



SCOPE OF SOCIAL RESPONSIBILITY IN LATIN AMERICA

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Summary

A documentary review was carried out on the production and publication of research papers related to the study of the variable Social Responsibility in Latin America. The purpose of the bibliometric analysis proposed in this document was to know the main characteristics of the volume of publications registered in the Scopus database during the period 2017-2022, achieving the identification of 839 publications. The information provided by this platform was organized through graphs and figures categorizing the information by Year of Publication, Country of Origin, Area of Knowledge and Type of Publication. Once these characteristics have been described, the position of different authors towards the proposed theme is referenced through a qualitative analysis. Among the main findings made through this research, it is found that Brazil, with 294 publications, was the country with the highest scientific production registered in the name of authors affiliated with institutions in that country. The Area of Knowledge that made the greatest contribution to the construction of bibliographic material regarding the scope of Social Responsibility in Latin America was Business, Administration and Accounting with 481 published documents, and the Type of Publication most used during the period indicated above was Journal Articles with 79% of the total scientific production.

Keywords: *Social Responsibility, Latin America.*

1. INTRODUCTION:

Social responsibility in Latin America is a broad concept that encompasses the actions and practices of companies, organizations and governments to contribute to sustainable development and the well-being of society in the region. This approach goes beyond the mere pursuit of economic benefits and seeks to balance social, environmental and economic aspects in its operations and decisions. The scope of social responsibility in Latin America extends to multiple areas and sectors. First, companies play a critical role in taking responsibility beyond their business operations, considering the social and environmental impact of their activities. This involves adopting ethical business practices, promoting decent employment, respecting human and labour rights, responsibly managing natural resources, reducing the environmental footprint and contributing to the community in which they operate.



Social responsibility also involves non-governmental organizations (NGOs) and other civil society organizations working on social, environmental and development issues. These organizations play a crucial role in promoting social justice, gender equity, environmental protection, education, health and other aspects relevant to sustainable development in the region.

On the other hand, governments have a responsibility to promote public policies that foster corporate and social social responsibility. This involves creating regulatory frameworks, incentives and oversight mechanisms that encourage companies and organizations to act responsibly. Governments must also ensure the protection of citizens' rights, social inclusion and the reduction of inequalities. Importantly, the scope of social responsibility in Latin America is also related to the promotion of transparency, accountability and citizen participation. These aspects are fundamental to strengthen trust in institutions and foster collaboration between different social actors in the search for solutions to regional challenges. For this reason, this article seeks to describe the main characteristics of the compendium of publications indexed in the Scopus database related to the variables Social Responsibility in Latin America, as well. As the description of the position of certain authors affiliated with institutions, during the period between 2022 and 2023.

2. GENERAL OBJECTIVE

Analyze from a bibliometric and bibliographic perspective, the elaboration of works on the variables Social Responsibility in Latin America published in high impact journals, indexed in Scopus database during the period 201 7-2022.

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 Social Responsibility in Latin America. 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 search was performed through Scopus, managing to establish the parameters referenced in *Figure 1*.

3.1. Methodological design

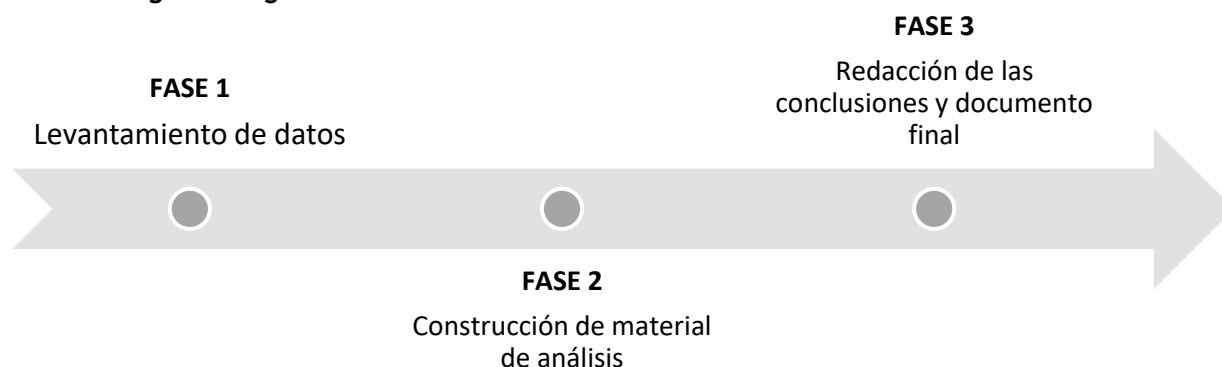


Figure 1. Methodological design

Source: Authors.

