

## ECONOMIC DEVELOPMENT OF COMPANIES IN THE GUANO CANTON BASED ON RESPONSIBILITY AND SOCIAL MARKETINK

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**Summary:** Companies to develop economically have to be changing and very dynamic, with increasingly competitive demands and fighting for a fairer and more sustainable society, it is essential to combine corporate social responsibility based on sustainability with three dimensions, which are economic, environmental and social. The relationship of the economic dimension with social responsibility causes companies to face the challenge of changing the way they produce goods and services, combining economic development with the appropriate use of resources, contributing to the creation of an ecosystem and the promotion of rational consumption. In this context, this research aims to raise awareness of the importance of social responsibility to promote better economic development of companies in the canton Guano, which with the use of social marketing can determine the sales and profits of companies by responsibly increasing purchasing decisions.

**Keywords,** Social Responsibility, Economic Development, Companies, Social Marketing.

### INTRODUCTION

Economic activity on the environment, both socially and culturally, questions the practices and administrative forms used by companies, indicating a lack of corporate responsibility from the ethical, economic, social and environmental point of view. The regulations in this field do not have enough weight to develop standards and, failing that, to carry out adequate supervision and follow-up, which ensures the ethical and socially responsible operation of companies.

The main concern of socially responsible companies is the development of activity during production processes, which concerns employees, suppliers and others directly or indirectly affected in the process of change created by their company.

In the city of Guano, SMEs present in the market are in all shapes and sizes, whether companies or sole proprietorships, they are free to develop any type of activity, whether production, marketing or provision of services, where a profit is sought, according to the Directory of Economic Companies - 2020 registers in Guano 2,074 business organizations, of which we have.

**Table: Number of economic establishments**

PARISH	MICROENTERPRISE	SMALL BUSINESS	MEDIUM-SIZED BUSINESS	LARGE COMPANY	TOTAL	PERCENTAGE
Cantonal capital	1006	46	2	1	1055	50,87

Guanando	6				6	0,29
Ilapo	55	1	1		56	2,70
Providence	28		2	1	29	1,40
San Andres	578	17			598	28,83
San Gerardo de Pacaicaguan	96	3			99	4,77
San Isidro de Patulú	146	4			150	7,23
San Jose del Chazo	19	1			20	0,96
Santa Fé de Galán	48	1			49	2,36
Valparaiso	12				12	0,58
TOTAL	1994	73	5	2	2074	100
PERCENTAGE	96,14	3,52	0,24	0,10		

**Source:** Directory of Economic Enterprises, (2020)

**Made by:** CESA 2020 technical team.

Currently, the Guano canton is going through problems related to the misuse of the land, which hinders the productive capacity; contamination of the Guano River and the Quebrada las Abras, by the direct discharge of wastewater generated by housing activities and gray water by manufacturing activity in the canton; garbage management maintains a situation of alert, First the service does not cover the entire canton, you can see several sites in which the inhabitants deposit the garbage turning them into dumps, in these spaces the accumulation of debris is observed; presence of abandoned dogs increases the risk in public health issues; Little awareness of the population in environmental education issues is evident, since the entire canton has a very high environmental degradation.

The social responsibility of corporations is to maximize their profits, states the main argument of the economist, that corporate managers are employees of their shareholders and in that role have a "fiduciary responsibility" to maximize their profits; In this sense, donations, money for charity or other social purposes, which do not contribute to the growth of economic benefits, amount from this point of view to stealing from shareholders and even employees. That is why it is important to introduce the concept of socially responsible company, which considers the variables of the economy in the light of the maintenance of resources and the countryside (Saá et al., 2020: p.8).

"Social responsibility raises the level of social welfare by combining competitiveness, sustainability and social cohesion" (Rodríguez, 2019, p.13). Therefore, it has the following objectives:

- Implement concern for results, but developing ethical behavior.
  - Promote innovation and sustainable development models and development to face social challenges.
- Generate shared value.

