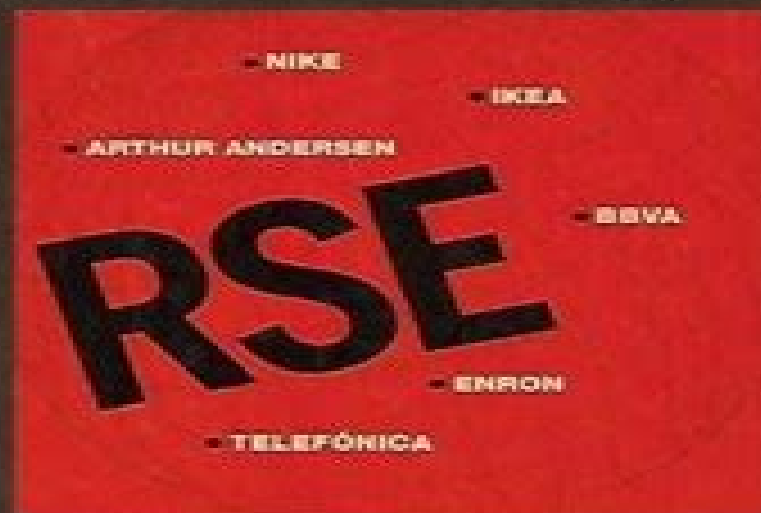


Tomás G. Perdiguero



*La responsabilidad social
de las empresas en
un mundo global*

Finalista XXXI Premio Anagrama de Ensayo



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Responsabilidad Social De Las Empresas En Un Mundo Global

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Responsabilidad Social De Las Empresas En Un Mundo Global:

La responsabilidad social de la empresa a debate Rafael A. Araque Padilla, 2006 Reflexión a la luz de un marco teórico rico sobre la Responsabilidad Social de la Empresa para contribuir a impulsar un debate social *La responsabilidad social de las empresas y los nuevos desafíos de la gestión empresarial* Tomás G. Perdiguero, 2005 Los textos que han sido recogidos en esta obra constituyen una valiosa aportación al debate sobre la Responsabilidad Social de las Empresas RSE En ellos se refleja la rica pluralidad de voces y posiciones que suscitan los nuevos valores de responsabilidad tanto en el ámbito del pensamiento y la investigación académica como en el de las políticas públicas las organizaciones empresariales y sindicales y de los propios dirigentes de las empresas Sin embargo esta pluralidad de lecturas y de posiciones es compatible con dos tipos de acuerdos esenciales El primero es la aceptación de la necesidad de un enfoque más responsable de la gestión firmemente comprometido con el cuidado del impacto económico social y ambiental de las decisiones y actividades empresariales El segundo se refiere al desarrollo de una nueva visión de la empresa como una institución mucho más abierta a otras necesidades intereses y expectativas diferentes a las de los propios gestores y accionistas lo que exige la búsqueda de un equilibrio más equitativo entre los distintos grupos participantes en la actividad económica stakeholders Tomás G. Perdiguero es profesor titular de Comunicación Audiovisual y Publicidad en la Universidad Rey Juan Carlos de Madrid Ha participado activamente en el debate europeo sobre la Responsabilidad Social de las Empresas Entre sus principales contribuciones al desarrollo de la investigación en España sobre la RSE debe destacarse el libro *La responsabilidad social de las empresas en un mundo global* finalista del Premio Anagrama de Ensayo en 2003 Es miembro del Grupo de Investigación sobre la RSE de la Universitat de València *La responsabilidad social corporativa interna* Manuel Carneiro Caneda, 2004 La responsabilidad social un concepto empresarial de actualidad La responsabilidad social interna Las nuevas orientaciones que aglutina la responsabilidad social interna Derechos Humanos, Empresas Transnacionales y Responsabilidad Social Empresarial López-Francos de Busturia, Andrea A, 2015-09-01 Esta obra pone en valor los efectos y las consecuencias que se derivan del hecho de admitir como válido un sistema en el que se permite y consiente que las empresas perciban el cumplimiento de los Derechos Humanos como una opción voluntaria A través del análisis de informes estudios jurisprudencia convenios internacionales principios reglas y directrices emanadas de Estados y organizaciones internacionales este libro presenta una sólida y coherente narrativa sobre la realidad actual de las empresas y sus políticas internas que fomentan el respeto y promoción de los Derechos Humanos A pesar del desarrollo reciente y compromiso por parte de las empresas en la protección de Derechos Humanos en sus ámbitos de actuación las compañías deben asumir la responsabilidad derivada de los impactos nocivos que el desarrollo de su actividad puede provocar en la sociedad y aprender a gestionar la Responsabilidad Social Empresarial que se presenta como una herramienta adecuada para contribuir a la mejora del modelo productivo y en definitiva a la consecución de un mundo sostenible gracias a su compromiso veraz con el respeto de los Derechos Humanos

de sus trabajadores de su entorno geográfico y de las sociedades humanas en las que interactúan. El análisis contenido en este libro muestra la evolución de los Derechos Humanos en la empresa y las respuestas que se deben dar a la problemática correspondiente. Se enriquece gracias a varios artículos relacionados con la obra principal a la exposición de ejemplos empresariales y con entrevistas a expertos en la materia por su desempeño profesional.

