

Corporate Social Responsibility Latin America: A Systematic Review and Future Research Agenda

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Abstract: This research topic studies the main implications and approaches of social responsibility in Latin American companies, and becomes a topic of great importance due to the need of many organizations to transcend and differentiate themselves with their target audience, promoting inclusive and sustainable growth, managed by policies that promote welfare and development. The databases used for this systematic review were Dialnet, Scielo, Redalyc and Scopus, using information from 2012 to 2022; likewise, the method used was the search of empirical literature with the analysis of descriptive designs and quantitative and qualitative methodological approaches. On the other hand, the country with the highest number of studies on the subject was Mexico with 24%, followed by Colombia with 20%; likewise, descriptive and explanatory studies of quantitative type are addressed; and among the populations with the highest study implication are companies in the commercial and productive area. Finally, the objective of this study is to determine the factors that induce Latin American companies to apply corporate social responsibility; one such factor being environmental leadership, as the main finding, which seeks to maintain standards of image and acceptance in the market that differentiate it from the competition; the next factor is ethical labor actions, which ensure a fair internal system in relation to its stakeholders, who are the heart of the operation of its business; and finally, maintaining a successful corporate philanthropy, which strengthens human relations and creates awareness of respect and quality in the organizations. The contribution of this research will allow future research to know the repercussions of corporate social responsibility practices and how these factors influence the creation of a competitive image valued by the market.

Keywords: Social responsibility, Labor environment, Social commitment, Corporate governance, Corporate social performance

1. Introduction

The definition presented by Grijalva and Fernandez (2020), mentions that corporate social responsibility as the grouping of thoughts and precepts that link ethical and legal principles that impact the agents participating in the organizational sphere; in the same way Mellado (2013) states that it consists of transparent practices before the community, workers and the environment.

Costa et al. (2017) argue that over time, companies acquire a welfare for building in their environment, expanding their business without negative impact on the political environment and that is why more and more companies join the social responsibility program. Nowadays, businesses are facing demanding consumers. Not only the product or service, also companies as a responsibility so that their activities do not damage their entire environment. Pacheco et al. (2012), state that the reputation of a company is related to social responsibility, this influences the increased awareness of consumers and the organization when making decisions of a purchase since, it starts with the needs of a product or brand. Ruiz et al (2015), mention that the social responsibility of Spanish companies is widely recognized in Europe, the status of Spanish companies in international standards of sustainable development reflects the country's efforts in the field of corporate social responsibility. Likewise, Capriotti et al. (2020), indicate that corporate social responsibility (CSR) can help Latin American companies to integrate into the social environment to satisfy and strengthen relationships to achieve greater recognition and appreciation by society.

Social responsibility is associated with large companies, but now social work is part of SME management. This trend has emerged because companies are realizing the benefits of doing so, due to the fact that it contributes to legitimacy, leadership and management (Vives and Vara, 2012; Huerta-Tantalean et al., 2022; Espinoza-Molina et al., 2022; Cordova-Buiza et al., 2022a; Barro-Chale et al., 2022). Bermudez et al. (2018), explain that responsible behavior that is a horizontal element of organizational management with ethical models of

operation and management that emphasize stakeholders such as the impact perceived by business activities and creating expectations, economic, social and environmental needs.

1.1 Corporate Social Responsibility Worldwide

According to Sapién et al. (2015), the first Mexican organization in the program called Coalition for Corporate Social Responsibility, has the structure that groups 19 associations with a significant work history in a category, its objective is to encourage companies to become and be seen as creators of value, of the common good and in the environment of social responsibility, encouraging the different organizations that work for the country and especially for the benefit of all involved. On the other hand, Valarezo et al. (2013), explain that communication companies use Corporate Social Responsibility (CSR) as a commitment to economic development, as well as to improving the quality of life for the society in which they live. Likewise, the author Costa (2022), points out the potential of the corporate social responsibility (CSR) paradigm and its impact on the competitiveness of companies in Latin America and the Caribbean (LAC).

Lara et al. (2020), state that consumers are changing their purchasing priorities; they have chosen the alternative that embraces society, the environment and the economy. In this sense, they mention that they used the strategies of shared value that creates investments in social elements and that increase the competitiveness of a company, thus creating a synergistic link between organizational success and strategic success to improve the company's internal relations. Likewise, Sierra (2020), explains the factors involved in the company in CSR are considered three main factors: 1) social obligations and law 2) objectives of social responsibility and benefit 3) anticipating social problems.