3.1.1 Phase 1: Data collection

Data collection was carried out from the Search tool on the Scopus website, where 839 publications were obtained from the choice of the following filters:

- TITLE-ABS-KEY (corporate AND social AND responsibility) AND (LIMIT-TO (PUBYEAR , 2022) OR LIMIT-TO (PUBYEAR , 2021) OR LIMIT-TO (PUBYEAR , 2020) OR LIMIT-TO (PUBYEAR

Corporate Social Responsibility is the most frequently used keyword within the studies identified through the execution of Phase 1 of the Methodological Design proposed for the development of this article. Latin America is also among the most frequently used variables, associated with variables such as Marketing, Sustainable Development. From the above, it is striking that social responsibility promotes a balanced approach between the social, environmental and economic aspects of development. In a region with significant challenges in terms of poverty, inequality, environmental degradation and limited access to basic services, social responsibility becomes a key tool to promote sustainable and equitable development. It is important to note that the scope of social responsibility may vary depending on the context and characteristics of each country in Latin America. However, in general, it is sought that companies and organizations assume a broader commitment to society and the environment in which they operate, beyond the generation of economic benefits. Social responsibility has become a key tool to promote sustainable development and build fairer and more equitable societies in the region.

4.2 Distribution of scientific production by year of publication

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

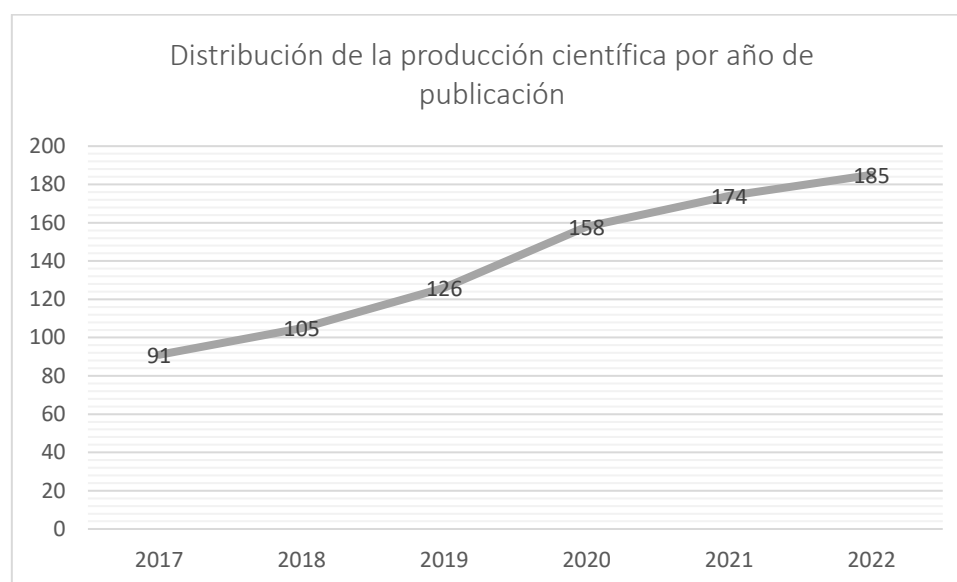


Figure 3. Distribution of scientific production by year of publication.