Historical and Future Global Impacts of Armed Groups and Social Movements: Emerging Research and Opportunities Baisotti, Pablo

Alberto, Pozzi, Pablo, 2020-06-05 Resistance movements to economic measures and militaristic policies have been increasing in Latin America and the Caribbean since the 1960s. Indigenous and peasant movements are advancing against the exploitation of their territories by mining, oil and other companies as well as movements of migrants, women and other popular, rural and urban sectors. *Historical and Future Global Impacts of Armed Groups and Social Movements: Emerging Research and Opportunities* is an essential scholarly publication that examines resistance and alternative movements that protest existing government systems and political injustice. Featuring a wide range of topics such as neoliberalism, social movement and dictatorship, this book is ideal for politicians, historians, diplomats, sociologists, international relations officers, policymakers, researchers, professionals, government officials, academicians and students.

Responsabilidad social de la empresa Luis de Sebastián, 2007 En este número de Documentación Social se ha reunido a un conjunto de especialistas

provenientes del campus universitario y de escuelas de negocios con experiencia en consultoría a empresas que preguntan sobre su RSE y vinculados con centros internacionales donde se discuten estos temas. El objetivo de esta publicación es dar a conocer diversos aspectos de la RSE que están en la boca de todos aquellos relacionados con el mundo empresarial y el público en general. También se pretende influir en la movilización de los ciudadanos como consumidores y clientes de las empresas sugiriendo al mismo tiempo de qué manera las acciones colectivas pueden servir para reforzar los estímulos que llevan hoy en día a las empresas a aceptar sus responsabilidades sociales y actuar en consonancia.

The Role of Large Enterprises in Democracy and Society B. Fryzel, P. Dembinski, 2015-12-04 Uses both political and democratic studies perspectives as well as economic, philosophical and managerial to provide a practical insight into the issues like the extensive economic power of large enterprises and changing balance of power between public and private sector, regulation and the governance of large private entities.

The Debate over Corporate Social Responsibility Steven K. May, George Cheney, Juliet

Roper, 2007-04-19 Should business strive to be socially responsible and if so how? *The Debate over Corporate Social Responsibility* updates and broadens the discussion of these questions by bringing together in one volume a variety of practical and theoretical perspectives on corporate social responsibility. It is perhaps the single most comprehensive volume available on the question of just how social business ought to be. The volume includes contributions from the fields of communication, business law, sociology, political science, economics, accounting and environmental studies. Moreover, it draws from experiences and examples from around the world including but not limited to recent corporate scandals and

controversies in the U S and Europe A number of the chapters examine closely the basic assumptions underlying the philosophy of socially responsible business Other chapters speak to the practical challenges and possibilities for corporate social responsibility in the twenty first century One of the most distinctive features of the book is its coverage of the very ways that the issue of corporate social responsibility has been defined shaped and discussed in the past four decades That is the editors and many of the authors are attuned to the persuasive strategies and formulations used to talk about socially responsible business and demonstrate why the talk matters For example the book offers a careful analysis of how certain values have become associated with the business enterprise and how particular economic and political positions have been established by and for business This book will be of great interest to scholars business leaders graduate students and others interested in the contours of the debate over what role large scale corporate commerce should take in the future of the industrialized world

