Corporate social responsibility from the joint labour supply and demand in Chapinero (CSR)

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ABSTRAC

This article presents the results of the first phase of a research process intended to be developed in two phases: the first concerning the collection of data on various demographic and socioeconomic variables of a vulnerable population (single mothers, disabled displaced), and a sample of business in the town of chapinero, in order to link this information to a second phase proposes a program of corporate Social Responsibility (CSR) from the articulation of supply and labor demand respectively for each of the populations surveyed. This survey applied to 395 people in a vulnerable and 155 business representatives from the town of Chapinero through incidental sampling, as the collaboration that were willing to give the study participants. The data provided will be the input for the submission of the CSR program in a second phase of the project, so this article only accounts of these data with their analysis.

KEYWORDS: corporate social responsibility, vulnerable population, labor supply and demand.

1. INTRODUCTION

The approach of Rodriguez and Arnold, about that "social systems do not occur in a vacuum, completely isolated from other phenomena that usually include other systems" (Rodriguez and Arnold, 1990), has a dominant level of relevance in the present study, as

although that attempted to address issues related to a vulnerable population fluctuating in the town of Chapinero, not only focused attention on this specific group, like an isolated social phenomenon, but both are

tried to involve other actors who could be affected with this problem but also made part of the solution, such as the business sector of the same locality.

The intention to consider the involvement of other actors other than those directly affected with the problems identified, is based on the view that the state must not only appear as benefactor and / or allocator of resources and opportunities that balance the situation of persons disadvantaged, it is also the duty of the other social and economic sectors to support initiatives for solving the problems in any environment that is being affected and that in turn affects them. So wait not only fulfilling our rights, but exercising the duty to be socially responsible.

Such is the case of the business sector in the locality of Chapinero who despite having approximately 23,581 companies as Register of the Chamber of Commerce of Bogotá, in 2004, do not propose programs that directly impact the problems generated in the immediate environment of business, such as informal trade, as well says that Soto is "a situation in which people want to work legally but can not. The

only thing left is to work on that area of illegality concerning the loophole left in society "(Soto, 1986).

Along with situations that are generated by informal trade in certain areas of great commercial activity as Chapinero, there are other problems that arise from this or just compete with it, as in the case of unfair trade, invasion of public space , begging, crime, pollution and environmental visual among many others, without being able to stop the overflow disproportionately large wave that all these problems are created, despite the various campaigns and programs proposed by the local and district municipalities in power, who see their efforts vanish without a substantive change for improvement. Many of these problems are caused by people in a vulnerable or disadvantaged.

Hence the attempt to meet in the first phase of this study, the socio-demographic characteristics of the two people involved in this research as they are, the population in vulnerable conditions fluctuating in the town of Gauteng and the business of this same area can thus use this information in a second phase, to develop various programs of corporate social responsibility (CSR), proposed from companies and contribute to improving the issues of social and spatial environment adjacent to facilities thereof.

A formula expected from this research to address these problems is related to linking supply and demand of labor between the two sectors of the population described above, since the recognition of fair employment benefits generated formal employment, to ensure these people in a vulnerable way decent living for themselves and their families, also restoring a

workforce often unknown and untapped by companies, on the other hand provide such opportunities to these people commit a gradual dismantling of trade activities as defined outpatient Soto "its purposes are lawful, however, have to incur illicit means such as non-compliance with legal regulations and labor standards, not paying taxes, they have no choice to do so. You can not enter the formal economy, because this is unaffordable costs for individuals and small businesses with revenues "(Soto, 1986).

Put on the table the intention of the study, then to be understood that the investigation in this first phase, aims to present the results on the variables related to demographic and socio-economic aspects of the population in a vulnerable and additionally for the business sector also have other variables concerning the knowledge of CSR and the possibilities of carrying out some projects of this nature, so that in a second phase to generate a CSR program for the sector and linking eastern Chapinero all proposals that may occur in this sense.

Methodology

The methodological procedure was confined within a descriptive study, using the statistical method for processing and analysis of data. Participants studied corresponded to a sample of 155 private sector employers of local companies in Gauteng and a sample of 395 people from the floating population in vulnerable in the same sector, incidentally selected according to the available support they had for the surveys.