1.2 Influence of Organizational Culture on Corporate Social Responsibility

The practice of corporate social responsibility is based on a culture of differentiation, justice and community transparency, which includes concern for workers, suppliers, government and organizations linked to the company's organizational system. The author presents the example of Banzo Mexicano, which provides educational services to citizens as a measure of social responsibility involving students and teachers committed to improving the quality of education (Costa et al., 2017; Cordova-Buiza et al., 2022b).

According to Perez et al. (2016), corporate social responsibility should be the main pillar of the activities within the company in order to improve the environment and quality of life in society within the company, in Sucre, in recent years, employees have sought to improve their working conditions and better assignments as part of corporate social responsibility that can help most companies to take this into account and participate in the process of dismissal or relocation to another company.

Carreño et al. (2020), comment that, in Ecuador, social responsibility is considered an indispensable requirement to maintain a strategic position in the competitive business world. Likewise, participation in the social responsibility policy is only a normative option, which has become a basic requirement of managers for stakeholders; it includes again the control established by corporate management, thanks to the commitments assumed in the execution of its operation and its ethical principles with a democratic basis, directly supporting internal and external communities. The rules that were established in the ethical principles of civil law and legal regulations; the training of employees not only in matters related to work performance, but also in relation to personal, family and social improvement; ensure working conditions and human health, as well as taking into account ethical and decision-making possibilities (Carrera, 2013).

Not all organizations that face adversity can respond correctly to recover and become more competitive, which is why the question arises: ¿What are the factors that influence social responsibility in Latin American companies?

According to the great potential of the concept of social responsibility, the purpose of this study is to describe the factors that influence social responsibility in Latin American companies, derived from an analysis of the last 10 years is to explain how to help achieve a more efficient organization based on the systematic review of the work published in the most relevant period from 2012 to 2022.

The objective of the research is to show the factors that influence social responsibility in Latin American companies, in the scientific literature between 2012 and 2022; in order to determine how and how important is the application of these indicators; labor and environment, for the growth, image and sustainability within companies.

2. Methodology

The present research employs a method of information gathering known as empirical literature search, which consists of the search, collection and analysis of scientific articles in recognized databases according to the variable of study, in this case Social Responsibility. Likewise, Moreno et al. (2018), mention that the systematic review is a clear and structured summary of the available information designed to answer a question. Since they consist of multiple articles and sources of information that represent the highest level of evidence.

According to Aullón et al. (2015), the investigation of the materials found in the databases must be carried out in a methodical and exact way, since in this way, truthful and suitable information will be found. In the development, there is a diverse amount of databases which were: SCIELO, DIALNET, SCOPUS and REDALYC, being the most used REDALYC, since it has great accuracy of search filters such as categories of disciplines, countries, languages and years. Likewise, the information it contains is orderly, pedagogical, detailed and specific, thus obtaining a total of 28 articles.

