



CSR Practices Implemented by Transportation Companies

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ABSTRACT

In order to identify the CSR practices carried out by transportation companies, based on ISO 26000, a documentary type research was carried out, developing a fieldwork, in which a survey was conducted where three types of Stakeholders were consulted (Managers, employees and customers), in addition to a non-probabilistic purposive sample, which in this case were specified as follows: 8 Managers of the public transportation companies of Ocaña, half of the number of existing employees in each organization, giving as a sample 15 employees and for the case of customers 360 were surveyed from the different companies, taking into account the number of users that use the service by each organization.

Keywords: Corporate Social Responsibility, Transportation, Practices.

1. Introduction

Corporate Social Responsibility is understood as a new way of managing organizations at the economic, social and environmental levels. For (Pérez Suescún, 2015), companies become the backbone of the structure in the economy of the countries, so they assume responsibility in the implementation of processes that are aimed at resizing the role played in each of these processes that are framed in sustainability, embraced as a paradigm. Thus, values, principles, strategies, practices and policies circumscribed in the sustainability guidelines are internalized.

According to the intention of the study, (Ceballos - Ramírez, Lukau - Quintero, & Duque - Castaño, 2019)comment that: "the transportation industry changes and lives in constant innovation, to adapt to the modern world and everything it is requiring. This evolution seeks to offer better quality and provide efficiency in all its services" (p.60). Therefore, companies in the public transport sector should be focused on the satisfaction and safety of users, in addition to the environmental impact generated by the execution of their activities, since a socially responsible company promotes the development of transparent practices in the internal and external environment of the organization.

2. Theoretical Framework

La (Cardona, 2017)states, "The origin of Corporate Social Responsibility (CSR) dates back approximately a century of existence with the birth and creation of small foundations and philanthropic projects in countries such as the United Kingdom or France" (p.7).

There are also other domains that have contributed to the evolution of CSR. (Correa Jaramillo, 2007)speaks of such influences, which are represented by: sustainable environmental development, globalization, trade liberalization, as well as regulatory reforms, codes of good governance, accelerated environmental degradation, among others.

For (Lemus - Quintero & Carrascal - Delgado, 2020), there is coincidence in the theories of CSR, regarding its importance and the impact they cause, focused on important aspects which are defined in a business manner and help in the design of actions such as: corporate responsibility and ethics, stakeholders and sustainable development.

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Table 1- Main CSR-related guidelines developed around the world

Guide	Name of Standard/Guideline
Green Book	European framework to promote the quality and consistency of social responsibility practices
ISO 14000	Environmental Management
ISO 26000	Social Responsibility
SGE 21 2008	Ethical and Socially Responsible Management System
AA 1000	Sustainability Assurance Standard
SA 8000	Standard for the promotion of better working conditions
GRI4 and GRI	They represent the best guidelines for sustainability reporting.

Note: The table shows the name of the guiding standard developed worldwide regarding CSR. (Lemus - Quintero & Carrascal - Delgado, 2020)

Taking into account the economic theory, in the regions and cities there is a process of economic dynamics reviewed from the sustained growth, from the generation of employment, in order for families to obtain income with which they can partly solve their needs and thus be able to have a good quality of life.(Pineda & Navarro, 2019)

On the other hand, regarding the theory of shared value, (Rodríguez – Téllez & Pacheco - Sánchez, 2019)comment that according to its authors, they "define the concept of shared value creation as the operational policies and practices that improve the competitiveness of a company, while helping to improve the economic and social conditions of the communities where it operates" (p.2). Thus, shared value is focused on identifying and expanding the connections between economic and social progress, which shows that not only conventional economic needs define markets.

3. Methodology

The methodology used for the development of this research, according to its characteristics, was descriptive, since it sought to specify and categorize the current reality of the transportation sector, in order to determine the companies that are implementing CSR practices in their corporate purpose. It was also documentary in that it sought to review and analyze the different theories of CSR in order to obtain data on CSR practices. It is also field-based, since the data will be collected directly from the transport companies.

4. Results

Firstly, we inquired about general aspects of CSR on the part of stakeholders (managers, employees and clients), in order to take into account their knowledge and interest, as well as the initiatives that organizations have had in adopting CSR considerations.

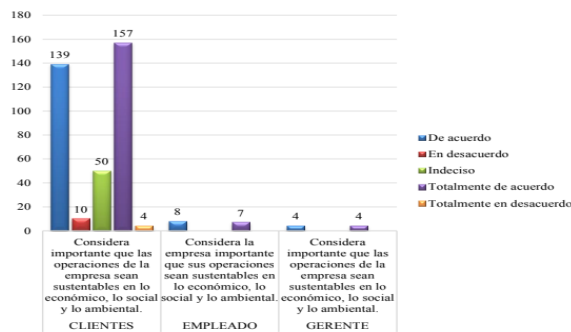


Fig. 1 - General aspects

Graph 1 shows that 50% of the managers of the transportation companies agree and 50% totally agree that their operations should be sustainable in economic, social and/or environmental terms. This question was compared with the opinion of the employees, for which 53% agreed and 47% totally agreed, indicating that, just as it is important for the top management, it is also important for the employees.

