

INFLUENCE OF THE CORPORATE ETHOS ON THE BENEFITS AND ECONOMIC IMPACT OF FOOD SECURITY IN ECUADOR

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Summary

To develop this article, a documentary review of the elaboration and production of research works related to the study of the Corporate Ethos and its influence on food security in Ecuador was carried out in order to know through a bibliometric study the main characteristics of 124 publications registered in the Scopus database during the period 2018-2022. The results produced by this database were organized in graphs and figures categorizing the information by variables such as Year of Publication, Country of Origin and Area of Knowledge, which allowed to identify, through a qualitative analysis, the position of different authors regarding the proposed theme.

The main findings found through the present research was that the United States stood out for having the largest scientific production, leading the list with 38 publications. Likewise, the Area of Knowledge that made the greatest contribution to the construction of bibliographic material related to the study of the variables were the social sciences with 73 published documents.

Keywords: *Corporate ethos, food safety, corporate social responsibility CSR, Ecuador.*

1. INTRODUCTION

It is increasingly notorious the concern of companies to manage projects that allow them to achieve a positioning in the market of a region through their products and / or services and the implementation of multiple projects that provide benefits to the community that is part of their environment in order to obtain greater remembrance and acceptance by final consumers and the market in general. The above is known as Corporate Social Responsibility CSR, which "is defined as the active and voluntary contribution to social, economic and environmental improvement by companies, with the aim of improving their competitive, valuation and added value". (Government of Mexico, n.d.) Although it is part of their action plan, in all cases it is not easy to meet all the proposed objectives since they must always take into account the most important requirements of the population that surrounds them, so some indicators have been created that allow measuring their scope as proposed at the beginning of a project.

These management indicators are called Corporate Ethos, which according to the Ethos Institute: They represent their effort to offer companies a tool that helps them in the process of deepening their commitment to social responsibility and sustainable development. Structured in the form of a questionnaire, the Ethos Indicators are an excellent instrument for awareness, learning and monitoring of corporate social responsibility. (Instituto Ethos de Responsabilidad Social Empresarial, n.d.)

In the specific case of Ecuador, a country mostly inhabited by indigenous groups and consisting of a large number of small and medium-sized enterprises, we seek to measure the level of commitment of the latter in achieving more socially equitable environments, placing greater emphasis on the historical struggle of this country against hunger. That is why, this research article seeks to describe the main characteristics of the set of publications attached to the Scopus database and that are

directly related to the aforementioned variables, as well as the description of the position of certain authors affiliated with institutions around the world, during the period between 2018 and 2022.

2. GENERAL OBJECTIVE

Analyze from a bibliometric and bibliographic perspective, the elaboration of works on the variables Corporate Ethos and its influence on the Benefits and Economic Impact of Food Security in Ecuador during the period 2018-2022.

3. METHODOLOGY

This article is carried out through a mixed orientation research that combines the quantitative and qualitative method.

On the one hand, a quantitative analysis of the information selected in Scopus is carried out under a bibliometric approach of the scientific production corresponding to the study of the Corporate Ethos and its influence on the Benefits and Economic Impact of Food Security.

On the other hand, examples of some research works published in the area of study indicated above are analyzed from a qualitative perspective, starting from a bibliographic approach that allows describing the position of different authors against the proposed topic.

It is important to note that the entire research was carried out through Scopus, managing to establish the parameters referenced in *Figure 1*.

3.1 Methodological design



Figure 1. Methodological design
Source: Authors.

3.1.1 Phase 1: Data collection

Data collection was executed from the Search tool on the Scopus website, where 124 publications were obtained from the choice of the following filters:

corporate AND ethos, AND food AND safety

- Published documents whose study variables are related to the study of the Corporate Ethos and its influence on the Benefits and Economic Impact of Food Security.
- Limited to the years 2018-2022.
- No limit of countries.
- No limit in areas of knowledge.
- Regardless of type of publication.

3.1.2 Phase 2: Construction of analysis material

The information collected in Scopus during the previous phase is organized and subsequently classified by graphs, figures and tables as follows:

- Co-occurrence of Words.
- Year of publication.
- Country of origin of the publication.
- Area of knowledge.
- Type of Publication.



3.1.3 Phase 3: Drafting of conclusions and outcome document

In this phase, we proceed with the analysis of the results previously yielded resulting in the determination of conclusions and, consequently, the obtaining of the final document.

