

**CORPORATE SOCIAL RESPONSIBILITY IN THE INDUSTRY: TEKNOVIDRIO
CASE**

Reyes-Vazquez, Julio Enrique¹ and Reyes-Vázquez, Susana²

¹National Technological Institute of Mexico/ITS of Ciudad Hidalgo.

²National Technological Institute of Mexico/ITS of Ciudad Hidalgo

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ABSTRACT

The aspects are presented and the actions carried out and projected (proposals) in support of the social responsibility of impact are specified, as well as the interest groups and philanthropy are an important aspect to consider that has an impact on its CSR. And in relation to the operation of the conditions of Corporate Social Responsibility from the elements of Strategic Planning, identifying that it has influence and impact not only on its clients, but on all interested parties, it impacts society, not generating waste by environment and/or social programs. As well as identify the importance of its Civil Social responsibility. And as identifying the risk activities that, according to their actions, aimed at CSR and the way in which they are addressed, defining as the first link, the importance of CSR.

Keyword: CSR, Strategy, Market, Risks, Opportunities.

1. INTRODUCTION

Starting from the concept of Cajiga (s/f): which defines it as: "Although Corporate Social Responsibility (CSR) is inherent to the company, it has recently become a new way of managing and doing business, in which The company ensures that its operations are economically, socially and environmentally sustainable, recognizing the interests of the different groups with which it relates and seeking the preservation of the environment and the sustainability of future generations" (p. two).

Based on this, a body of laws that regulate the conduct of people, merchants and organizations that trade with a product, the sale of these and the transactions that are generated. It is associated with legal aspects.

For this reason, it is important to carry out a judgment of conscience and research to develop and institute in the company the appropriate instrument to quantify the impact of the strategy or strategies of corporate social responsibility and environmental sustainability, through a monitoring and control instrument.

For what the progress of the project is presented, to know about the company with which it will work, called Teknovidrio S. de R.L, located in Morelia, Michoacán, Mexico, aspects of this organization will be shown to know it and specify the actions it performs and will project in support of social impact responsibility, as well as interest groups and philanthropy, identifying the risk activities that are presented to it, being an important aspect to consider that has an impact on its CSR.

2. THEORETICAL FRAMEWORK

For what Martínez (2008), expresses in his Taxonomy of relativism, as: "it is a gnoseological position or tendency that rejects all absolute truth and defends that the truth or the validity of the judgment in which the truth is expressed depends on various circumstances." (p. 2).

And López (2010), mentions, "The theory of social contracts maintains that there are evolutionary mechanisms and adaptive rules to regulate social exchanges" (p.3).

Therefore, Quevedo (2008) describes that trade, in its economic meaning, "essentially consists of a mediation or interposition activity between producers and consumers for the purpose of profit. From this follows the need for a person specialized in this task of commerce who is known as a merchant and who, economically, is defined as the person who professionally practices the activity of interposition or mediation between producers and consumers." (p.24)

However, Cabeza de Vaca (2018), in relation to the attributes of natural and legal persons, exposes the criminal liability of the legal person, where he mentions; "This last assumption takes place because the responsibility of the legal entity is estimated independently from that of the natural person or persons that comprise it, so that, despite their intimate connection, it would consequently be in the presence of that path of objective imputation for own guilt." (p.129)

And Romero (2010), raises in his work, corporate social responsibility: a strategy of change towards an ethical model of development?, and that coincides with the model proposed by Kliksberg, where: "rebuild the capacity of action of the State, Contrary to deregulation, advance with the singularities of each country, respecting their national realities towards models of development with equity, contrary to globalization; develop the Social Responsibility of business and others that Bernardo Kliksberg presents as necessary to be able to go towards an economy with a human face, as he titled his book (Kliksberg, 2002: 143). (p.3)

According to Gómez (2017), he describes that to develop a CSR policy, "it is not an easy thing for companies, since they require a lot of dedication and commitment to achieve the best results. Apart from that, it should be noted that not all organizations are ready to put these movements into practice, because many are not well aware of their values or identity, and a corporate social responsibility (CSR) policy without these ingredients can be counterproductive."(p.17), which advises for it:

1. Make use of originality.
2. Make a policy with medium and long-term goals.
3. Build a social reputation.
4. Promote CSR in your union.
5. Practice CSR inside and outside the company.