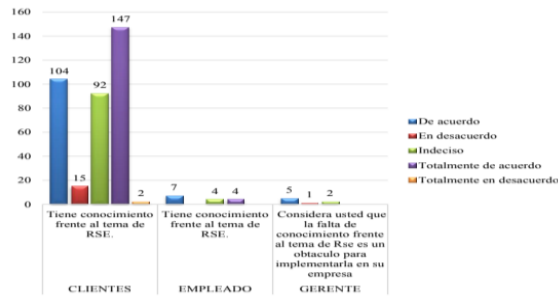


Fig. 2 - Knowledge of CSR

With regard to employees' knowledge of CSR, 7 said they agreed, 4 were undecided and 4 totally agreed, which means that the majority of employees are clear about what CSR consists of, which is considered to be in the organization's favor. In addition, 70% of the organizations' clients responded that they know what CSR consists of, a consideration that is relevant for the optimal implementation of CSR, since they will gradually become more sensitive to supporting companies that generate value, as set out in the theory of the green book.

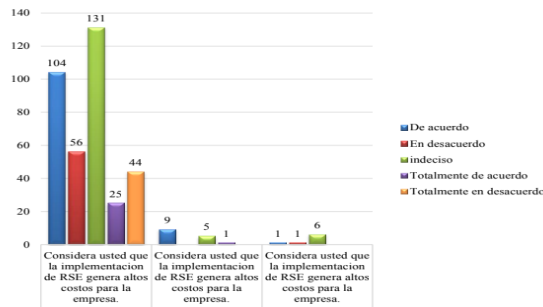


Fig. 3. CSR implementation

Likewise, with regard to the opinion given by stakeholders, of the high costs that can be generated by the implementation of CSR in companies, it can be deduced: 75% of the managers of public transport companies in Ocaña are undecided, 12.5% disagree and the other 12.5% agree; which allows us to analyze that no real figures have been established for the costs of implementing CSR by senior management. Employees were also evaluated and responded: 60% agreed, 33% were undecided and 7% totally agreed, indicating that there is a common agreement between senior management and employees.

Finally, the respondents were the clients who gave the following opinions: 29% agree that the implementation of CSR generates high costs for the company, 16% disagree, 36% are undecided, 7% totally agree and 12% totally disagree, and it can also be seen that there is a lack of knowledge of CSR regulations, since the implementation of CSR is voluntary and does not entail high costs for the organization.

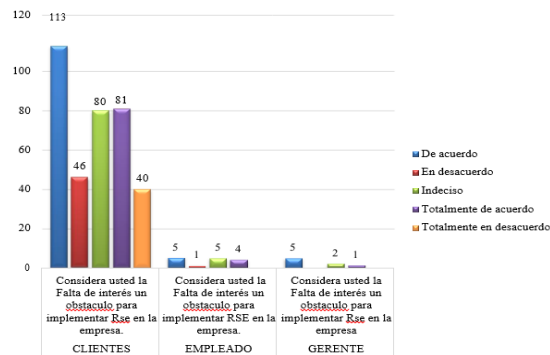


Fig. 4. Obstacles to implementing CSR

Just as costs can be an obstacle to the implementation of CSR, so can lack of interest, with 5 managers agreeing, 2 undecided and 1 totally agreeing that this factor can be considered a weakness for implementing CSR. Similarly, for employees, 5 agree, 1 disagrees, 5 are undecided and 4 totally agree, indicating, according to the most representative figures, that the lack of interest can indeed become a negative factor for the implementation of economic,

social and environmental practices, ratifying a common agreement with senior management. Likewise, 113 clients agree, 81 totally agree, 80 are undecided, 46 disagree, 40 totally disagree, indicating the same agreement by the above mentioned stakeholders.

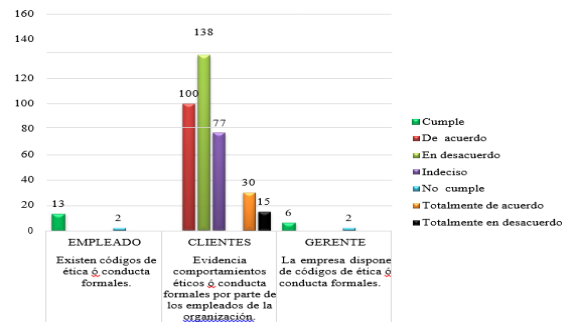


Fig. 5- Code of Ethics

Similarly, it was evaluated whether the organizations have codes of ethics, an important aspect at the time of providing service to the community, hence 6 of the companies have codes of ethics, on the contrary the remaining 2 companies do not comply with such formal conduct. Consequently, 13 of the employees reaffirm the information given by the managers, stating that the organization does comply with such codes, and 2 state that they do not. On the other hand, clients consider that there are no employees with ethical behaviors of which 138 disagree, 100 clients agree that there are qualified personnel, 77 are undecided, 30 totally agree and 15 totally disagree, from which it can be affirmed that despite the existence of codes of ethics, there is still a high percentage of employees who do not comply with ethical behaviors in terms of customer service or conflict resolution.

In this way, the different points of view related to CSR practices in the different transport companies in the city of Ocaña were made known, for which the participation of employees, clients and managers of these companies was key to achieving the objective sought in the research.

5. Conclusion

The application of a research instrument such as the survey made it possible to diagnose the public transportation sector in Ocaña, in terms of the CSR practices implemented by the companies, identifying first of all that, although it is of great importance for them to be sustainable in economic, social and environmental terms, it can be deduced that the policies are embodied but are not carried out in their entirety, and it is also evident that there is a lack of knowledge regarding corporate social responsibility.

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