4. RESULTADOS

4.1 Co-occurrence of words

Figure 2 shows the co-occurrence of keywords found in the publications identified in the Scopus database.

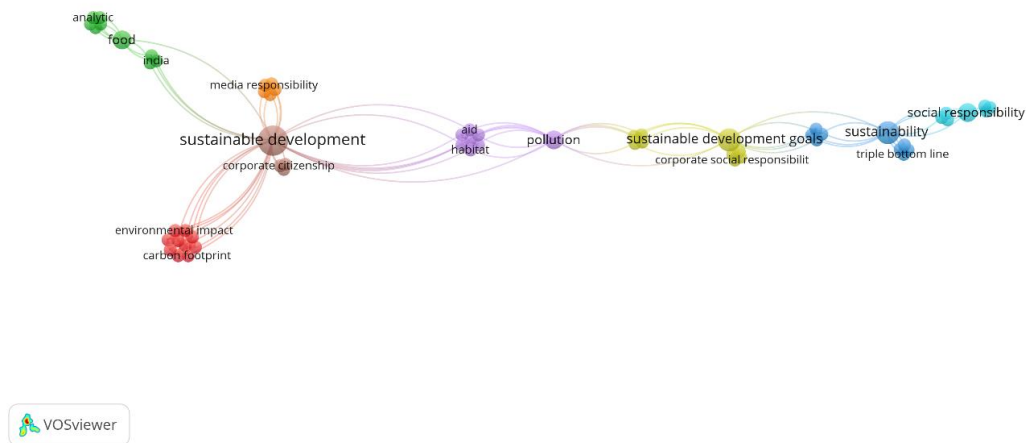


Figure 2. Co-occurrence of words

Source: Own elaboration (2023); based on data exported from Scopus.

The data in Figure 2, exported from Scopus, shows us our variables and their relationship with other terms which we will explain below.

The Corporate Ethos is responsible for showing companies the results of the different steps that are carried out in order to achieve Corporate Social Responsibility and the sustainable development of the company and its environment. Therefore, according to the activity carried out by the company, they self-evaluate taking into account their scope and achievements in social, environmental, governmental and strategic aspects.

It should be noted that currently consumers or people who are around companies pay more attention to the benefits that their community can acquire from aid or collaborations that improve their quality of life, so these indicators have become more important in the business sector.

4.2 Distribution of scientific production by year of publication

Figure 3 shows how scientific production is distributed according to the year of publication.

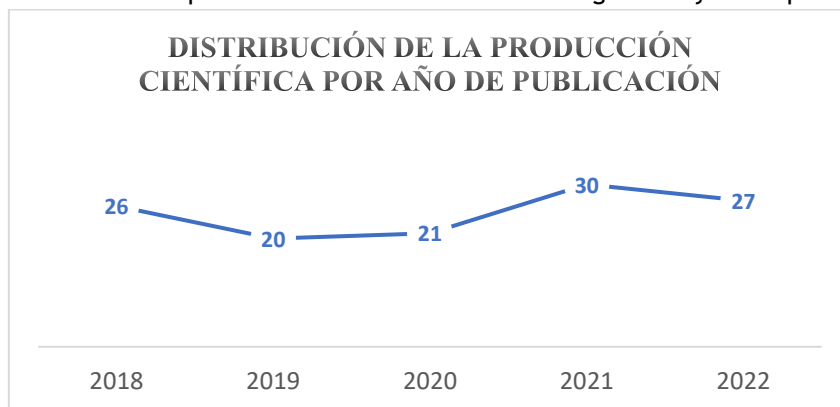


Figure 3. Distribution of scientific production by year of publication.

Source: Own elaboration (2023); based on data exported from Scopus

In figure 3 we find the scientific production concerning the Corporate Ethos variables and their influence on the Benefits and Economic Impact of Food Security for the period between 2018 and 2022, which resulted in the publication of 124 documents, in the Scopus database, containing the keywords. Likewise, it is evident that some changes were experienced throughout the period. We started with the year 2018 with 26 documents, a number that varies during the following years. During 2019, 20 texts were published, while in 2020 it reached 21 publications. In 2021, the increase continued to achieve the publication of 30 documents, a figure that again decreased during 2022. From the year 2022, the article "Logos, Ethos, Pathos, Sustainabilitos? About the role of media companies to achieve sustainable development" where we talk particularly about companies dedicated to the news medium and their main social responsibility the "(Voices, 2022)brain footprint" they leave on their audience. That is, it is necessary to communicate everything related to sustainability with the aim of "creating a shared understanding of social values about sustainability, generating public commitment and contributing to sustainable development". (Voices, 2022)

4.3 Distribution of scientific production by country of origin.

Figure 4 shows how scientific production is distributed according to the nationality of the authors.