**Table: Socially responsible behavior**

Employees	<ul style="list-style-type: none"> <li>• Continuous training</li> <li>• Delegation and teamwork</li> <li>• Transparency and internal communication</li> <li>• Work-family balance</li> <li>• Workforce Diversity</li> <li>• Transparent and consistent remuneration policy.</li> </ul>
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	<ul style="list-style-type: none"> <li>• Equal opportunities and responsible recruitment.</li> <li>• Participation in profits and capital Employability and durability of the job.</li> <li>• Health and safety in the workplace</li> <li>• Relocation processes.</li> </ul>
Shareholders	<ul style="list-style-type: none"> <li>• Remuneration of capital.</li> <li>• Information transparency.</li> <li>• Ethical investments.</li> <li>• Code of Good Governance.</li> </ul>
Management of production processes	<ul style="list-style-type: none"> <li>• Saving energy consumption.</li> <li>• No polluting emissions.</li> </ul>
Customers, suppliers and competitors	<ul style="list-style-type: none"> <li>• Quality, reliable products and services at reasonable prices.</li> <li>• Selection and collaborative relationships with suppliers.</li> <li>• Collaboration and alliances with competitors</li> </ul>
Local Community and Global Community	<ul style="list-style-type: none"> <li>• Contribution to local development.</li> <li>• Collaboration with community projects.</li> <li>• Signing of international collaboration agreements.</li> </ul>

Source: (Rodriguez, 2019)

Social responsibility builds trust and improves the reputation of the organizations involved in it, and can even be said to have a positive effect on the growth of economic results. Corporate social responsibility should be considered a competitive advantage of companies. Society chooses the products of a company that prioritizes social responsibility and environmental protection, rather than ignoring all these measures.

#### ***Differences between socially responsible and non-socially responsible companies***

**TABLE: Characteristics of a socially responsible and non-responsible company**

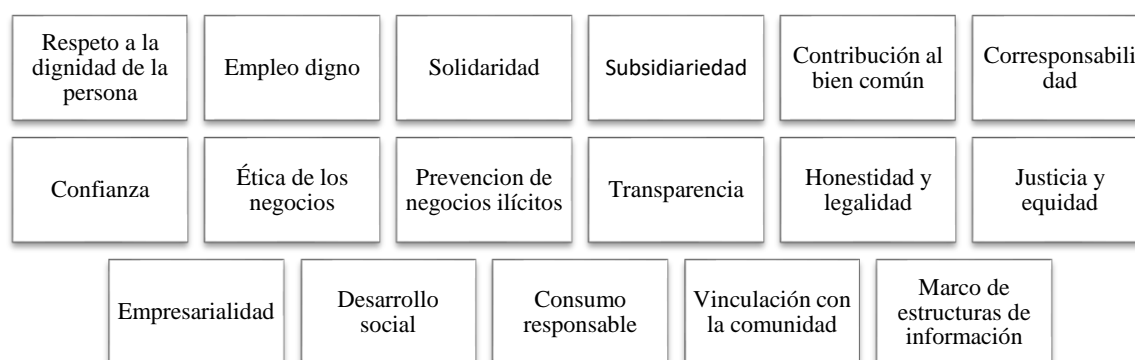
	No liability	Responsibly
Purpose of the company	Simply obtaining goods and services.	Obtaining goods and services considering how and at what social price
Productive resources	Resources are used	Resources are limited and must be conserved
Internal decisions	Single address decision element	Every member of the organization can collaborate
External decisions	The market is the only one that can impose its law on the company	Anyone affected by the company's actions must influence it
Objectives	Maximize the profit or current value of the company	Several objectives that are not always reconcilable or merely economic.

Source: (Aránzazu, 2019).