Responsabilidad Social Corporativa Fernando Navarro García, 2008-02-06 El consumidor y las empresas están cada vez más concienciados de sus respectivas responsabilidades sociales en calidad de stakeholders del proceso de producción distribución y venta consumo La empresa debe obtener beneficios pero no a cualquier costa y para ello tendrá que considerar el impacto inmediato y futuro de sus actuaciones La forma en cómo lo hace y en qué campos de actuación es lo que hoy damos en llamar RSC El Tercer Sector económico social y las ONGs han ido cobrando importancia y presencia social También tienen una responsabilidad ante la sociedad y también las ONGs colaboran y se relacionan con las empresas Es incompatible esa relación De qué manera lo hacen Este libro sienta las bases teóricas de la RSC Aunque no suele ser habitual en los libros de esta materia es importante que el lector cuente con una base teórica asequible sobre la que introducirlo en conceptos que son esenciales a la RSC responsabilidad legitimidad social toma de decisiones prudentes libertad y voluntariedad y sin los cuales la RSC no sería más que pura cosmética al servicio de una moda más o menos pasajera No es un manual de filosofía moral pero tampoco parece que sea coherente excluir radicalmente conceptos ideas y valores morales que han sido la justificación y origen de este nuevo paradigma organizacional La teoría pasa por la coherencia Este libro incorpora las principales líneas acciones socialmente responsables los sistemas de gestión internacionales más aceptados y los ejes de intervención básicos los Derechos Sociolaborales los Derechos Humanos y el Medio Ambiente El enfoque del libro es constructivo creemos que el nuevo enfoque estratégico de RSC coadyuva a la mejora de nuestra sociedad globalizada y por tanto el libro incidir no solamente en los errores y fraudes bajo la cortina de humo de la RSC sino también en las buenas prácticas a menudo menos conocidas FERNANDO NAVARRO GARCÍA Licenciado en Derecho En la actualidad es Director de Formación y Desarrollo de la Fundación Acción contra el Hambre y profesor universitario Desde 2003 es miembro de la Comisión de Seguimiento del Círculo de la Coordinadora Española de ONGDs CONGDE Socio fundador de Tróopos Proyectos sociedad dedicada a la investigación aplicada de políticas de RSC

La responsabilidad social de la universidad y el desarrollo sostenible España. Ministerio de Educación. Subdirección General de Documentación y Publicaciones, 2011 Esta

obra es una aportación al ámbito estratégico de misiones universitarias de la EU 2015 y sirve de base para el debate universitario y la incorporación de las políticas propias de cada universidad. Se ha elaborado en el seno de la Comisión Técnica de la Estrategia Universidad 2015 EU2015 y supone una contribución social respecto a ámbitos como la cooperación al desarrollo, la sostenibilidad ambiental, la integración y accesibilidad.

ESQUEMAS DE ACCIÓN SOCIAL DE LA EMPRESA (ASE Y RSE). GRADO EN RELACIONES LABORALES DE LA UNIVERSIDAD DE EXTREMADURA Miguel Centella Moyano, 2013-07-12 Manual de Acción Social de la Empresa para los alumnos que cursan la asignatura con esta denominación en el Grado de Relaciones Laborales y Recursos Humanos de la Universidad de Extremadura o asignaturas homologas en otras titulaciones y universidades

Sagrado/profano Josetxo Beriain, Ignacio Sánchez de la Yncera, 2010 Hasta muy recientemente la teoría general de la secularización originada en Europa a finales del siglo XVIII ha proyectado la imagen de un progreso inevitable sustentado en una concepción finalista de la evolución de las sociedades que conducía inexorablemente de lo sagrado a lo secular. Se creía que cuanto más moderna fuera una sociedad más secular tenía que ser y por ello también menos religiosa. Sin embargo, los trabajos que presentamos en este libro exponen que lo que la realidad exhibe es un proceso que avanza entre lo sagrado y lo secular siempre que estas categorías se consideren en constante tensión dinámica. No vivimos en un mundo donde quepa hacer tabula rasa de la vieja distinción trascendencia/inmanencia como ingenuamente se pensó en una primera oleada secularizadora que consideraba a la sociedad moderna asentada de forma irreversible en la pura inmanencia de un mundo secular. Con el fin de ofrecer indicadores sociológicos de esta reorientación conceptual se analizan los conceptos de modernidad, progreso, diferenciación funcional y aceleración social, así como los nuevos estilos de vida, las prácticas de consumo, las nuevas identidades narrativas y sus portadores sociales. Por último analizamos el conjunto de metamorfosis que experimenta la violencia, así como la emergencia de nuevos miedos colectivos.

La responsabilidad social de las empresas en un mundo global Tomás G. Perdiguero, 2003-01-01 Se analizan las causas que contribuyen al poder e influencia de las grandes empresas aportando evidencias empíricas sobre el final de la fascinación que el mundo de los negocios ha ejercido sobre una sociedad adormecida y encerrada en lo estrictamente privado. Para el autor la fundamentación del concepto de Responsabilidad Social de la Empresa como enfoque crítico a los modelos de crecimiento de las grandes empresas adquiere sentido en el marco de las nuevas ambiciones de racionalidad asociadas al debate europeo sobre ese concepto.