For purposes of collecting data, we designed two surveys, one for evaluating the business sector of 11 items, with different options and a choice of response to assess vulnerable populations of 19 items of similar format, some items were open question. In these tests, they established a procedure for validating content from expert judges, according to the index "V" of Aiken, in this case it was backed by six expert judges, reached the level of validity was 0.83.

Results

In the case of vulnerable populations were identified sociodemographic and socioeconomic variables, for the case of business identified knowledge about CSR, projects forward from your company about the issue of CSR and the possibilities of linking of vulnerability personal characteristics described above.

It is hoped that the data collected will have sufficient information to develop a second phase of the project, a corporate social responsibility program that solves in part or improve the problem of unemployment based on labor supply and demand, as an improvement strategy quality of life and changing the prevailing informal labor activity right now for the stock in question.

Statistics obtained for a vulnerable population:

The first aspect considered is related to the predominant sex in this population group, being able to identify a relatively small difference between men and women in any case be greater the number of women (54% women vs. 64% men), however although characteristics assessed in the instrument reflect the social and structural conditions of a certain female-dominated group, this does not necessarily denote a trend in gender fluctuating population of the town of Chapinero

because sampling did not correspond to a systematic sample selection to ensure the representativeness of this population.

A second aspect was taken into consideration the social stratum considering not the traditional classification of 1-6, but 1-4, waiting for people in the social condition survey was intended, is a predominance towards the lower strata. Indeed the behavior of this variable had a tendency to cluster mostly in stratum 1 with a 49%, followed by stage 2 with 44%, fulfilling the prediction of low or there is little middle-high or high in this group population.

Marital status was another variable of interest to identify characteristics of this population group can be recognized that the highest percentages are in the civil status of marriage with 31%, followed by singles at 25%, although this denote people who identified themselves as non-single or head of household with no dependents, the remaining states have civil relatively similar behaviors.

For the recognition of skills at training with this population counts, a classification was established at the formal level of education ranging from primary to university incomplete complete, finding that a significant number of high school graduates, ie those who completed the training process, which corresponds to 30% of respondents, followed by those who were secondary school without having completed the training process with 26%, also the number of those who did complete primary differences Vs incomplete primary brand, seeing that as many

(16%) did not complete his primary against those who completed their training process at this level (10%). Technological and university levels have the lowest percentages with 1% only.

It also sought to identify, if in addition to having gone through formal processes of education, had training in other areas of knowledge, finding only a few people who had different studies in a low percentage (11%) compared to those who only had the formal education in any of the different levels established (89%), a situation that is unfavorable to the extent that in addition to finding low percentages of people with formal education in high school and complete primary and almost none with higher education, the majority has not formed in areas that allow them to develop a job or some type of work activity to thereby achieve more likely to compete in today's job market, it is becoming increasingly demanding. The different training related to 11% of respondents corresponds mostly courses, some of them taken in the National Service for Training SENA.

A territorial demographic variables had a type of housing in which they were inhabiting the people who did the study, considered for this classification category including street dweller, what was found is that more than half of the respondents (62%) do not have their own home or family, having lived as tenants, followed by this significant percentage are those who dwell in the house of his family, 23% and only 12% have with homeownership, curiously surveyed 11 people from corresponding to 3%, defined as living on the street. Needless alarming figure for the social conditions of the population that fluctuates in a locality as Chapinero.

Another territorial population has to do with the place of origin, for it was considered that the

variable might consider very general categories, such as those who have their home in Bogota, Bogota beyond or outside the country, finding that 54% were born in other regions outside of Bogota and 45% if you are in this city, there are also four people from outside the country (1%).

Initially the group in a vulnerable population, in three categories considered as head of household mothers, but then considering several cases where man has assumed that status of householder parent without a partner, was taken into account for this variable did not distinguish the genus but only the role, generally finding that 69% of respondents assume this role of being head of the family, compared to 31% who are not.

Within the socioeconomic aspects identified that had the possibility of having the coverage of a health service, for which was taken into account if they were affiliated through an EPS, SISBEN (System identification of potential beneficiaries of social programs) or did not have any kind of health coverage. The largest category is of those who receive the service through SISBEN, with 60%, then followed those with coverage of health services through an EPS, either as beneficiaries or as affiliates. Unfortunately, despite the efforts of the government to all Colombians to cover basic needs such as health, found that 16% of those surveyed do not have any protection in terms of this service are concerned.

