CORPORATE SOCIAL RESPONSIBILITY: A LOOK AT THE CITIZEN APPROACH

Héctor Raúl Santa María Relaiza1
Sonia Lidia Romero Vela2
Liliana Elizabeth Siesquén García3
Dony Yohnny Astoray Palomino4
Doris Isabel Goicochea-Parks5

ABSTRACT

Purpose: The objective of this research was to know the scientific evidence on Corporate Social Responsibility: a look at the citizen approach in a systematic review from 2018 to 2022 in Latin America.

Method: To this end, a review of the state of the art was carried out, taking into account the indicators of the Prisma guide of the articles that were found in different databases such as: Scopus, Scielo, Wos, Proquest and Ebscohost.

Results and Conclusion: The results indicated aspects that companies must take into account from the actions of Corporate Social Responsibility to achieve sustainable development that responds to the needs of the communities, these results affirm the following: the inclusive financial system, positioning of the brand in the business environment, strengthening the social awareness of the population, social commitment of companies, strengthening citizenship, sustainable development and quality of life of the population, development of good management practices, sustainable development of sustainability – competitiveness and care of the environment.

Research implications: If companies have demonstrated these needs from their business history, it means that CSR will allow them to strengthen social awareness, social commitment with the purpose of sustainable development and quality of life of the population.

Originality/value: The development aspect of good management practices where sustainability and competitiveness are variables that achieve economic, social and environmental balance between Latin American communities.

Keywords: Corporate Social Responsibility, Sustainable Development, Citizenship, Social Awareness, Quality of Life.

RESPONSABILIDADE SOCIAL CORPORATIVA: UM OLHAR PARA A ABORDAGEM CIDADÃ

RESUMO

Objetivo: O objetivo desta pesquisa foi conhecer as evidências científicas sobre Responsabilidade Social Empresarial: um olhar sobre a abordagem cidadã em uma revisão sistemática de 2018 a 2022 na América Latina.

1 Universidad César Vallejo, Trujillo, Peru. E-mail: elsanta17@gmail.com
Orcid: https://orcid.org/0000-0002-4546-3995
2 Universidad César Vallejo, Trujillo, Peru. E-mail: soniaromero423@yahoo.es
Orcid: https://orcid.org/0000-0002-9403-410X
3 Universidad César Vallejo, Trujillo, Peru. E-mail: lilisiesquen@hotmail.com
Orcid: https://orcid.org/0000-0002-7782-1590
4 Universidad César Vallejo, Trujillo, Peru. E-mail: dastoray@ucvvirtual.edu.pe
Orcid: https://orcid.org/0000-0003-3490-1387
5 Universidad Nacional Jorge Basadre Grohmann, Tacna, Peru. E-mail: dgoicocheap@unjbg.edu.pe
Orcid: https://orcid.org/0000-0002-5628-2153
1 INTRODUCTION

Companies, within the assumed changes, are framed in the logic of strategic planning and comprehensive management within the markets, adopting growth focused on exploring opportunities, continuing to advance and getting closer to competitive advantages. In this sense, social responsibility, currently, is an issue that many countries put on the agenda and promote its importance with the aim that the issue is seen as a due requirement that companies take and take charge of social problems. We cannot ignore the phenomenon of globalization and its advances that forces companies to innovate and puts them above economic power. Mention is made of the 1999 Davos forum where it was taken as an initiative that markets with universal values extend the benefits of globalization, which gave as a starting point the so-called Global Compact, in charge of promoting the public commitment of large companies taking into account It has principles on labor and environmental human rights. That is why, in the Green Paper, the European community, in 2002, focused on the promotion of corporate social responsibility within its internal and external dimensions (Gilli, 2005).