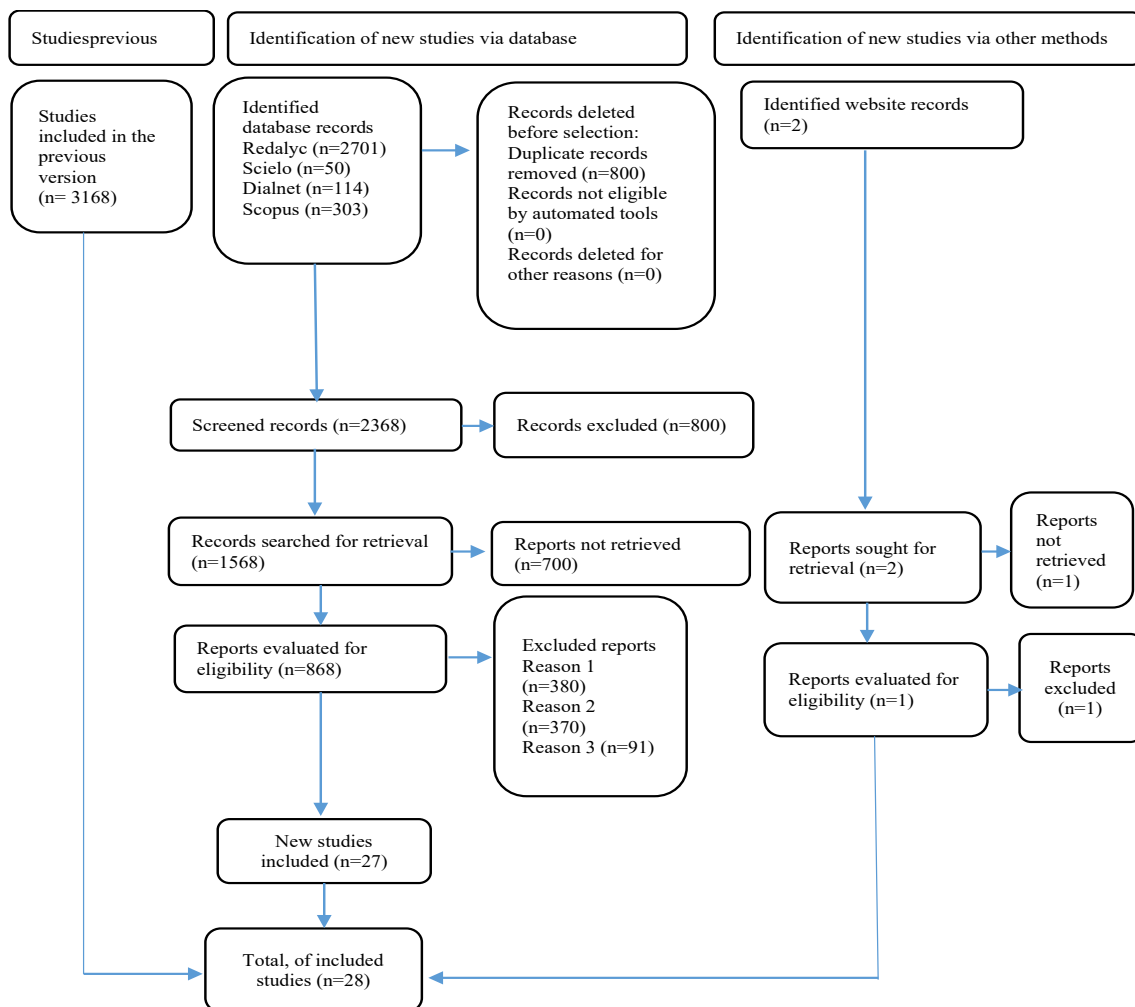


Figure 1: PRISMA 2020 - Analysis of this systematic review

Figure 1 shows in detail the search and selection procedure, consolidating 28 articles that meet the established standards, since they stipulated precise information related to the study variable, "social responsibility". Likewise, for the search we used keywords such as; "CSR" "LATIN AMERICA", "LATIN AMERICAN SOCIAL RESPONSIBILITY", and with the Boolean connectors used were "and" and "or" in the databases (Redalyc, Dialnet, Scopus and Scielo), to find, concise and accurate sources to our research, they also contained the heading of received and accepted, also the date within the established category.

3. Results and Discussion

3.1 Key Issues Identified in Articles Using ATLAS ti

From the diagram presented through the ATLAS ti software, it is intended to show which were the most important topics or words, according to the number of mentions by the authors, which were found in the 28 articles; as can be seen, 5 key topics are observed, which in the ATLAS ti program are considered as codes, from which a total of 15 key subtopics are derived, which in important fragments of each article have been mentioned and studied by the authors; the subtopics with the highest frequency were: sustainability reports, resource preservation, management transparency, corporate policies and finally ecological and social inequality.