Of all respondents only 5% reported having a disability base, compared to 95% but not 97% believe that disability is not an impediment to undertake a work activity. Some of the disabilities reported were: left hand damage, loss of vision in the left eye and others.

Although previous graphs were identified that 54% of the surveyed population is native to regions outside of Bogotá, is also found that only 9% of the population claimed to be in condition of forced displacement, for reasons such as: armed conflict , dispossession of land, threats, they burned the house and crops.

For the variable labor activity considered three categories that were dependent, independent and unemployed, finding that a greater number is given for independent work with 64% developing activities such as; seller of books, apparel and accessories seller, seller ice cream seller minutes salesman fruit salads, various trades, selling crafts, candy salesman, selling arepas, Cotero, waitress, embolador shoes, clean glass lights, traffic lights juggler, sporting goods seller, seller of incense, recycler , fast food seller, seller aromatic and red among others. 22% have jobs dependent manner, as aseadoras, store clerks, security, construction, etc. various occupations. and 11%, almost coinciding with national figures, are unemployed.

Of those who are working either dependent or independent way, spend an average 9.4 hours a day, most every day of the week, finding that some spend up to 18 hours a day to the same activity.

For the variable income level considered three categories were: less than a statutory minimum wage, a second category one or two salaries and the third category more than two minimum wages. 74% of respondents reported having

incomes below the minimum wage, indicating that pay for their daily expenses with less than $ 18,000, considering that 68% of these respondents are heads of households, turns out to be a daunting, because that income should be divided between the needs demanded by a family. 25% report that they earn between one and two minimum wages and only 4 people (1%) reported having income above two minimum wages.

Along with labor activity, income level and daily devotion time, they were asked about the years of experience in the work done, finding on average 13.5 years, with a maximum of 18 and a minimum of one year, which is acceptable to some extent, taking into account the skill of the function it represents.

A variable is interesting to evaluate how their income allocated, taking into consideration the most representative categories within the individual's basic needs such as housing, health, clothing, education, transport etc. This will distribute the total respondents, few said that if earmarked part of their income to the preset categories, finding that 24% of people spent part of their income on housing, which allocated an average of 27 % of 100% of their income. The 20% of people spend their income on food, on average allocate 32% of their income, on the other hand 15% of people spend part of their income on transport, assigning it an average of 16.1% of their income , 14% to education by assigning an average 18.3 of its total revenue, 12% of people of their income allocated to clothing, which is allocated on average 15% of their income, it is noteworthy that only 1% of people invest in recreation.

It is clear that all these items are part of the revenue expenditure as any Colombian, only 74% have to face those costs on less than minimum wage. Fortunately, that prove burdensome expenses such as health, are not reported in most people, being only 10% of respondents who claim to have inside their spending on health, probably due to the benefits of SISBEN, who are benefiting from the 60% of respondents, although it would be better than any of the people of these strata had between spending this kind of items.

It was necessary to identify whether the vulnerable population were aware of CSR programs and what was the concept that handled the term, finding that 90% of respondents do not know the date of this term and those who said they knew the concept of responsibility it related to topics like, for jobs and grant request, jobs from the state, having a business, better quality of life, recreation companies among others. Of those surveyed only 7% reported being benefited through CSR programs, linking them with markets benefits, aid displacement, families in action, mission Bogotá, compensation funds and social action, possibly a lack of clarity about the concept CSR can contribute to the low number of people who claim to have received benefits from such programs.

Statistics for the population of business

The counterpart of the population group covered by this study are business representatives respondent, for which variables were investigated themselves in business, number of employees, employee training, knowledge on CSR, development of such programs include in order to identify

characteristics of this sector that can be used as reference in the labor supply that can be found in this sector.

The first aspect evaluated is about the location of the group of companies evaluated within a specific economic activity, according to a classification made of 15 different economic sectors including in it the other option.