The disbelief that Latin American companies present in the capacity of the State to solve social problems and where the management of funds is done irregularly, not promoting human development, where poverty becomes an exclusive issue for the State (Gomes et al., 2020). For companies that generate social responsibility, poverty should not be exclusive, on the contrary, it should be a key point for a country to generate development for its population. In this sense, Latin American companies have demonstrated a high level of commitment in relation to sustainable policies, changing the chip; previously they sought benefits only for their partners; but, today, it has changed. The creation of social value has become relevant in the business sector, achieving prominence in environmental and social issues (García et al., 2014). In this sense, Brazilian companies aim to promote the strategic approach in relation to CSR, allowing
society to receive benefits in order to improve the quality of life; In addition, there are companies that act badly, for example, they evade taxes; Seen from the citizen approach, this practice is not generating a communication strategy between the business group and society (Vilar Fernández et al., 2021).

In Colombia, corporate social responsibility (CSR) has made employees aware of the attitudinal logic in relation to the understanding and importance of the environment, this puts into practice the citizen approach, allowing the connection between the stimuli of the organization and the behavioral element of the employee emphasizing the aspect of the environmental and social impact, generating future benefits for society (Contreras-Pacheco et al., 2018). In relation to Venezuelan companies, they demonstrate a confrontation with international markets; Therefore, the need and commitment to society regarding SR is highlighted, the valuation of natural resources is not impacted or visualized, but it does emphasize customer satisfaction based on strategic directionality, which allows the development of sustainability policies, as a value chain for the benefit of citizens (Mejía-Bermúdez & Bom-Camargo, 2019).

In Peru, the existence of companies aligned with CSR actions are sometimes not associated with the business principle, leading in itself to the value return system causing concern for the country. The objective of companies is to position themselves in the market as leaders, but this goal means that many companies do not contribute to the teaching and training of ethical values such as the business commitment of all the people who work there. This is why the great importance and actions of companies are initiating the approach of strategic actions that set as an objective the development of entrepreneurship where the ethical value and citizen approach is valued in a culture of valuing the environmental environment (María et al., 2022).

Taking into account what was described about CSR, the following question was posed: what is the scientific evidence on corporate social responsibility from a systematic review? And as an objective: to know what the scientific evidence is on corporate social responsibility in a systematic review considering the years 2020 to 2023 in Latin America.

The definition of Corporate Social Responsibility, later mentioned CSR, has changed over time from philanthropic actions towards a view of sustainable development where factors such as economic, social and environmental are immersed in order for companies to innovate in their both productive processes and services, achieving empowerment, but maintaining sustainability (Mejía-Bermúdez & Bom-Camargo, 2019). Likewise, Contreras-Pacheco et al. (2018), stated that CSR has become a relevant factor whose purposes are seen in the academic and professional sphere, whose purpose is to mitigate its spread through the behavior of employees in the same workplace, taking into account incentives from the organization. Furthermore, CSR's function is that the competitive factor influences the improvement of companies starting from profits until achieving the quality of life of human resources, especially in intellectual matters. Starting from the definition of Responsibility, it refers to the individual conscience of the human being, but we add the social aspect, we can say that SR is more focused on the collective conscience of the State and companies where the benefits have a positive or negative impact on the population. They must respond to the different issues that concern a given society (Apaza et al., 2014).

The existence of the CSR movement has been acting from a structural perspective that has allowed large companies to empower themselves, taking into account sustainable development and respect for human rights. Large companies have been promoted by international companies; but, at the same time, under the gaze of civil society organizations, this action has been taken from the existing contradictions of the CSR promoters where they stated that “good practices” do not allow seeing results in the impact of the market and that do not respond to the solution of both social and environmental problems; However, civil society
organizations and international companies maintain that the transformation of good practices and development models takes time to achieve the transformation expected by companies (Vallaeys, 2020).

The purpose of SR is sustainable development, this has been taken by business organizations for the well-being of society, the environment, making human beings retrain in the care of natural resources to sustain new generations in the future. Based on what has been described, this can be a motivating initiative that can be applicable to all types of organizations with a view to seeking the assessment and confrontation of sustainable development; That is, companies and organizations have the obligation to incorporate SR into their management policy in their strategic objectives in order to provide solutions to the needs where companies operate (Vargas, 2021).