In addition to the financial information shown in the financial statements, companies were required to provide other documents containing information on environmental and social issues, which are now requested. A template for presenting this information should be available that all companies could use, as it would not only allow information on social and/or environmental responsibility activities to be displayed, but would also facilitate comparison. information provided by various companies (Cajiga, 2019, p.4).

We need to look for a document that allows inter-company evaluation, ie. that the company can evaluate its activities from the perspective of social responsibility and at the same time of Inter-evaluation, that is. Comparison information provided by various companies. The elements that allow measuring social responsibility are both social balance sheets and sustainability reports, which are documents based on several social indicators that correspond to the value of the company's performance. in the social and environmental sector (Aránzazu, 2019, p,11).

The author Aránzazu (2019, p.6) states that the areas of social responsibility correspond to universal business principles, and it is the knowledge and continuous deepening of these principles that ensure their successful implementation.



#### **Illustration: Principles of social responsibility**

**Fountain:** (Cajiga, 2019)

Based on the above, a socially responsible company is one that takes citizenship as part of its purpose, based on its vision and social commitment to those who benefit the company and positively to the communities in which it operates. Based on these principles, also the obligation to minimize the negative effects of its activities, which is based on open and continuous communication with its stakeholders (Cajiga, 2019, p.3).

Social responsibility and its activities must be voluntary and exceed the obligations arising from the law. In short, social responsibility requires respect for generally accepted values and the applicable legal framework. In addition, the company can contribute to the development of the country by maximizing the economic, social and environmental benefits of its core activities; make social investments and strategic philanthropy and participate in the debate of public policies at local, national and international levels, among many other activities (Llorénz and Espinosa, 2019: p,56)).

The Ecuador 2030 project aims to establish the scenarios to implement the so-called "Fourth Industrial Revolution" in the country, expanding strategies in accordance with the SDGs. It is about undertaking the bases to transform Ecuador into a modern and innovative nation, a prosperous country with great possibilities for future generations, as shown in the following illustration:



**Illustration: Ecuador's Corporate Social Responsibility and the 2030 Agenda**

It should be noted that only 8 of the 17 goals of the 2030 Agenda were discussed in this study, considering the authors' approaches to the implementation and development of corporate social responsibility in the country (Ormaza et al., 2020: p.11).

Social marketing should focus on the way of life of people; anthropology is a science that is responsible for these studies so marketing and anthropology can mitigate and in the best case eradicate problems for which it is required to have the active contribution of public and private companies. The above, however, is nothing new, marketing has historically been related to social causes, it is associated with the existence of a direct relationship between a certain consumer activity and a donation made by the company; It is an innovative way in which the company contributes to society, while expressing to its target audience its socio-environmental values and behavior. (Giuliani, Monteiro, Zambon, Betanho, & Lima Faria, 2012)

A correct and effective management of social marketing depends on knowing the environment that immediately surrounds the social campaign, even with respect to for-profit companies it is important to know the behavior of customers, because consumers determine the sales and profits of companies by responsibly increasing purchasing decisions. From the perspective of the company, it tries to maintain a close, permanent and diverse relationship with the market, recognizing at all times that it is integrated by consumers with heterogeneous characteristics. In advanced capitalist societies, production is production for desire and goods are minimally characterized by their use value. (Kotler & Roberto, 1991)(Ismael Quintanilla Pardo, 2014) (Javier Alonso Rivas, 2013)(Joel Feliu Samuel-Lajeunesse, 2014)

## METHODS

The research is quali-quantitative, and the purpose of descriptive research is to specify the important characteristics of people, groups, communities or any other phenomenon analyzed, which measure and evaluate different perspectives, dimensions or components of the phenomenon or phenomena being studied. (Monroy and Nava, 2018:p.11). Likewise, documentary or bibliographic research is a research technique through which what has been written and published before about a certain topic is explored (Monroy and Nava, 2018: p.18). The population under study is considered the main productive economic activities of the territory according to the occupation by EAP, information obtained by the Decentralized Autonomous Government of the Guano Canton detailed below:

