply the issue to their organizations.

With the above the ideal should be that 100% agree to promote and establish socially responsible practices. Therefore, an intensive program of fair operating relationships is required, the area to start is purchases. See chart 5.

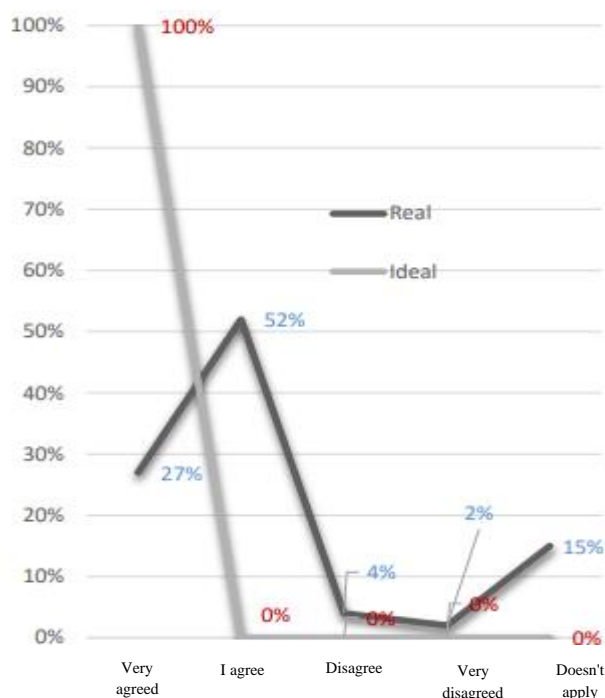


Graphic 5 Responsible practices with suppliers and customers

The company ensures that its products are safe for its customers and evaluates the potential risks, it was a question where 27% were found to strongly agree, 52% agree, 4% disagree, 2% strongly disagree and 15% considers that it does not apply the theme to its operations.

Ideally, 100% of organizations strongly agree with safe and socially responsible products. See graphic 6.

The opportunity area is media to disseminate and create plans for products, with adequate objectives, strategies, policies and resources.

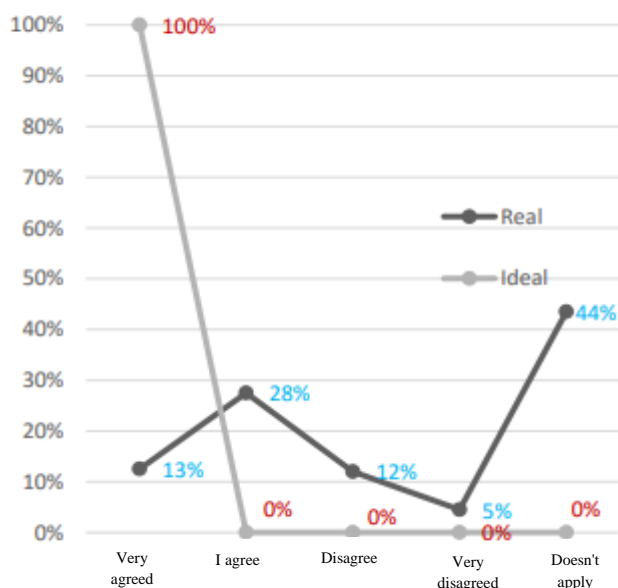


Graphic 6 Safe product

The company seeks to invest in social development projects, it was a question to detect if there is active participation, since the IMNC (2011) suggests this characteristic in organizations.

The data collected was that 13% strongly agree, 28% agree, 12% disagree, 5% strongly disagree, and 44% consider that the issue does not apply to their organizations.

The importance of promoting the concept in Huejotzingo is denoted and that each organization, to the extent of its possibilities, establishes a plan of actions that contribute to improving the region. See graphic 7.



Graphic 7 Company in social development projects

Acknowledgments

This project did not have any funding whatsoever, it is necessary to thank the university technician and engineering students from the 2013-2014 and 2014-2015 generations of administration and business development for their active participation.

Conclusions

The objective was met by describing the basic variables with the data obtained in the field research, allowing to conclude that there is partial knowledge about social responsibility, which denotes the existence of a relevant area of opportunity. Being the central hypothesis of the research, this is confirmed by the fact of contrasting internationally accepted concepts with the ISO 26000 standard with the actions implemented within micro and small companies. Social responsibility (SR) requires continuous, permanent and planned actions, since in some companies it is not the central theme, much less part of the daily functions of an organization.

Companies are willing to incorporate the issue of social responsibility, since there are relevant percentages in the response strongly agree and agree in relation to the issues raised, which gives security to implement actions.

It is necessary to promote a virtuous circle of social responsibility in the region, dissemination should be the first step, therefore, as a university, it has an obligation to implement it with students and teachers.

Another relevant conclusion is that if the internal and external focus is perceived. Companies should promote the creation of a committee on Social Responsibility with an arbitration function and with the possibility of generating sanctions when abuses are committed in accordance with the country's labor legal framework and with the possibility of applying monetary and social sanctions. This committee should be made up of senior management, middle and operational levels.

Some of the activities that could be implemented in the business context of the Huejotzingo region are:

- Establish a SR policy in organizations that guides all company personnel, that is, incorporating it into the business philosophy.
- Incorporate the topic of SR within job descriptions.
- Establish and send letters of commitment with all external contacts, stating that all commercial operations must respect SR and human rights.
- The staff evaluation must have a section on positive events on SR.
- Carry out training on human rights and SR based on the knowledge, know-how and know-how for all the personnel of the organizations.

Olcese, A. (2013) Informe de la responsabilidad social de la empresa en España, España, editado por Comisión Europea, representación en España.

Raufflet, Lozano, Barrera & García (2012) Responsabilidad social empresarial, México, editorial Pearson educación.

References

Argandoña (2012) Otra definición de responsabilidad social, España, editado por IESE Business School.

Cappriotti, P. & Schulse, F. (2010) Responsabilidad social empresarial, España, Chile, editorial colección de libros de la empresa executive business school.

CEDICE (2005) Conceptos básicos e indicadores de responsabilidad social empresarial, Venezuela, editado por instituto ethos y CEDICE.

CEPYME (2011) Responsabilidad social corporativa, libro blanco de la rsc, España, editado por CEOE CEPYME Cantabria.

Hernández Sampieri, Fernández Collado & Baptista Lucio (2013) Metodología de la Investigación, 3era, edición, México, Editorial Mc Graw Hill.

IMNC (2011) Guía de Responsabilidad Social, México, Editorial Instituto Mexicano de Normalización y Certificación.

Vives, A. (2009) La responsabilidad social de las empresas: Enfoques ante la crisis, III conferencia España-Iberoamerica sobre responsabilidad social de las empresas, México, editado por Fundación Carolina.