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

Among the main characteristics evidenced by the distribution of scientific production by year of publication, it is notorious that the year in which the highest number of publications were registered in Scopus was 2022, reaching a total of 185 documents published in journals indexed in this platform. This can be explained thanks to the interest on the part of the scientific community in identifying problems related to social responsibility in Latin America. This position is evident, thanks to articles such as the one entitled "Corporate Social Responsibility, Green Innovation and Competitiveness: Causality in Manufacturing" (Padilla Lorenzo Carmen Paola, 2022) The purpose of this paper is to explore the interaction of corporate social responsibility (CSR) and green innovation to boost competitiveness in manufacturing in an emerging market context. This study adds green innovation as a mediator in the relationship between CSR and competitiveness. Design/methodology/approach: A model with three second-order constructs is developed and tested in a sample of 325 managers of manufacturing companies in Ecuador, using quantitative and cross-sectional methods. Findings: After obtaining adjusted and validated measurement models, a structural equation model was carried out, where the main hypotheses were confirmed, providing empirical evidence that CSR and green innovation significantly influence manufacturing competitiveness in a developing economy. Limitations/implications of the research: This study considers only manufacturing companies in



Ecuador, focusing on CSR practices in a single territorial case study. Arguably, it contributes to bolstering the CSR business case, with new evidence on the causal relationships between CSR, green innovation and competitiveness, in the context of emerging market manufacturing industries.

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.

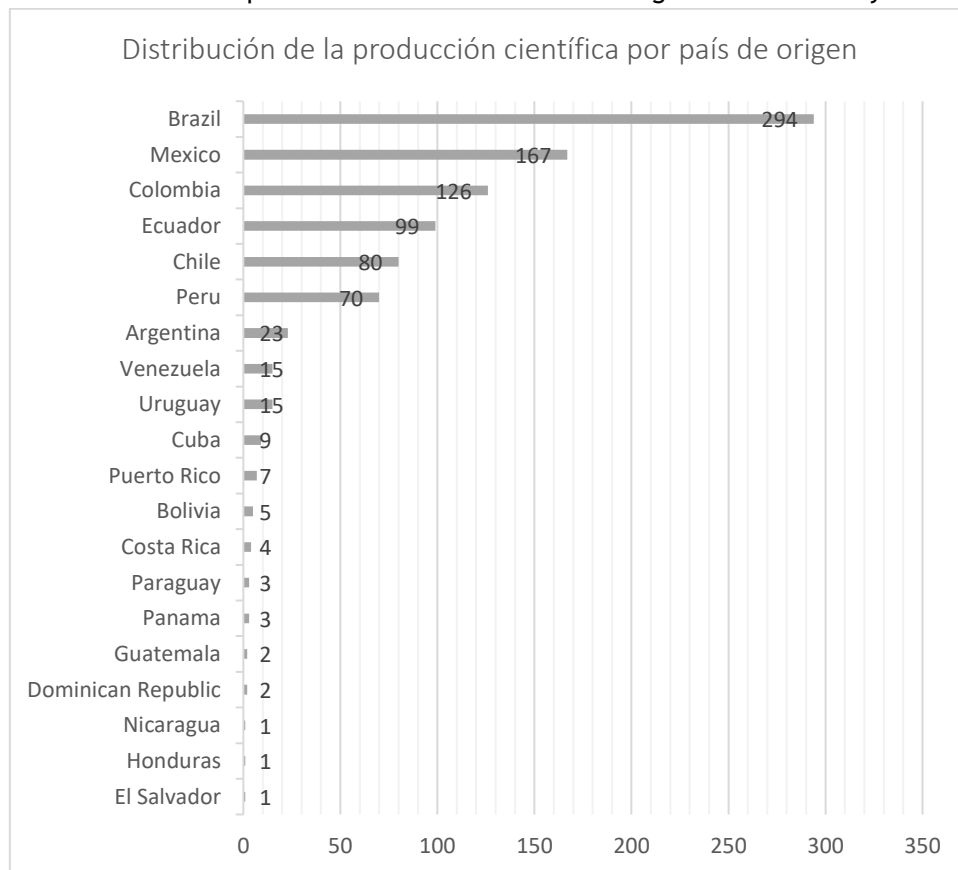


Figure 4. Distribution of scientific production by country of origin.