The highest percentage was obtained in the field of wholesale and retail, personal effects and household goods, repair of motor vehicles, motorcycles, with 38%, and that is one of the largest categories in your offer, is followed, the hotels and restaurants sector with 16% and transport storage and communications 13%, as the most representative among sectors found in the companies surveyed.

Just as the industry was considered belonging to the companies surveyed, also took into account the size of the company finding consistent with national statistics, with as many as make the microemrpresas (54%), followed by small businesses (42%). This group of companies were asked about the knowledge on CSR handled, in order to identify forward if the information supplied truly corresponded to CSR programs and also hoping that the clarity of the concepts or not allowed in the second phase involve a possible project preparation on the subject to the corporate sector, as part of the outreach strategy and commitment to programs that companies can develop in this aspect.

What was found was that rather than identifying with a particular concept, there was a correspondence between the concepts given, involving more than one concept in the general definition of CSR, being that many chose several definitions that appeared to relate to the concept of CSR, in such a way that the percentages correspond to the responses of entrepreneurs seleccionaros several options. However is greater acceptance of the concept corresponding to No. 4 Voluntary initiatives by companies to align their strategies with basic principles such as, human rights, labor standards, environment and anti-corruption and the concept corresponding to No. 2 close relationships between business and civil society issues.

Having recognized the CSR level of conceptualization that handle those surveyed, it was to contrast these responses with the intention that they would give to the development of a CSR program, ie which would route the efforts made in a program of this nature, for Also in the subsequent phase of this research imply that entrepreneurs have affinity with certain types of programs, which were willing to take some kind of action.

What was found was that at present several options on the intentionality that should have CSR programs, they noticed a similar choice behavior to the previous point, which chose more than one response option presented as alternative format survey, giving a tendency however for several concepts, thereby being able to establish some order of priority as follows: First place: the responsibility to society and the community (25%) Second Place: responsibility with clients (18 %) Third Place: responsibility with employees (17%); Fourth place: the responsibility to the environment (14%); Fifth

place: responsibility and ethics (10%); Sixth place: the responsibility to sustainability Company (9%); Seventh place: the responsibility to comply with government policy (7%).

If these responses are fully in truth, one could understand that the priority items on CSR, by the business sector of the town of Chapinero should aim at the community, customers, employees and the environment in the first instance and ethics, corporate sustainability and compliance with government policies on appeal.

Following the two previous questions on CSR was and where it should direct its efforts, there was a third party who claimed to know who it was competition CSR commitment, for it is given several alternatives. What was found was that again can establish a hierarchy of competence against CSR commitment. So: First Place: The state as a promoter of good practice in all sectors (20%) Second place: To academic institutions in their role as trainers (19%) Third Place: A workers' organizations as advocates for company management (18%) Fourth Place: A civil society as an agent that interacts with the various institutions. (13%); Fifth place: a church in their ethical and moral guidance, the national as contributors to the economic sector, foreign firms as facilitators of commercial development, all these with one (8%); Final mind: Media communication as facilitators of information (6%).

This section investigates CSR projects that companies surveyed have developed with the community, aimed at different topics, asking in each case whether documents had left evidence of their existence and whether they had made up their impact, found was this: On the improvement of the economic impact on the community, 56% if they have made such projects, of which 85% reported to have left the process documented, but only 18% have evaluated and measured.

On support for the solution of social problems, 53% if they have done such projects, of which 21% if the process has been documented but only 17% have evaluated and measured. In the reduction of environmental pollution by business activity, 49% if they have made such projects, of which 30% reported to have left the process documented, but only 23% have evaluated and measured.

Prevention of occupational hazards and staff development, 66% if they have made such projects, of which 50% reported to have left the process documented, but only 42% have evaluated and measured. Regarding strategies for timely care of customers and consumers, 60% if they have made such projects, of which 43% reported to have left the process documented, but only 47% have evaluated and measured.

Management practices on anti bribery and corruption, 52% if they have made such projects, of which 16% reported to have left the process documented, but only 16% have evaluated and measured. Of the projects aimed at job creation, 57% if they have made such projects, of which 30% reported to have left the process documented, but only 23% have evaluated and measured.

It is evident that most concern have developed different types of CSR projects within their companies, only few have documented,

measured and evaluated, leaving in between that first of all, if these projects have been successful second term and if they have had a good impact, as part of the solution of existing problems.