**Table: Number of companies by economic activity**

DETAIL	QUANTITY	%
Agriculture, forestry and fisheries	7.736	49%
Factory	2.670	16%
Wholesale and retail trade	1.678	10%
Construction	1.535	10%

Public sector	1.150	8%
Transport and storage	695	4%
Accommodation activities	303	3%
<b>TOTAL</b>	<b>15.767</b>	<b>100%</b>

Source: National Information System-PDOT Guano

According to the sample, 191 surveys were applied to the inhabitants of the Guano canton in order to inquire about the management of social responsibility in the companies of the canton.

## ANALYSIS AND INTERPRETATION OF RESULTS

### Supplier purchases based on fair prices, payment terms and delivery

Answer	Agriculture, forestry and fisheries		Factory		Wholesale and retail trade		Construction		Public sector		Transport and storage		Accommodation activities		Total
	Be	%	Be	%	Be	%	Be	%	Be	%	Be	%	Be	%	
Always	104	56%	24	40%	11	29%	29	76%	22	73%	12	81%	8	73%	210
Almost always	20	11%	23	38%	15	39%	5	13%	5	17%	2	13%	2	18%	72
Ever	60	33%	13	22%	12	31%	4	10%	3	10%	1	5%	0	0%	93
Almost never	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	9%	1
Never	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
<b>Total</b>	<b>184</b>	<b>100%</b>	<b>60</b>	<b>100%</b>	<b>38</b>	<b>100%</b>	<b>38</b>	<b>100%</b>	<b>30</b>	<b>100%</b>	<b>15</b>	<b>100%</b>	<b>11</b>	<b>100%</b>	<b>375</b>

Source: Surveyed companies in the canton of Guano

**Interpretation:** It is evident that it is essential to look for strategies that are based on fair prices properly respecting delivery times since everything generates a value chain that ensures purchases from suppliers and that allows ecological procurement policies to be complied with and clean emissions practices are applied.

Table: Actions to know and disseminate the financial and economic results of your operation

Answer	Agriculture, forestry and fisheries		Factory		Wholesale and retail trade		Construction		Public sector		Transport and storage		Accommodation activities		Total
	Be	%	Be	%	Be	%	Be	%	Be	%	Be	%	Be	%	
Always	87	47%	45	75%	12	32%	19	50%	21	70%	7	46%	6	55%	197
Almost always	46	25%	12	20%	11	29%	7	18%	4	13%	6	39%	2	18%	88
Ever	23	13%	3	5%	12	32%	10	26%	5	17%	2	14%	2	18%	57
Almost never	12	7%	0	0%	3	8%	2	5%	0	0%	0	0%	1	9%	18
Never	16	9%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	16

Total	184	100%	60	100%	38	100%	38	100%	30	100%	15	102	11	100%	375
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Source: Surveyed companies in the canton of Guano

**Interpretation:** It is evident that some companies do not disclose their financial information to their customers. Investors need accounting information because they are interested in the future benefits they will receive when acquiring or owning a financial instrument, for this reason communication strategies must be used to reach stakeholders.