CSR arises in order for companies to respond to different social and environmental problems without leaving aside economic development. This is how companies and organizations with the application of social strategies have benefited the populations of different communities; considering then that CSR is a strategy that allows achieving a competitive advantage by focusing on the benefit of society by providing immediate solutions to social and environmental problems that affect societies. CSR shows great relevance to the needs that arise in the context of business growth from the perspective of the economy, education and health, taking into account the development, growth and interest in the global deterioration of the ecosystem's life system, assuming that CSR is an instrument that has the function of promoting and protecting the quality of life of people by assuming interaction with a view to ecologically friendly businesses for the benefit of the community, society and organization ((Severino-González et al., 2021).

CSR from the business dimension refers to the sustainability of the environment, taking as elements the care of the environment for future generations, so organizations and companies must keep in mind ethical behavior towards the population from the normative and legal perspective in the business field (Bastidas et al., 2019). Companies that focus on the use of social and private resources relate to the business community from the internal and external sphere, using resources in a way that satisfies the population without affecting the well-being of society. Therefore, CSR as a strategic tool for administrative management allows companies and organizations to make immediate decisions regarding both productivity and service with the objective of economic, social and environmental development and improvement within their environment (Garcerá et al., 2020).

Therefore, CSR is a voluntary attitude of companies and organizations in order to benefit and satisfy the social needs of the different factors caused by business activity (Rojas-Martínez et al., 2020). The beneficiaries must put into practice the ability to respond with decisions from the point of view of the citizen approach where the sectors of society are also part of the change, thus ensuring that society benefits from the achievements of the business sector. It is important to mention that citizenship, from the citizen approach, means that the being has a level of relevance to a community, and if we relate this to the environment where the citizen operates, he or she has the right to enjoy what is available to his or her environment; that is, in its environment and, therefore, take care of it; Therefore, CSR plays an important role in society (Pérez, 2018).

2 METHODS

This research was carried out taking into account the indicators of the Prisma declaration under a systematic review of the state of the art on the topic of corporate social responsibility; For this, different databases were reviewed. The PRISMA declaration (Urrúa and Bonfill, 2012) has as its purpose the procedure and development of a systematic review, allowing the
The conduct of the review where the implication of the contributions of judgment and decisions by the authors is seen, thus managing to minimize the risk of bias during the review process.

The process that was carried out in the different phases is detailed.

The search began on June 3, 2023 where different Boolean operators were used: And, Or, Not and making combinations such as terms responsibility*, social*, business*, corporate*, social responsibility*, corporate social responsibility *, in high-impact databases, Scopus, Scielo, Web of site, ProQuest, Ebscohost. It is mentioned that there were difficulties regarding sample and context limitations, many of the articles focused on corporate social responsibility in the context of countries in the region; that is, Latin American countries. The search began in June 2023 in the databases mentioned above; the scientific articles reviewed were published between 2018 and 2023.

The combinations used were those described below:
- responsibility* AND social AND responsibility and social* AND responsibility AND social* in Scopus database.
- responsibility* AND social AND business* and corporate* AND social* in Scielo database.
- corporate responsibility* NOT corporate responsibility*, OR social responsibility AND corporate social responsibility* in Web of site database.
- social responsibility* AND corporate responsibility* OR social responsibility* OR corporate social responsibility in Proquest database.
- responsibility* AND social AND social* AND social AND business* OR business responsibility* OR corporate responsibility in Ebscohost database.

As a result, 100 articles were obtained: 30 in Scopus, 19 in Scielo, 17 in Web of site, 24 in Proquest and 10 in Ebscohost. The files were downloaded in PDF format, recorded in an Excel sheet and then selected and saved. in a Mendeley chaplet. To select the articles, the following were taken into account: title, year, type of article, country, journal, indexing, topic reviewed, citations, abstract, bibliographic references, DOI and link. The articles that were selected were of English and Spanish language published between the years 2018 to 2023 corresponding to the topic of corporate social responsibility. The criteria that determined the exclusion were those that described bibliographic review articles, those that are published as conference proceedings, books, editorials and theses.