In this investigative exercise also inquired about the number of employees who were surveyed firms, on average has 26 employees, considering that the group of companies assessed had some with a maximum number of 270 employees and others with a minimum of two employees of all companies it on average 60% reported as direct procurement system 60% of its employees, indirectly, 36% and 19% occasionally.

Another variable that was of interest to know about the operational characteristics of the companies surveyed was the level of training they had their employees, finding that gave the highest percentage of bachelor level (51%), followed by university (35%), technical (33%), primary (27%) and technology (21%), this shows that there is a good level of competence in the staff employed by the companies, the company still have high percentages of people with formations high school to university. No doubt this would be an element against the articulation of supply and demand between the business sector and in a vulnerable population of the town of Chapinero.

When asked about vacancies, companies reported a very low (6%), which realizes a behavior that leaves little chance for the labor market. At least in the field of business respondents to the town of Gauteng. When asked about what the system calls that was implemented when a vacancy generated, 85% of respondents do internally, which also remains potential for the labor market, with the majority

of companies do not make public offerings existing employment.

Likewise companies were questioned by the number of people in a vulnerable who were linked to their company, finding that only 12% reported having in their roster with people like this. Finally, she wondered if people would hire in a vulnerable in their businesses, finding an amazing 100% of entrepreneurs who would be willing to hire people with these population characteristics, opening up a whole panorama of possibilities, at the time of proposing a program CSR, since the labor supply and demand for the town of Chapinero between business and in vulnerable populations, such as the purpose of the second phase of this project.

Conclusions

Since the primary interest of this first phase of the research is to investigate variables that identify the conditions between the populations under study, so that in a second phase of the project crosses all information collected to propose CSR programs, linking these two sectors of the population from the labor supply and demand respectively. It is interesting to find that much of the information collected can be of vital importance to the achievement of the proposal described above. You can start by taking into account that, if possible carry out successful CSR program supply and labor demand, would benefit a larger number of women, whereas the data showed proportionately more women than men in the group surveyed , which would undoubtedly come to promote gender equality, as currently sought by various government agencies and social conditions and in the case of heads of families pass their families.

It would give the opportunity to be competitive people by their vulnerability are likely at a disadvantage to others who have better opportunities, skills and abilities, that the information being collected suggests that this population sector definitely has multiple needs and problems solved, such as low levels of formal education level of preparedness for the workforce in the formal employment sector, have no home ownership, income below SMLV, represented expenditure on basic needs discovered, among others.

Furthermore let you view the data found a significant volume of business in the town (about 24,000), representatives in the various economic sectors of the economy, if these companies commit to link a small percentage of this population, but permanent, trade informal which has focused most of those representing the respondent vulnerable population group, begin to decline, since the link could be a guarantor for many families had secured basic needs, leaving to compete unfairly with companies occupationally linked them.

Found by studying the issue of CSR is not at all alien to the corporate sector, since this sector respondents clearly identified the concepts that best define this term, so that commit this sector with Programs of this nature would not be as exhausting as they understand the importance and connotations they have for their companies, communities and the environment.

Also experience in developing CSR programs that showed the companies surveyed, would allow the business to link with new projects of this nature but related to the improvement of social and spatial environment adjacent to the location of their businesses, such as case of this study.

The area to find institutions like the SENA Local programs Alcandía many universities and other entities that can support the development of the CSR program, as proposed in the second phase of this project, would ensure a better and easier development and implementation of the initiatives proposed in the second phase of the project, especially when the study found that 100% of the companies surveyed would be interested in linking people in a vulnerable object of this study. While the study found few aspects such as vacancies and forms of internal call for offering such vacancies, it is also true that the program could generate direct linking strategies with people who will join the CSR program as a way to ensure the removal of unfair competition that occurs in informal trade with these people remaining, benefiting the business sector and the floating population of the town that is dedicated to this trade mostly.

It is without saying that those aspects of the findings are a way to start generating the proposal for linking supply and labor demand among the business sector of the town of Gauteng and the floating population in vulnerable conditions in the same sector, being in addition to integrating the information found in either population group surveyed is part of the development of the second phase of this study.

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