#### Aactions to reduce the materials used in the goods or services provided

Source: Surveyed companies in the canton of Guano

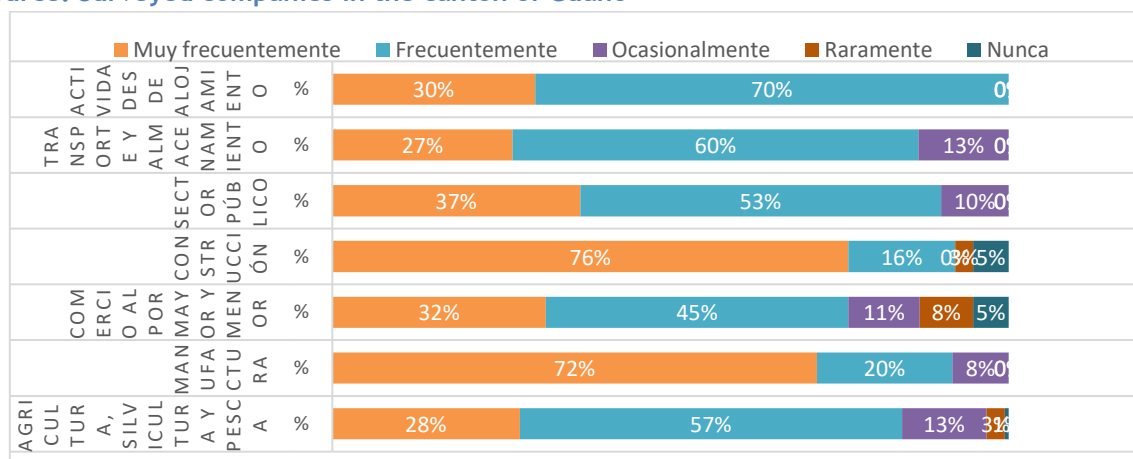


Figure Ato reduce materials used in goods or services provided

**Interpretation:** It is identified that there are companies that do not carry out CSR actions to optimize resources, which causes higher expenses to be generated, causing loss of liquidity and profitability within the company. Corporate social responsibility offers an excellent opportunity to increase the interests and profits of large or small companies. Some studies show that companies with advanced CSR policies get more productivity, which directly affects the bottom line.

#### Use of methods to recycle, reduce and reuse all types of materials

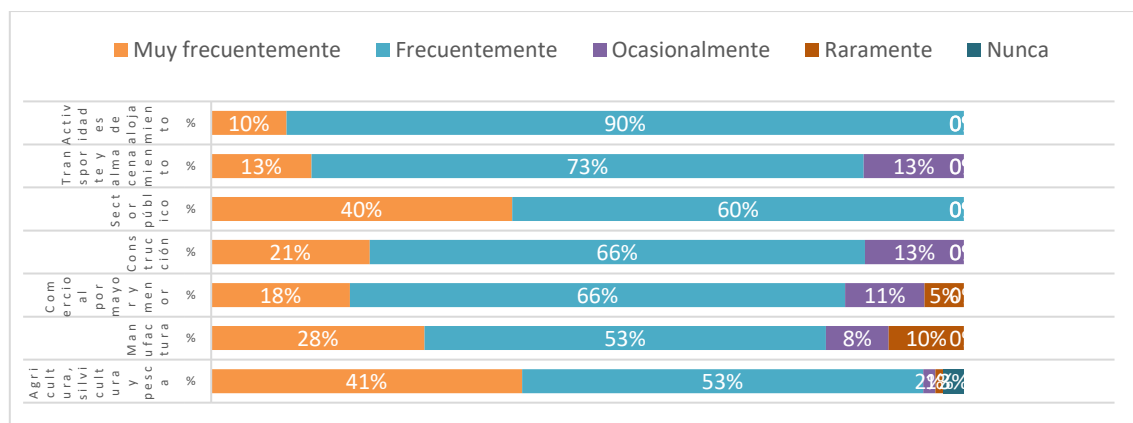


Illustration: Using methods to recycle, reduce and reuse all types of materials

**Interpretation:** Some companies do not use recycling methods which indicates the lack of awareness and motivation for the care of the canton. It must be encouraged to be a sustainable business with measures, culture and values that allow its sustainability in the long term, because corporate social responsibility promotes the improvement of labor market conditions and the maintenance of the production of goods.





### Discussion, Aporte and results

The inadequate management of the 3Rs (reduce, recycle and reuse) is evidenced, which indicates the lack of training and information on CSR policies, causing deterioration of reputational value, worsening of the competitive position, decrease in the capacity to generate income or fines and penalties, pollution in the environment and loss of customers in the future.