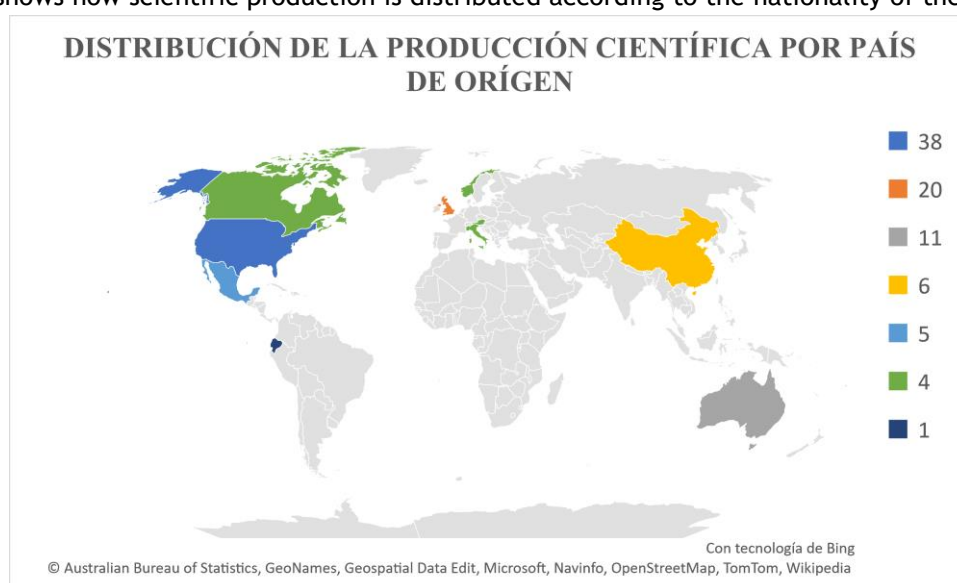


Figure 4. Distribution of scientific production by country of origin.

Source: Own elaboration (2023); based on data provided by Scopus.

In the study of the Corporate Ethos and its influence on the Benefits and Economic Impact of Food Security, the United States leads the list of published documents with a total of 38 records in the Scopus database during the period of the years 2018-2022, followed by the United Kingdom and Australia with 20 and 11 texts each.

The article entitled "Responsible innovation and ethical corporate behavior in the Asian fashion industry: a systematic review of the literature and ways forward" in (D'Amore, Di Vaio, Hassan, & Tiscini, 2022) which the importance of implementing Ethos indicators in all companies regardless of the service or product they offer is exposed, such is the case of fashion firms that in their eagerness to save costs have moved their factories to Asia. However, this industry has been scrutinized in detail, as they do not possess high levels of "transparency on environmental and social sustainability." (D'Amore, Di Vaio, Hassan, & Tiscini, 2022) "Growing public awareness of sustainability issues has led companies to declare their commitment to sustainable resources, but little change has been recorded." (D'Amore, Di Vaio, Hassan, & Tiscini, 2022)

At this point, it is important to note that the preparation of scientific publications in many cases is carried out from collaborations that may involve private and/or public institutions from one or more countries. Therefore, the same publication can be linked to one or more authors with different nationalities and thus to more than one country simultaneously, being part of the total number of articles or publications of each of them in the final sum. Next, in Figure 5, you will see in greater detail the flow of collaborative work carried out by several countries.