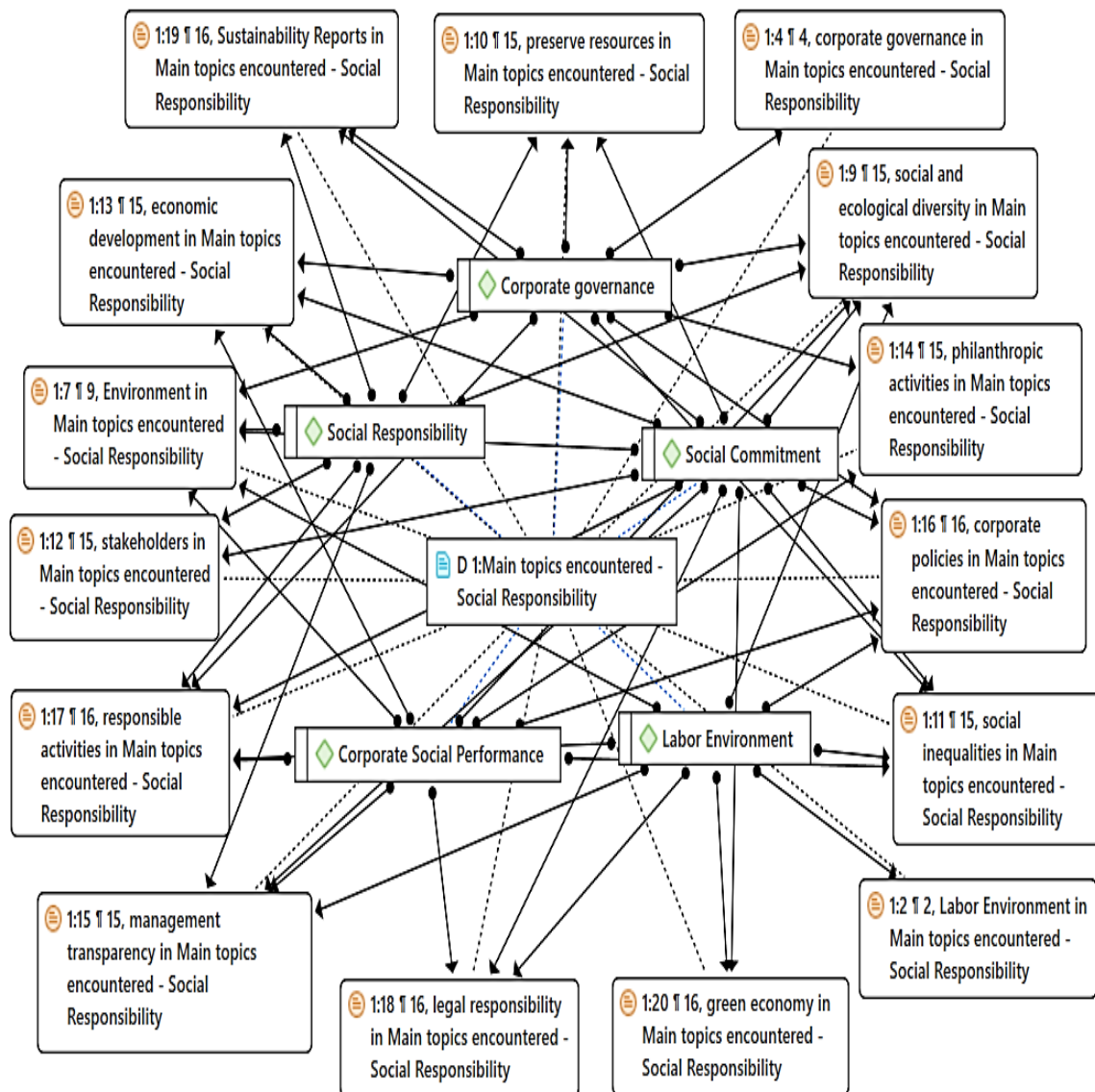


Figure 1: Flow chart of key topics – Atlas ti.

3.2 Descriptive Analysis of Articles

As can be seen in figure 3, during the last 10 years (2012-2022) there has been an increasing trend showing a research interest in social responsibility, thus the year that stands out the most is 2020 with 16% of articles found. In addition, the country of origin of the largest number of articles found is Mexico, where 24% of articles were obtained, in second place is Colombia with 20%, in third place are Venezuela, Ecuador and Argentina with 15%, and lastly, Bolivia and Chile with a total of 4% of sources obtained.

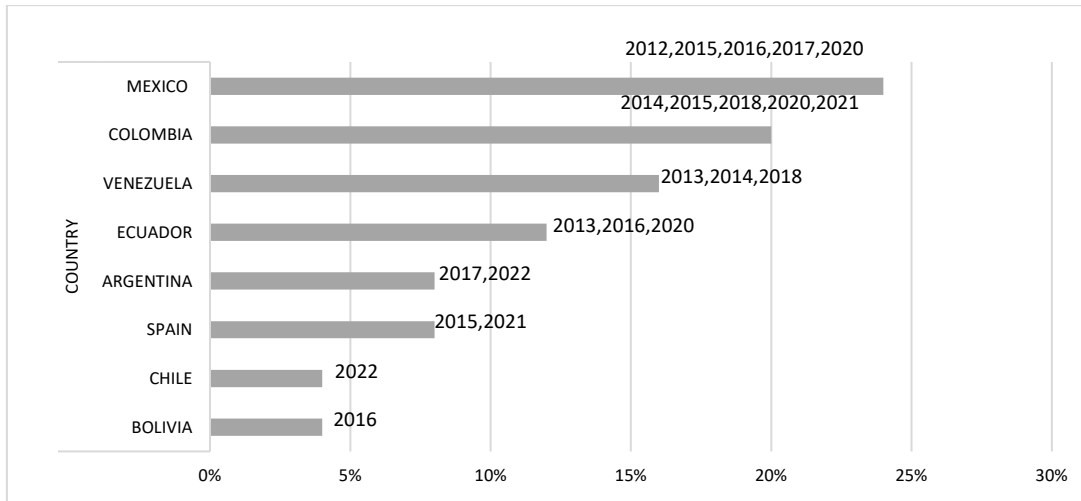


Figure 3: Year and Country of Origin of the Articles

Figure 4 shows that 52% of the commercial and productive sector is the most used for the study, followed by the service sector with 20%, then the health sector, the public sector, the extractive industry sector with 8%, and finally, the academic sector with a participation of 4% for research.