Respondents mention that companies do not carry out social support projects for the community. Companies in the Guano canton are not socially responsible, and only sustainable companies can access this "corporate behavior" i.e. those that increase their profit by improving the use of resources that prevent environmental damage (current and potential) and ultimately meet the needs of society, including its employees. The company that promotes or contributes to local development projects generally needs to assert itself in the eyes of society and be accepted in the environment.

(Rendueles Mata, 2010) It argues that in order to guarantee the success of a project linked to social marketing, it is essential that it be preceded by an in-depth investigation into the specific desires, beliefs and attitudes of the recipients, as well as the specific characteristics of the social products that are intended to be promoted.

The topics that can be addressed in social marketing are very varied, from violence, alcoholism, environmental protection, crime prevention, sex education, security, promotion of cultural events, educational, etc. Social marketing can also be useful to influence behaviors such as obtaining grants, sponsorships, contributions to foundations or non-governmental organizations, obtaining support from social media, volunteering, and others.

Entrepreneurs should think about implementing the social responsibility of strategic planning and implement it as part of the management system. Managing each dimension of CSR allows a company to improve its competitiveness, improve its corporate image and manage its stakeholders through an integrated approach that not only meets its economic, legal, ethical and social obligations. to its shareholders, as well as employees, customers, local communities, environment, suppliers and distributors.

The obstacles that local companies may face to implement CSR in their business strategies is not recognizing the materiality of the impacts that the company can generate to stakeholders. It does not have human talent trained to handle CSR.

"Complex" responsible action means analyzing and defining the scope of the organization, as already said, in relation to the various needs, expectations and values that shape the being and doing of people and companies. with whom you communicate; in this way their responsibility can be understood and grouped (Duque et al., 2017; p.5) .

**Internal economic dimension:** Its responsibility focuses on the creation and distribution of added value among partners and shareholders considering not only the market situation, but also equality and justice. The business must make a profit and stay alive and well (sustainable development) (Gorrochategui, 2020, p,55).

**External economic dimension:** means the production and distribution of useful and profitable goods and services to the community, in addition to contributing to public purposes through taxes. Similarly, the company must actively participate in the definition and implementation of the economic plans of its region and country (Gorrochategui, 2020, p,55).

### Economic development

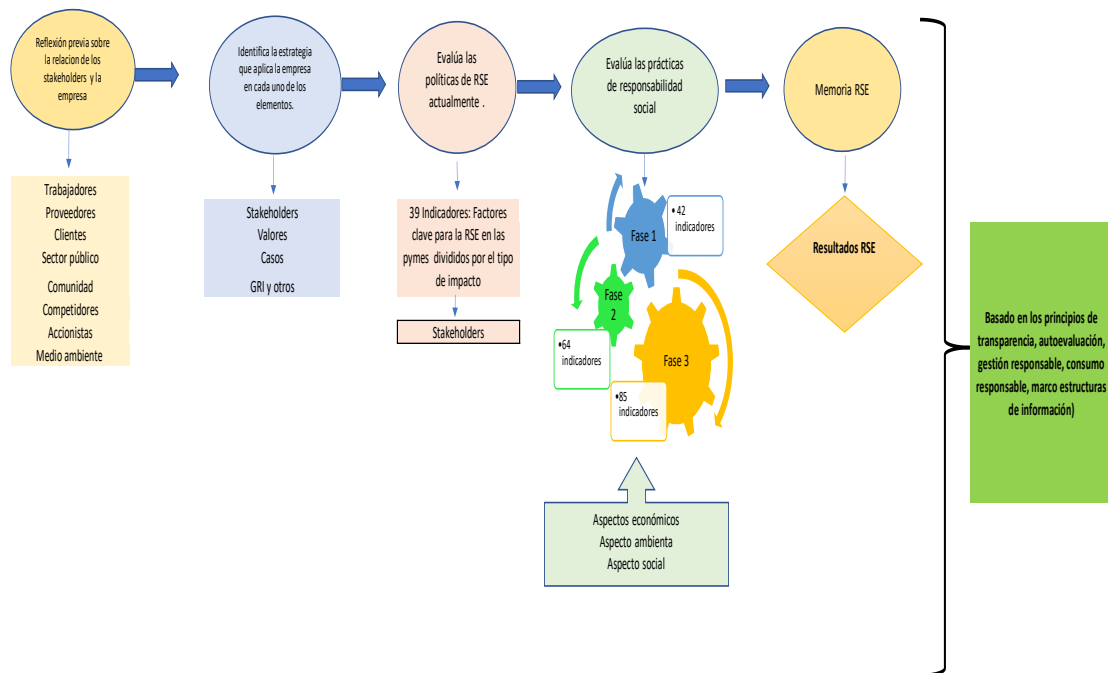
The economic dimension of social responsibility includes all aspects related to the socially responsible development of the supply chain of organizations, the management of customers, consumers or users and tax operations. A responsible supply chain is crucial for any organization, because inadequate management has a negative impact on its environmental and social impact, as well as on corporate reputation, which is one of the most valued intangible assets today and the most difficult to revalue. (UPB, 2022)