It is worth mentioning that in order to have the number of articles selected, it was necessary to go through a first phase that corresponded to duplication. Of the total of 100 articles, 32 were eliminated after reading the abstract, leaving a screening record of 68, of which 15 passed the duplicate registry, 15 were eliminated, leaving 53 articles registered for full text eligibility, being rejected for being excluded after read the full article 29 eliminated, finally 24 articles were selected to be part of the systematic review article. These processes were carried out with the purpose of selecting articles whose objectives allow us to identify the scientific evidence on corporate social responsibility in Latin America. It should be noted that this article was written independently, but support was requested from two researchers of recognized prestige and professional experience, scholars in the field, who played the role of “blind pair” evaluators. The two evaluators presented disagreement, determining one more evaluator to make decisions to see if the acceptance of the article was pertinent or not. After the opinion of the evaluators, 18 articles were selected that were selected in the systematic review.
Corporate Social Responsibility: A Look at the Citizen Approach

Figure 1. Flow chart according to PRISMA
Source: Prepared by the author, (2023)

3 RESULTS AND DISCUSSION

Table 1. Synthesis of reviewed articles

<table>
<thead>
<tr>
<th>Authors and year</th>
<th>Results</th>
<th>Authors and year</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Palomque, 2019</td>
<td>Companies in the financial sector have aimed to emphasize social responsibility and, from an inclusive financial approach, have improved the use and access to financial products and services.</td>
<td>Mahmud et al., 2021</td>
<td>Companies, within social responsibility, must have initiatives that allow employees to have benefits as well as their families. In this sense, the study refers to the importance of human relationships between company partners, families, clients and the community.</td>
</tr>
<tr>
<td>Castro &amp; Becerra, 2012</td>
<td>Corporate social responsibility is an important element in a company because within its objective it focuses on business growth, this allows the company to achieve a positioning of its brand, in addition, it manages to improve its reputation and credibility within its interest groups. Therefore, values and principles are key elements such as thoughtfulness and ethics</td>
<td>Men, 2018</td>
<td>The purpose of organizations is to regulate expenses, but the Peruvian tax system does not allow them to reduce expenses due to corporate social responsibility, which brings difficulties and complications to apply corporate social responsibility for the benefit of society, which is why the tax system must establish criteria that allow them to reduce expenses through corporate social responsibility.</td>
</tr>
<tr>
<td>Reference</td>
<td>Summary</td>
<td></td>
<td></td>
</tr>
<tr>
<td>--------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Morales et al., 2021)</td>
<td>Within Ecuadorian companies, CSR is an action model that is seen positively because they generate goods and/or services, but what stands out most, not only for the quality of products but for the business warmth and its commitment to the community, managing to promote an inclusive system that allows the comprehensive development of the community. From the family's point of view, the importance and motivation of the family can be seen in relation to the inhibiting aspect of CSR actions in MICROs. Furthermore, collaborative work is fundamental where the inclusion of MICROs allows the identification of community needs with the purpose of gaining social legitimacy, and having access to resources, knowledge and commercial opportunities.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Escudero, 2019)</td>
<td>From the perspective of the Christian vision, companies have taken into account the bases of social responsibility with the purpose that companies respond to the needs and problems of society, thus training leaders with Christian thinking where companies are more fair to workers. From the actions of SMEs on CSR, they have shown growth and interest in identifying the conditions that allow the search for sustainability and actions that generate positive impact on the development of their communities, but do not leave aside the factors that They intervene in them such as: the family as a motivating axis, collaborative work and inclusion.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Echeverría-Ríos et al., 2018)</td>
<td>Taking the social, economic, ethical and environmental factor as the main axis, companies that have CSR projection within their vision have become the point and essence of consumers, not only because of the price of the products but also because of the concern of the type of company that is behind the product or service, in this sense see the influence that CSR exerts on the image of the emotional brand and its reputation. CSR must develop the competitive aspect by responding to the needs to innovate and with the purpose of improving the efficiency of the organization, and must also strengthen social awareness within the population.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Gallegos-Espinosa et al., 2021)</td>
<td>The elemental factor in Ecuadorian companies that develop CSR, give relevance to the levels of care for the environment, in that sense they carry out the preservation of ecosystems. This is possible if CSR demonstrates both internal and external organizational involvement and coherence, where ethical principles and business values respond to the expectations of the communities. Good planning allows for good CSR practices with the aim of developing ethical commitments, achieving the common good and good living. Likewise, it strengthens credibility and trust by achieving active participation in decision making.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(García-Ortega et al., 2020)</td>
<td>Promoting and reinforcing CSR has allowed the increase and social commitment in order to face economic challenges and reject unethical business practices, proactively contributing to survival, development and balance between profitability and harmony with society. CSR is committed to ensuring both social and environmental impact, considering the expectations and interests of society, applying and complying with ethical and legal standards with the aim of achieving sustainable development of the company.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Álvarez &amp; Franco, 2021)</td>
<td>From the perspective of society, the companies that have the longest lives are those that have within their principles those that develop CSR; these generate benefits and development for society and, above all, the environment. Ecuadorian companies that generate social responsibility within their policies have placed emphasis on the consolidation of a policy to benefit communities taking into account sustainable development where the impact of sustainability – competitiveness achieves economic, social and environmental balance between communities.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Leander)</td>
<td>From the management approach on CSR and with the participation of citizens, companies are limited The study presents aspects that are of great interest since they are important axes in any company that</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
After analyzing the state of the art regarding Corporate Social Responsibility, most of the articles emphasized the existence of the company's positioning, the inclusive aspect, environmental awareness in different companies in Latin America, information that will be relevant for the understanding of the results.