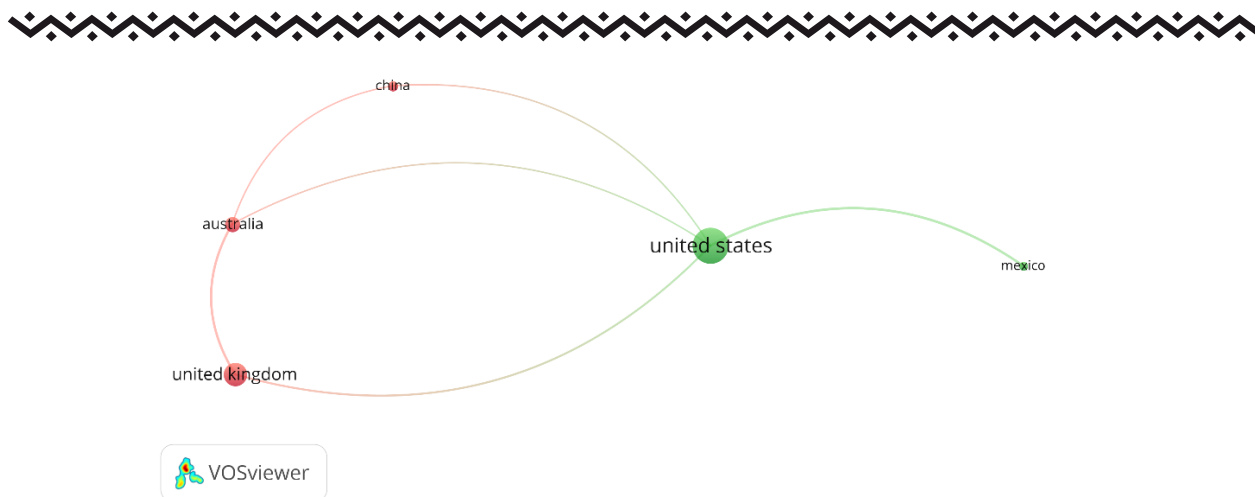


Figure 5. Co-citations between countries.

Source: Own elaboration (2023); based on data provided by Scopus.

Figure 5 shows the grouping of research according to the collaboration between authors belonging to various international institutions. There is evidence of outstanding participation between authors affiliated with institutions in Mexico with countries in other regions such as the United States, Australia, the United Kingdom and China.

4.4 Distribution of scientific production by area of knowledge

Figure 6 shows the distribution of the elaboration of scientific publications from the area of knowledge through which the different research methodologies are implemented.

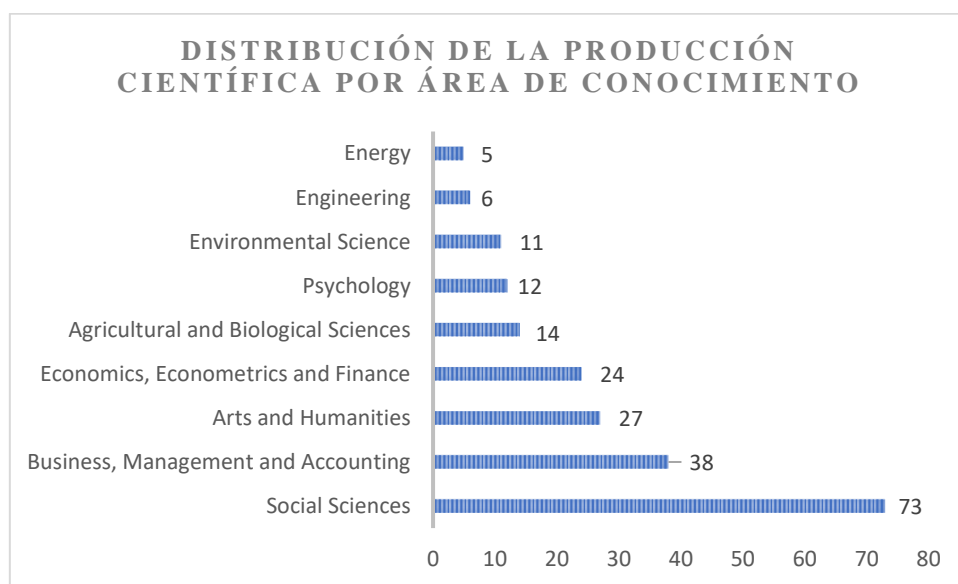


Figure 6. Distribution of scientific production by area of knowledge.

Source: Own elaboration (2023); based on data provided by Scopus.

Due to the nature of our variables and the repercussions they can generate in an entire community, it is not surprising that most of the publications found in the Scopus database, on these are made from the social sciences occupying the main position in the publication of documents. Other areas such as business, management and accounting as well as the arts and humanities have contributed to the study of these variables managing to publish 38 and 27 documents each.

As we can see in Figure 6, the variables object of this study are relevant in various areas of knowledge, since they can be analyzed from the different approaches that emphasize enacting and preserving sustainability in general.