3.METHODOLOGICAL FRAMEWORK.

The method of weighted factors is applied, a technique for decision making, which will allow identifying the importance of each factor in relation to a group of organizations, to estimate the

position or place it occupies and thereby determine actions and/or strategies to be developed. The criteria will be established and the classifier will be generated in relation to the competition, to estimate the position where it is located, to obtain the results, the multiplication of the percentage value defined for each criterion and the result of the analysis of the information and applied surveys is carried out. for your grade, multiplied we get your result for each criterion and added together we get the final grade.

For the company Teknovidrio, establishing the proposal that can develop an adequate Corporate Social Responsibility (CSR) and clearly identifying its civil responsibility in environmental matters, are fundamental, taking Carroll's pyramid as a reference, in the specification of interest groups. , who have a relationship and interest with the company, for a good interaction and decision making, being:

1. Clients.
2. Workers.
3. Resource providers.
4. Government entities.
5. Impact society.

And once the interest groups have been identified, the task will be given through CSR, as it collaborates with such groups, in which, it will have:

- Document the initiation of the company's ethical standards.
- Establish the rules for the company, based on the theoretical current. (applicable model or standard).
- Establish strategies for companies of an ethical nature.

Finally, through a comparative table, the identified risks are presented, as well as the benefits of corporate social responsibility that the company Teknovidrio presents.

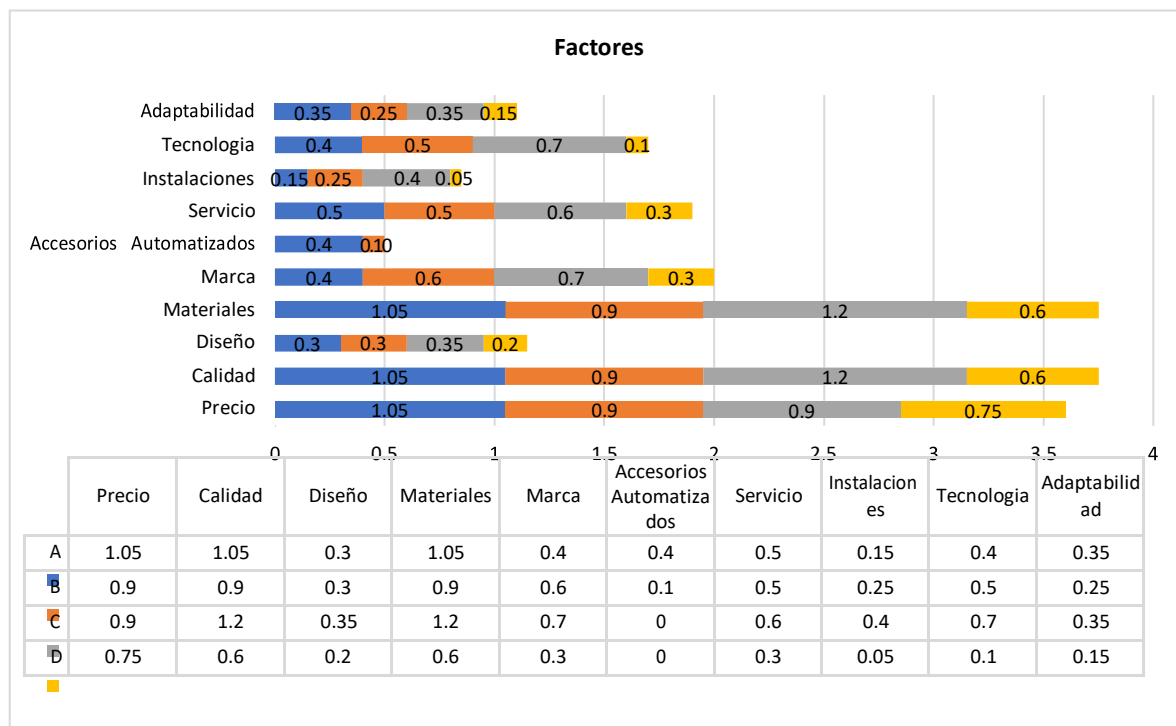
4. DEVELOPMENT OR CONTENT.