Four articles within the financial category considered the inclusive financial system, an elemental factor that achieves the comprehensive development of communities, and also emphasized criteria of the financial system to achieve cost reduction. The role of CSR from the inclusive factor gives importance to motivation, inhibited aspects and collaborative work, with the purpose of identifying the needs of communities and how they access resources, knowledge and commercial opportunities (Palomeque, 2019; Morales et al., 2021; Ramos et al., 2020; Mena, 2018; Mendoza-Woodman, 2022). The results indicated that companies within their financial sector take into account the inclusive aspect in order for the community to have access to financial products and services, allowing them to achieve comprehensive development.

Four articles focused on describing the importance that companies have in achieving brand positioning in the business field, strengthening business growth as the main social, economic, ethical and environmental factor within their vision and CSR project, managing to strengthen factors for a society that responds to the needs of communities (Castro & Becerra, 2012; Echeverría-Ríos et al., 2018; Celis & Otero, 2019; Regalado-Vázquez & Hinostroza-
Dueñas, 2022). The results indicate that the role played by CSR responds to the development of ethical commitments, achieving the common good and good living, to strengthen credibility and trust where the action of active participation in community decision-making (Pandala et al., 2023).

Four articles specified the relevance of strengthening the social awareness of the population by companies through CSR to develop competitive aspects that impact social and environmental factors, taking into account the expectations and interests of society, allowing the levels of caring for the environment, ethical principles and business values respond to the expectations of the communities (Escudero, 2019; Gallegos-Espinosa et al., 2022; Pires et al., 2020; Lijeron & Atiénzar, 2019). The results strengthened good CSR practices, giving ethical development and commitment to strengthen the sustainable development of the company and the quality of life of the population.

Two articles determined the importance of the social commitment of companies through CSR and how they face challenges to ethically contribute to the survival, development and balance between profitability and harmony with society, with the purpose of demonstrating a growth of the companies. conditions based on the search for sustainability and actions that bring positive impact to benefit the development of communities (García-Ortega et al., 2020; Mendoza-Woodman, 2022). The results emphasized the participation of families as a motivating axis and collaborative work becoming the main axis of companies and thus strengthening trust between the company and the community.