**Reduction of the cost of capital:** A company generally has two ways to finance its operations, either self-financing of partners/shareholders or financing of third parties, usually through a loan.



**Increase turnover:** Customer satisfaction is a key factor in the competitiveness of any company. Customers generally expect companies to deliver safe, high-quality products and services that meet their expectations.

The company that is respectful of people, communities, the environment and society as a whole, projects a reputation that guarantees greater sustainability over time, reducing risks, anticipating situations that may affect the company, greater agility to react and adapt to change, and generating trust, as well as presented in the CSR indicators analysis model for SMEs-RSCAT .



#### Illustration: CSR indicators analysis model for SMEs - RSCAT

For SMEs in the canton Guano aims to identify the most important CSR factors for SMEs using 39 indicators divided into social, environmental and economic effects for each of the eight groups of key stakeholders of the company. Finally, it is recommended to measure and manage these 39 indicators with a total of 191 specific indicators, which are divided into three successive stages according to the degree of development of CSR in the 39 indicators.

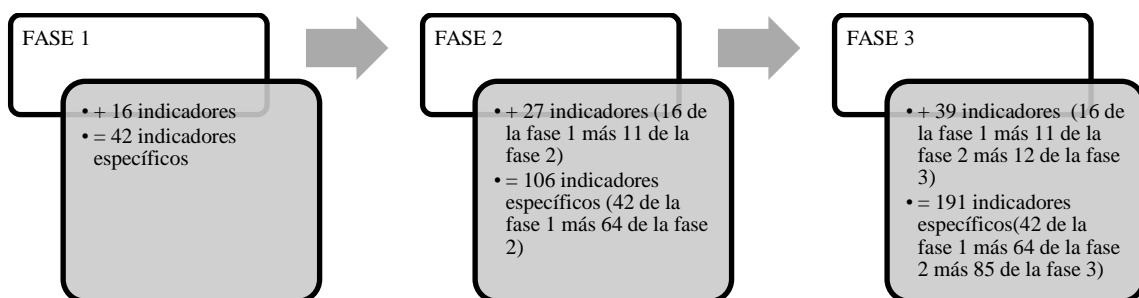



Figure 1: Phases of the CSR Indicators model

Source: (Vilanova & Dinarés, 2009)