Investigation of the State of the Art of Compliance with Legislation and Social Responsibility of a Company in Mexico.

So the company Teknovidrio, and its competitive environment is as follows: Teknovidrio, is a company that offers its services of study, design and implementation of projects, Consulting of some work or budget, referring to construction, on products of; aluminum windows, tempered glass, armored glass, handrails and stainless steel structures, aluminum panels, etc., to its customers, serving all people, companies or organizations with intentions in the field of glass and aluminum, is of the order traditional and medium technology. It is located in, Morelia, Michoacán.

On the other hand, the costs of the services offered are always adjusted to the needs of the project and the client's budget, without losing the required quality, which the price varies according to the dimension and size of the project.

Graph 1: Factors of influence in the market



Graph 1.- Factors. Own source.

The company has not established and instituted any standard as such, it is described in the ethical values, which it works, part of the organizational philosophy, which refers to:

Philosophy:

"Seek the best alternative in glass and aluminum technology", "Make the most of the resource used, without generating waste" "Make modernity and innovation available, with quality", are mottos that identify the Teknovidrio company, being the pillars that together with the objectives of the company, and with the following values:

- Teamwork.
- Responsibility.
- Spirit of service.
- Collaborator.
- Creativity.
- Honesty.
- Respect.
- I work under pressure.
- Stress management.

And in relation to the operation of the conditions of Corporate Social Responsibility from the elements of Strategic Planning, Teknovidrio begins to realize and identify that it has influence and impact not only with its clients, but with all interested parties, before it and in reference to Archie Carroll's pyramid of CSR:

1.- Economic Responsibility: not to generate waste, losses, making the most of the resources used, in terms of materials, facilities, human capital, investment, suppliers, distribution, etc., thereby not having high production or reprocessing costs or poor deliveries of their manufactured products.

2.- Legal Responsibility: The company Teknovidrio seeks consolidation as a Limited Liability Company or S de R.L, which: "among partners who are only required to pay their contributions, without the social parties being able to be represented by negotiable titles , to order or to bearer, since they will only be assignable in the cases

and with the requirements established by the Law", (p.10), as stated in article 58 of the General Law of Commercial Companies (LGSM) Last Reform DOF 06-14-2018 General Secretariat.

3.- Ethical responsibility: Teknovidrio, search; document the initiation of the ethical standards of the company, even though it has a corporate philosophy, values and organizational objectives, it wants to establish the standards for the company, through a model or applicable standard and establish strategies for companies of an ethical nature.

4.- Philanthropic Responsibility: In this aspect, the Teknovidrio company has not yet identified aspects/factors/elements that will allow it to reach the last rung of the pyramid of A. Carroll, it wants to strengthen the first three elements and start or go after the search for Philanthropic responsibility, once strengthened and with greater social experience, the economic, legal and ethical part. He begins to realize that he must identify strategies and actions that must be carried out so that they impact society where he does not generate waste to the environment and/or social programs.

5.CONCLUSIONS

The most important thing for a company to achieve success is to maintain a perfect balance and thus have a complete image of the business. And of course, through an identification of strategic needs, which identify the most pertinent actions to implement to achieve the objectives and therefore the full satisfaction of customers and consumers, of the product or service provided.

The adaptation for Teknovidrio, is to make quality products that adapt to the needs of project magnitude and budget, without losing the quality of the materials, for this it establishes efficient communication channels with its clients and its workers, so that there is no confusion. of the need to satisfy, in relation to the product and service offered.

CSR is important, since it guides the company to identify and propose strategies and positive actions for the development of society, in terms of human rights, healthy work practices, actions and care for the environment, at the impulse of groups of interest, the development and motivation of its human capital, and compliance with the applicable legality, to be recognized as a CSR

company, with which Teknovidrio can face the identified risks, taking actions to do so.

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