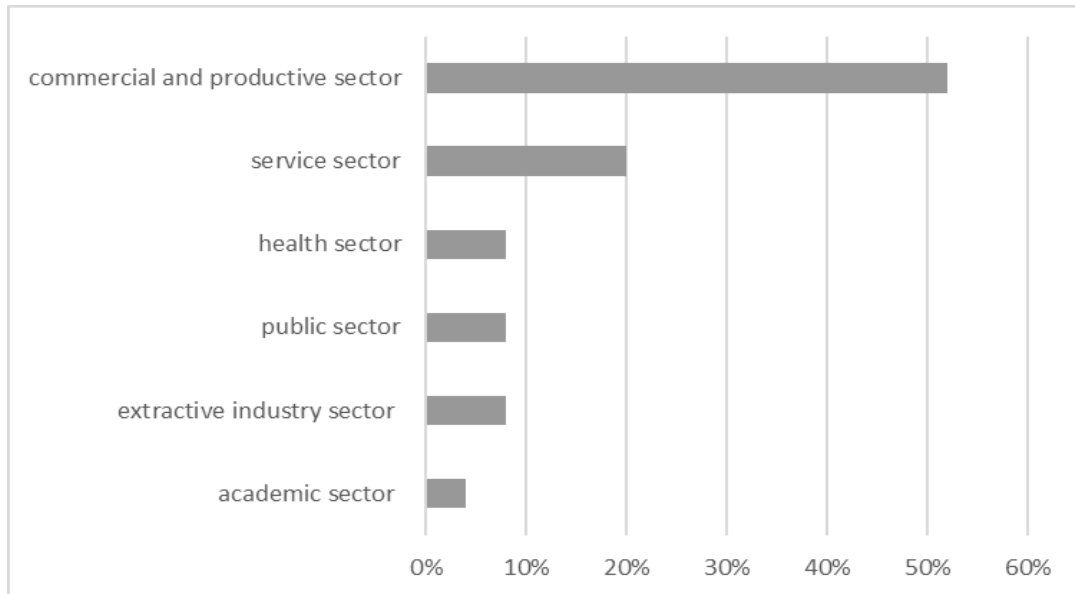


Figure 4: Year and Country of Origin of the Articles

Figure 5 shows a cross analysis of all the methodological tools used in the selected articles as well as the type of research; the results showed that there are mostly descriptive correlational studies, where a mixed research design (quantitative and qualitative) was used, applying tools such as interviews, questionnaires and documentary analysis; on the other hand, there are descriptive and exploratory studies with significant participation using quantitative and qualitative tools. Finally, correlational studies with mixed study designs were also found.