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

Within the distribution of scientific production by country of origin, records from Latin American institutions were taken into account, establishing Brazil, as the country of that community, with the highest number of publications indexed in Scopus during the period 2017-2022, with a total of 294 publications in total . In second place, Mexico with 167 scientific documents, and Colombia with 126. Ecuador ranked fourth presenting to the scientific community, a total of 99 documents among which is the article entitled "environmental management from the perspective of corporate social responsibility in SMEs" The (GONZALO ORDÓÑEZ, 2022) objective of this article is to determine the environmental management of SMEs from the perspective of CSR. The research was developed under a qualitative approach, carrying out a documentary and theoretical review of the variables under study and an analysis of the results of the most recent research on the subject. The results indicate that CSR practices promote the strengthening of the links that SMEs have with their stakeholders, which has a positive impact on competitiveness, likewise, the dimension of environmental management within CSR implies the development of a series of activities aimed at promoting the prevention and control of environmental impacts. that can be generated in the course of obtaining a product or service or at the end of its useful life. It is concluded that SMEs, despite not implementing CSR systematically, should focus on its three dimensions to obtain all the benefits derived from it and thus generate contributions towards sustainability.



4.4 Distribution of scientific production by area of knowledge

Figure 5 shows the distribution of the elaboration of scientific publications from the area of knowledge through which the different research methodologies are implemented.

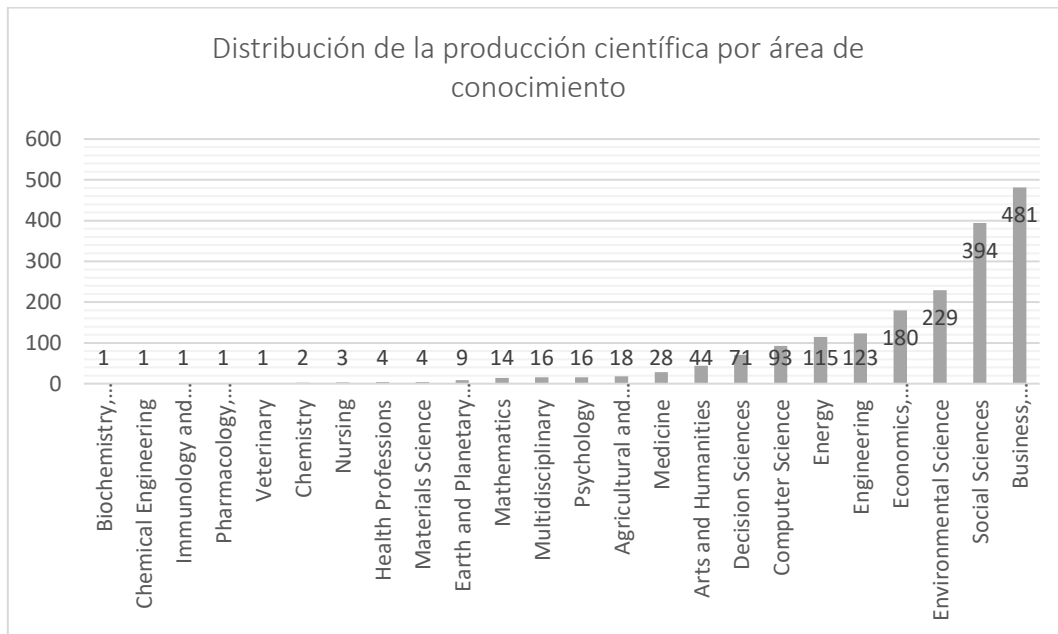


Figure 5. Distribution of scientific production by area of knowledge.

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

Commerce, Administration and Accounting was the area of knowledge with the highest number of publications registered in Scopus with a total of 481 documents that have based their methodologies on the study of social responsibility in Latin America In second place, Social Sciences with 384 articles and Environmental Sciences in third place with 229. From the above, it is important to highlight the impact generated by social responsibility in Latin American countries, as shown in the article entitled "Sustainability for competitiveness in companies: a systematic review of the literature " This article aims to present a systematic review of the literature on sustainability for the competitiveness of companies (lopez torrez lorenzo, 2022) to Identify state-of-the-art, meaningful discussions and new research directions. Recently, due to the negative impacts that traditional and unsustainable practices of companies have caused on the Planet (e.g. climate change, health crisis), national and international research urgently calls for the evaluation of sustainable practices in companies. However, progress seems slow due to little understanding of the necessary changes that companies must make in their specific reality. Competitiveness has remained the main strategy of companies to endure. Some have associated sustainability with increased costs, sometimes with a negative impact on their competitiveness. Generating sometimes oppositions from stakeholders and regulatory institutions, it is important to explore how these behaviors and dynamics of this relationship between sustainability and competitiveness affect the transition pursued towards sustainability.