Application of the CSR indicators analysis model for SMEs - RSCAT



ENVIRONMENTAL PERFORMANCE																																																
ASPECT TO BE EVALUATED	AGRICULTURE						FACTORY						COMMERCE						CONSTRUCTION						TRANSPORT						ACCOMMODATION																	
	0	1	2	3	4	5	6	0	1	2	3	4	5	6	0	1	2	3	4	5	6	0	1	2	3	4	5	6	0	1	2	3	4	5	6	0	1	2	3	4	5	6						
The company regarding the improvement of materials used in the manufacture of products/services					4								4								5						4																		5			
The company regarding the reduction of energy consumption						5								6							6							5																	5		6	
The company with respect to 5.2.2. care of sources, handling, reduction and recycling of water used							6							6							6							6																	5		6	
The company with regard to greenhouse gas emissions, destructive substances performs actions															6							6						6																		5		
The company with respect to the management and reduction of waste and dumping					4									5								0						0																	0		6	
The company regarding the management and mitigation of the impact of its products and services														5														4																		5		
The company regarding the mechanisms that ensure compliance with environmental legislation						5								6								6						6																	6		6	
The company with respect to the management and mitigation of the environmental impact derived from the transportation of products, other goods and materials used					4								4							4								5																	4			
The company with respect to environmental investment			2						1								2						2								2																2	
The company with respect to the control and reduction of risks associated with the use and disposal of toxic materials					4								4						3										6																5		5	
The company with respect to the prevention and minimization of impacts by noise, odor, light, vibrations and soil pollution						5								5							6								5																4		5	
The company regarding investment plans and development of technologies to reduce the environmental impact of its operation and promote cleaner production									1								1						2																						5		4	
The company with respect to the identification and prevention of environmental risks and accident control						5								5							6								5																5		5	
The company regarding the replacement of non-renewable resources with alternative and sustainable low-impact sources						5								6								6							6																5		6	
The company with respect to hiring suppliers of products and services that demonstrate commitment to the environment.					4								3																5																5		5	



Scale and meaning of colors	
5 to 6 points: The organization has total mastery over the action. Very good level of Social Responsibility	
3 to 4.9: The organization has a medium command over the action; is implementing some Social Responsibility actions, but needs to formalize them in policies and procedures	
1 to 2.9 points: The organization has limited control over action, low social responsibility	
0: The Organization has no control over the action, poor perception of CSR	

Through the application of the model and the Analysis to Corporate Governance by (Shareholders and Directors) the agriculture, manufacturing and construction sector has limited control over the action, low social responsibility. The trade and transport sector has a medium domain over action; it is implementing some Social Responsibility actions, but needs to formalize them in policies and procedures. The application of the Analysis model to economic performance (suppliers and shareholders) identifies that all sectors except accommodation have total control over the action. Very good level Social Responsibility. Although CSR has an educational component and people must be trained to be socially responsible, classes or courses are not enough, awareness must be promoted by developing a will, avoiding the temptation to use corporate social responsibility as an advertising trick to attract customers. Its operations must be driven by a conviction based on human dignity and social, environmental and economic benefit without affecting shareholder profits.


Therefore, actions are proposed to be implemented in each of the SMEs of the Guano canton related to, strategies for suppliers based on prices, fair payment and delivery terms, strategies to disseminate financial information, strategies to motivate business formality, strategies to reduce the materials used in the manufacture of products or services, strategies to raise awareness of the care of the environment and strategies to respond to complaints and claims, in order to encourage companies to be perceived as responsible brands, better attracting human talent and allowing customers and users to have a better image of them, which allows them to increase the volume of their sales.

## CONCLUSIONS

The commitment that SMEs have with the welfare of society begins with being responsible in their dealings with workers, customers and consumers, as well as with the environment, through ethical practices in the construction of a society that allows better living, in which the efforts of all those involved are integrated, through the application of research techniques to the inhabitants of the Guano canton it was possible to identify that the companies currently do not provide improvements for the benefit of the community in the place where they are located since they have witnessed the lack of commitment to the management of waste, water and electricity, among others that is why with the application of the Model of analysis of CSR indicators for SMEs - RSCAT and its indicators will allow companies in the Guano canton Work attached to values and that within their business objectives include supporting social, economic and environmental needs in order to optimize their competitive situation and their added value with an added value of social marketing.

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