Nine articles maintained as the main element the strengthening of citizenship, sustainable development and quality of life of the population from the management of CSR focused on the generation of benefits and adoption of production policies, putting into practice the social conditions that respond to the community needs seeking environmental strategies and processes underlying the development of sustainable activities (Álvarez & Franco, 2021; León & León, 2018; Sánchez et al., 2020; Mahmud et al., 2021; Mena, 2018; Mendoza-Woodman, 2022; Regalado-Vásquez & Hinostroza-Dueñas, 2022; Avelino & Palacio, 2021; Macías, 2020). The results focused on aspects of great interest as important axes for every company that develops CSR to put into practice aspects of ethical and environmental values with the company and community relations.

Two articles emphasized the development of good management practices through CSR, developing ethical commitments to strengthen the common good and how the company within its management takes into account sustainable management and ethics in order to maintain relationships (Madime & Gonçalves, 2022), both internal and external to satisfy employees and the community, thus strengthening sustainable development and the quality of life of those who make up the company without leaving aside elements such as environmental, social and ethical variables that are guiding factors that allow the improvement of the working conditions of the workers (Armes, 2021; Regalado-Vásquez & Hinostroza-Dueñas, 2022). The results demonstrated the importance of good management and how CSR allows for the improvement of people; but, above all, in caring for sustainable development where the positive impact is consolidated in policies that benefit communities.

Three articles focused on the sustainable development of sustainability - competitiveness, from business management through CSR, considering commitments to ensure social and environmental impact, but without leaving aside the application and compliance with ethical and legal standards that are essential for achieve the development of the company, considering the expectations and interests of society and thus achieve sustainable development through the fulfillment of its goals such as economic, social and environmental balance (Lijeron & Atiénzar, 2019; Salcedo-Muñoz et al., 2021; Avelino & Palacio, 2021). The results emphasized the relevance of the rejection of unethical practices that allows survival,
development and balance that must exist between sustainability - competitiveness, elemental factors that generate benefits and development for society.

Six articles highlighted the importance of caring for the environment and how companies, from the projection of CSR, respond to the demands of the 21st century where sustainable development is fundamental and companies must develop sustainable activities taking into account ethical, social and environmental aspects to respond to the needs of the community (Echeverría-Ríos et al., 2018; Gallegos-Espinoza et al., 2022; Salcedo-Muñoz et al., 2021; Avelino & Palacio, 2021; Macías, 2020; Montealegre & Moreno, 2018). The results emphasized that companies, within their CSR principles, must generate benefits and development for society and, above all, the environment without leaving aside the participation of citizens and thus achieve the strengthening of citizenship, the development sustainability and the quality of life of communities.

4 CONCLUSIONS

In the light and integration of the results, the existence is affirmed that many articles agreed that, in Latin America, companies through corporate social responsibility realize fundamental aspects that every company must consider in its business trajectory: the inclusive financial system, positioning of the brand in the business field, strengthening the social awareness of the population, social commitment of companies, strengthening of citizenship, sustainable development and quality of life of the population, development of good management practices, sustainable development of sustainability – competitiveness and care of the environment. The results coincide in several articles, but the regulations and laws of the different Latin American countries make a comparison and analysis of CSR difficult, since many companies demonstrate shortcomings related to the functioning of the administrative areas that prevent the achievement of management goals and thus achieving community satisfaction. However, it is evident that companies, through CSR, in Latin American countries, emphasized sustainable development, which is fundamental for the care of natural ecosystems, taking into account the ethical, social and environmental aspects.

The review of the study on CSR allowed companies to strengthen social awareness, social commitment with the purpose of sustainable development and quality of life of the population. Many of the articles reviewed demonstrate that, in Latin American countries, there are differences regarding the norms and laws for the actions of companies and how they should strengthen key factors for a society without leaving aside elements such as environmental, social and ethical variables.

It should be noted that, in this review, it is not without limitations. It is recommended that future studies could include categories that further expand the development aspect of good management practices where sustainability and competitiveness are variables that achieve economic, social and environmental balance between Latin American communities.

REFERENCES