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.

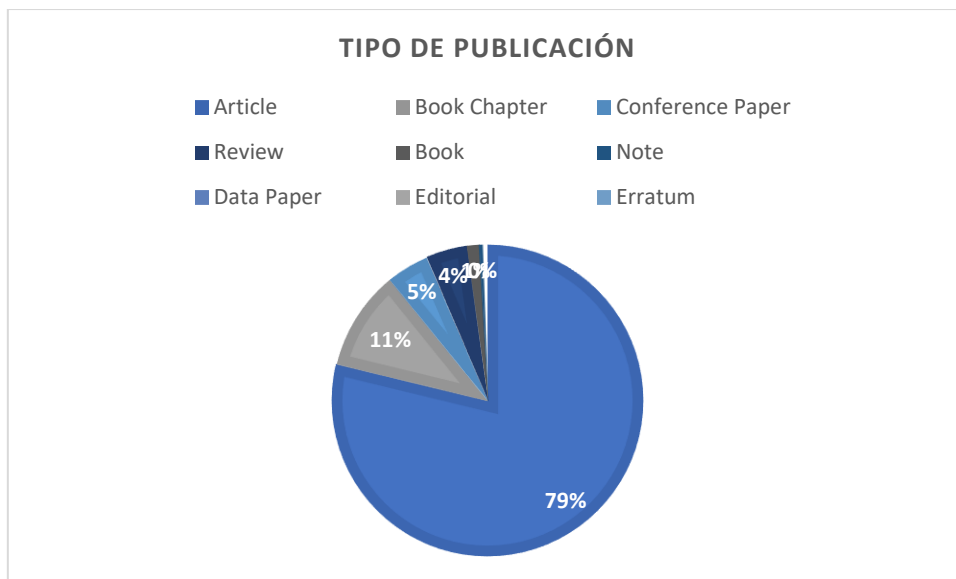


Figure 6. Type of publication.

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

The type of publication most frequently used by the researchers referenced in the body of this document was the Journal Article with 79% of the total production identified for analysis, followed by Journal Articles with 1%. Note Chapters are part of this classification, representing 5% of the research papers published during the period 2017-2022 in journals indexed in Scopus. "Management of fishing associations and social responsibility in the production chain" (Gonzalo Cabo Verena, 2022) It is proposed to analyze the management of fishing associations under the "Triple Bottom Line" model, to strengthen the production chain in Buenaventura, Colombia. The qualitative-descriptive approach and a questionnaire on organizational learning are used. Corporate Social Responsibility, a reflection of processes, practices and learning, improves productivity and competitiveness, demanding the modernization of production systems, the formalization of activities in the production chain and good practices for the economic and environmental sustainability of the sector.


5. CONCLUSIONS


Through the bibliometric analysis carried out in the present research work, it was established that Brazil was the country with the highest number of records published regarding the variables of social responsibility in Latin America with a total of 294 publications in the Scopus database during the period 2017-2022. Based on the argumentative analysis, the scope of social responsibility in Latin America is broad and of great importance for the region. Social responsibility implies that companies, civil society organizations and governments assume a commitment beyond purely economic aspects, considering the social and environmental impact of their actions. In Latin America, social responsibility plays a crucial role in promoting sustainable development, generating decent employment, reducing poverty, protecting the environment and strengthening business reputation and competitiveness. In addition, it encourages collaboration and dialogue between different actors, promoting joint solutions and the construction of more equitable and just societies.

It is critical that companies, organizations and governments in Latin America recognize the importance of social responsibility and adopt practices and policies that promote social welfare, environmental protection and transparency. Social responsibility not only benefits communities and the environment, but also contributes to economic development and building a solid reputation in an increasingly conscious business context. Ultimately, the scope of social responsibility in Latin America reflects the need to address the region's social, economic and environmental challenges in a comprehensive and sustainable manner. By acting responsibly, businesses, organizations and governments can play a significant role in creating a prosperous, equitable and sustainable future for the entire region.

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