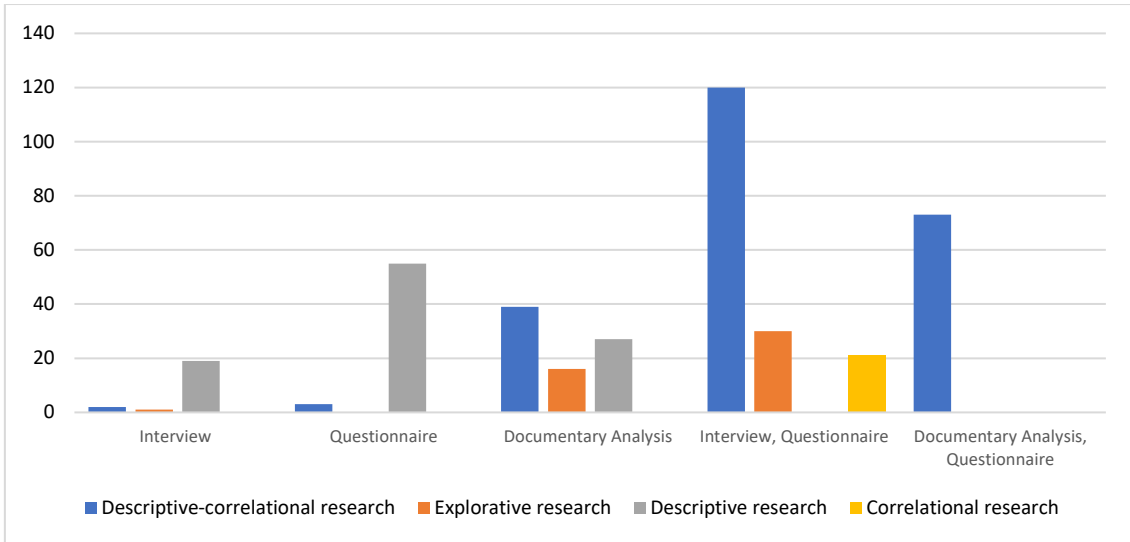


Figure 5: Types of studies and research tools

In the figure 6 presented, an analysis of the promoting entities with the highest affiliation of the 28 selected articles was made; it can be seen that the University of Guadalajara in Mexico manages to lead the top with 4 publications on the subject of social responsibility in Latin America; then follows the Autonomous University of Mexico with 2 publications; on the other hand, an additional graph of analysis is observed; where they are classified according to the type of entity, and with 86% occupy in its category the universities and with 14% independent research entities.

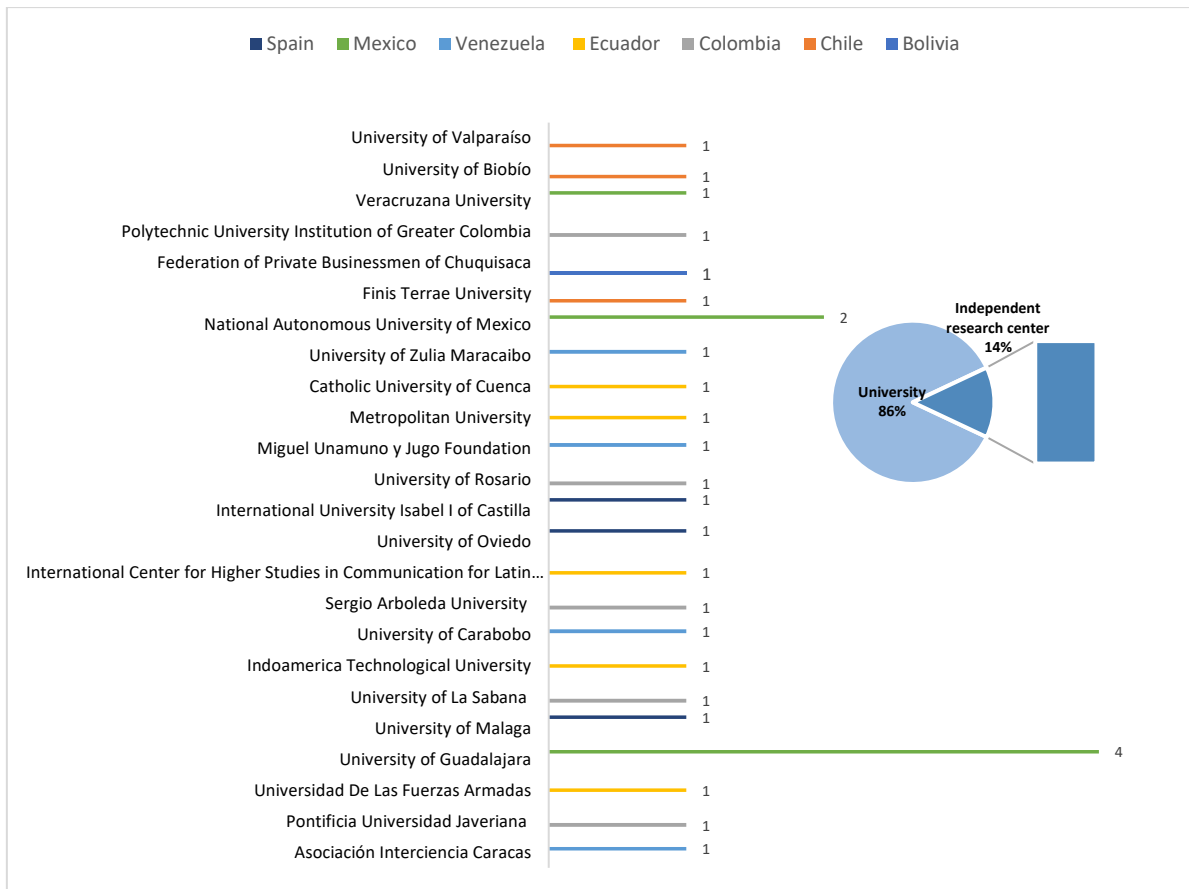


Figure 6: Affiliated entities/promoters by country

3.3 Overall Analysis of Articles

Through the analysis of each article, it was possible to consolidate information on dimensions that unfold from the central theme, several authors make repetitive mention of 3 dimensions in their empirical literature research that are directly related to corporate social responsibility.