4.5 Type of publication

In the following graph, you will observe the distribution of the bibliographic finding according to the type of publication made by each of the authors found in Scopus.

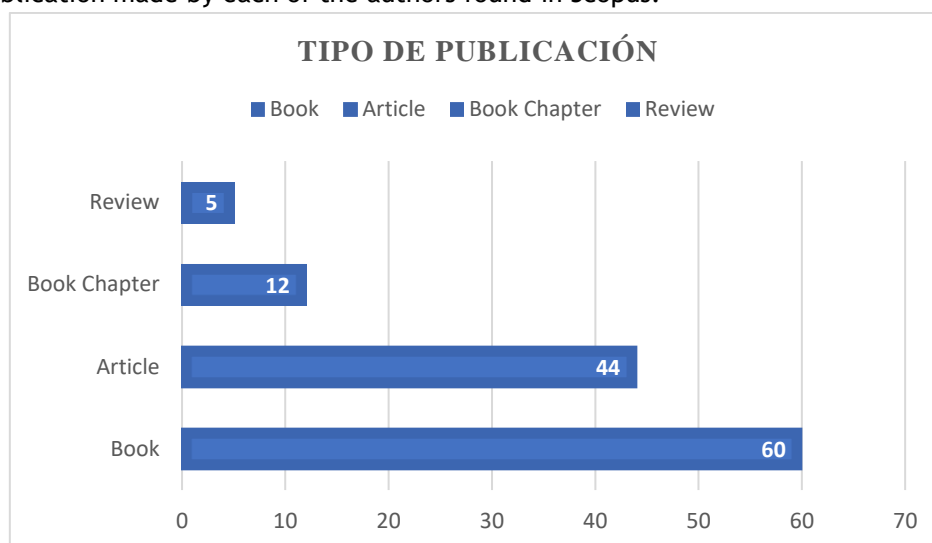


Figure 7. Type of publication.

Source: Own elaboration (2023); based on data provided by Scopus.

Figure 7 clearly shows that the predominant type of publication in the study of the Corporate Ethos and its influence on the Benefits and Economic Impact of Food Security, was the book article with a total of 60 documents. In second place, the journal article is located with 44 documents followed by the book chapters with 12 publications.

The article called "Sustainable practices in small and medium-sized enterprises in Ecuador" (Álvarez-García, del Río-Rama, & Sarango-Lalangui, 2018) ensures that all companies regardless of their size generate impacts on their environment, "however, in the case of this type of companies, the accumulation of these impacts is very significant in the immediate environment where they offer their products and services" (Álvarez-García, del Río-Rama, & Sarango-Lalangui, 2018). Ecuador seems to be a country highly concerned about its sustainability indexes so the intention of this article was "to find out if small and medium-sized companies in this country are involved in the adoption of sustainable practices, as well as to see if there are significant differences in adoption according to size, sector and seniority" (Álvarez-García, del Río-Rama, & Sarango-Lalangui, 2018) torrojando moderately positive results that require more effort to achieve improvement in the benefits that companies generate in the communities.

5. CONCLUSIONS

From the bibliometric analysis carried out in the present research work, it was established that the United States was the country with the highest number of records published regarding the variables Corporate Ethos and its influence on the Benefits and Economic Impact of Food Security with a total of 38 publications in the Scopus database during the period 2018-2022 and that the area of knowledge with the greatest contribution was the social sciences with a total of 73 texts.

On the one hand, we can affirm that although companies show more interest in working together with vulnerable populations to achieve social and environmental improvements, there is still a long way to go since in most cases measurement tools such as the Corporate Ethos are not being used to identify their progress. On the contrary, they limit themselves to carrying out activities regardless of the impact they really have on people.

On the other hand, it was not possible to find much information related to the implementation of these indicators in Ecuador and therefore determine their influence on the Benefits and Economic Impact of Food Security, the main objective of this research article. Although the Scopus platform yields a large number of documents related to our variables, when reviewing in detail we find a

greater relationship with the study of companies whose main activity is food production and not the contribution of these in the fight against hunger and social inequality in the world.

For this reason and in order to continue generating awareness of the importance of guaranteeing access to this type of information in a transparent way by anyone, we hope to encourage with this article the participation of scientific communities in the study of these variables from any scientific profile and area of knowledge always seeking to provide more alternatives that contribute to the investigation of topics of general interest.

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