In the first place, there is the work environment, since it is a business vision that prioritizes respect for people, ethical values, with the management of the company itself, regardless of the products or services offered by the company. Secondly, there is the social commitment, the main objective is to maximize the contribution to sustainable development and the welfare of society, this is a challenge, a moment of opportunity to reorient our production systems, it also means revitalizing their daily activities in terms of commitment to people. Finally, the environment is the set of cleaner production mechanisms implemented by public or private companies to minimize their environmental impact on productive activities in space, thus contributing to improve the quality of life of the inhabitants of the environment. The following is a comparison of the criteria of some authors on these issues.

Labor environment

A workplace is a space or environment where people perform various tasks. It is relevant to emphasize the importance of a person working in a good work environment because he/she performs a paid productive activity. Therefore, working conditions are related to the state of the work environment, where the organization must consider the aspect of balance between collaboration, privacy and most importantly the goal of safety (Carillo, 2017; Castillo et al., 2021; Molero, 2016; Mellado, 2013).

The work environment has a great impact on employee sentiment. If the company is characterized by a positive work environment that promotes employee commitment, friendship and organizational culture, it ensures the achievement of goals. Also, the management of the company has to face very complex challenges, the ability to move forward in this context, to develop responsibly and to cooperate with other social and economic actors to achieve changes in the economic system, today is called added value to the Company and competitive advantage. Because they are more attractive to customers, employees and investors. It can also become a strategic resource for the survival of public and private organizations and become a social good (Costa et al., 2017; González, 2014).

Social responsibility promotes positive leadership and equal opportunities. Partners develop independently, thus reducing operating costs, strengthening the brand image in the market and gaining a greater sense of identity and belonging of the partners, making it a better company, not with a short-term vision, but long-term, and through the company's Commitment to employees and families and society in general, society or the environment in particular, to contribute to sustainable and sustainable development with the aim of improving the quality of life of people (Sapién and Gutiérrez, 2015 Carreño and Narvárez, 2020; Camacho, 2015).

Environment

Corporate environmental responsibility is more than recycling or energy saving initiatives. Since the company is responsible for the environment, taking into account the ecological impact of the entire production and operation of the company. Any manager of an organization, regardless of its size and scope, can position itself in the approach of "best environmental practices or cleaner production", where the environment is considered an important element in its development. Some companies in Latin America, North America are already beginning to show a clear trend towards sustainability (in environmental terms) (Yucra, 2016; Grijalva and Fernández, 2020; Sánchez et al., 2012).

In the world of the 21st century will flourish those companies that outperform their competitors and pay special attention to all stakeholders, not only customers and employees, but also contribute to the improvement of their environment (Costa, 2022; Bermudez and Mejías, 2018). According to the authors Benavides et al. (2014), the so-called social responsibility in the environmental field is just a series of actions and efforts that a company makes to harmonize its business and corporate activities with the protection of the environment and its operating environment, this is because environmental issues have become one of the strategic priorities for many companies today. It is therefore necessary to raise awareness among those around you so that they are aware of the importance of small gestures and everyday behaviors that, although they naturally go unnoticed, can play an important role in the long term.

Social commitment

Aranibar et al. (2022), point out the benefits that generate a positive impact on employees' social commitment and job satisfaction. Likewise, organizational socialization becomes a keyword for job performance as it can be improved by introducing social benefits.

On the other hand, it is essential that companies explain and correctly channel the socially responsible philosophy that they promote, only in this way will they make future generations of all the agents that make up their stakeholders adopt commitments and conscious decisions, in this way, the principles of responsible management training in the company will create competencies that influence ethical behavior and decision making, so that they can respond to the new business requirements (Sierra, 2020; Pérez et al., 2016).

According to Molero (2016), in order to create a responsible social identity in the business environment, hierarchical instruction is of utmost importance; that is, the leaders of each company have the duty to impart principles and values within the policies practiced by their workers, it would not be possible to create a solid environment with responsible practices if the heads are not a reflection of the same.

Other studies mention that in order to forge a sustainable commitment in time, the same individual must forge, cultivate and have autonomous conviction of certain actions in favor of society and the environment, and this work links personal training; from this intrinsic characteristic in the collaborator, companies can work to create awareness and good practices in their work environment and in the corporate processes (Carrera, 2013; Moreno et al., 2018; Aranibar, 2022).

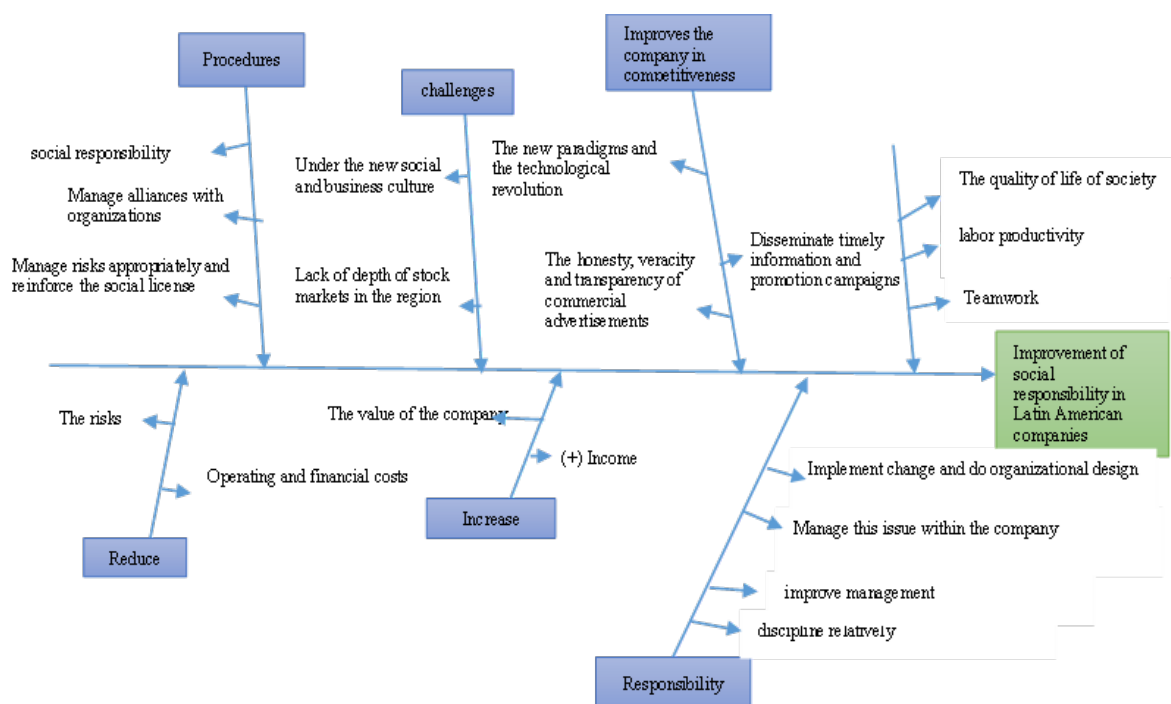


Figure 7: Ishikawa diagram - Effects of Corporate Social Responsibilities

Figure 7 shows the development of a systematized analysis of social responsibility improvements for the company's growth. It considers 7 important points. Firstly, managing responsibility by managing alliances with companies to avoid the risks that arise. Secondly, the challenges of the new social culture. Thirdly, improving competitiveness for the paradigms of new technologies through publicity and transparency. Fourth, promote quality of life, teamwork for good productivity. Fifth, reduce financial operating costs. Sixth, increase revenues and the value of the company. Last but not least is the responsibility to improve management by implementing change and discipline within the company.

4. Conclusions

The compilation of empirical literature based on concepts, methods and theoretical/critical implications; allows to be an adequate guide for new research regarding the study variable. The methodology most applied in the selected articles corresponds to the mixed (qualitative and quantitative) and quantitative design. According to what has been compiled, the great majority of the authors orient their studies to apply objective tools, such as

questionnaires to their subjects of study with the objective of giving depth to the analysis, obtaining precise and efficient results.

The obstacles we identified are firstly, the structure of the IMRD, since, at the time of the search for articles in the database, many of them did not comply with this structure. Secondly, several sources were not found in the geographic location established in the study variable. Finally, the range we established did not correspond to the last 10 years for the research.

The dimensions that influence corporate social responsibility are on the one hand, social commitment, since it encompasses a series of responsibilities that help to participate in social welfare. It also generates competitiveness in the business world. On the other hand, there is the labor area, where the importance of each of the workers with respect to the positions they occupy for a good working environment is highlighted. Finally, we have the environment, which is fundamental for improving the quality of life in society.

As part of the information consolidation process, an Ishikawa diagram is presented as a visual tool to express the effects of the application of social responsibility in companies, finding 7 important points developed in the scheme. The continuous improvement of social responsibility in Latin American companies is very important and necessary, since it seeks the sustainability and growth of the company, allowing the implementation of adequate and sustainable management philosophies, taking care of all stakeholders to increase their competitiveness.

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