Los derechos humanos en las sociedades contemporáneas, 2008 Handbook of Research on Entrepreneurial Leadership and Competitive Strategy in Family Business Saiz-Álvarez, José Manuel, Palma-Ruiz, Jesús Manuel, 2019-04-15 This reference book is an IGI Global Core Reference for 2019 as it provides trending research on family businesses. With the recent boom in entrepreneurship and the maker market, this publication will provide the timeliest research outlining how family businesses can enhance their business practices to ensure sustainability. The Handbook of Research on Entrepreneurial Leadership and Competitive Strategy in Family Business is a collection of innovative research

on business and leadership strategies that can be applied to family firms in order to boost efficiency competitiveness and optimal use of resource allocation to compete internationally While highlighting topics including global leadership knowledge creation and market performance this book is ideally designed for business managers management professionals executives researchers academicians and students seeking current research on the entrepreneurship role of family businesses in the modern economic age

Multinacionales españolas en un mundo global y multipolar Ramón Casilda Béjar, 2011 Bancos y empresas españolas durante la última década del siglo XX tras su expansión vertiginosa en América Latina se convirtieron en multinacionales para posteriormente transformarse en globales ganando tamaño o poder influencia y presencia internacional Nuevamente se podía decir en verdad sol mihi semper lucet el sol brilla siempre sobre mí Con la llegada de la crisis de extrema dureza y consecuencias insospechadas para las economías desarrolladas se ha hecho más evidente la irrupción de los países emergentes que con sus empresas multinacionales como punta de lanza han transfigurado la economía mundial en latitud y longitud España y sus multinacionales ante esta gravísima sacudida que depara unas realidades inéditas en el sistema económico y financiero mundial deben estratégicamente hacerle frente desde la colaboración cooperación pública privada si no quieren perder tamaño o poder influencia y presencia internacional En tanto la globalización avanza y se hace multipolar los países incrementan sus interrelaciones en todas las direcciones y las multinacionales adquieren nuevas dimensiones en el renovado tablero del ajedrez económico mundial Esto provoca que economías desarrolladas como la española cambien de modelo productivo y reconfiguren su economía en sintonía con la nueva era de la información y el conocimiento haciendo que sus empresas intensifiquen su eficiencia imagen y competitividad en un mundo amplificado por los países emergentes que continúan ganando protagonismo a lo largo del siglo XXI El autor analiza las consecuencias y alcance de este Zeitgeist o nuevo espíritu de los tiempos a la vez que propone un amplio y riguroso debate abierto a las ideas que surjan de la interacción con los lectores y con todos aquellos interesados en recuperar y potenciar el papel y lugar que verdaderamente le corresponde a España y sus multinacionales en este nuevo mundo global y multipolar del presente siglo El CD incluye lecturas complementarias documentos de interés y estadísticas de economía internacional y empresas multinacionales españolas

Ramón Casilda Béjar es economista y master en Administración y Dirección de Empresas por ICADE Universidad de Comillas Actualmente ejerce su actividad profesional en calidad de asesor de la presidencia de BT Global Services para América Latina

Parte I La globalización y las empresas multinacionales La globalización La globalización y las tres principales escuelas de pensamiento La globalización y la economía internacional La globalización y las empresas multinacionales Parte II España en un mundo global en crisis Un mundo global en crisis España en la crisis global Parte III España y sus multinacionales Competiendo en la nueva geografía económica global y multipolar del siglo XXI España y sus multinacionales en la nueva geografía económica global y multipolar del siglo XXI España y la marca país en la globalización Parte IV Inversión extranjera directa en el mundo y las multinacionales españolas Parte V Conclusiones

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fundamentales en la Planificación Estratégica de las Relaciones Públicas Kathy Matilla i Serrano, 2011-07 El objetivo de estas pginas se ha centrado en asentar las bases que permitan comprender la naturaleza de los elementos constructivos con los que debe edificarse un Plan Estratégico de Relaciones Públicas *Valores para una gestión socialmente responsable* Anna Bajo Sanjuán, Nuria Villagra García, 2009-01-01 Compliance y ley de pliegos tipo innovaciones jurídicas para combatir la corrupción Varios Autores, 2020-01-01 Los temas que se discuten en esta obra no giran en torno a las buenas o malas prácticas aunque en ocasiones nos refiramos a ellas este texto propone una alternativa a la empresa privada y a las organizaciones públicas evitar al máximo las incontables luchas jurídicas por los efectos de una práctica errónea El costo de las equivocaciones o de las malas actuaciones acarrea a largo plazo más daño económico e incluso puede terminar por acabar con la institución pública o privada para muestra el reciente caso de Bioenergy donde la mala gestión la llevó a la liquidación Gestionar la reputación en un mundo hiperconectado también se constituye en un activo básico Frente a este orden problemático se hace pertinente revisar un concepto no tan nuevo compliance Hoy se discute sobre la efectividad de la norma en entornos complejos violentos y con Estados tardomodernos donde el contrato social vive atrapado en el pasillo estrecho donde es necesario que el Estado logre la fuerza de las instituciones y las movilizaciones colectivas en torno al edificio normativo para poder propiciar el orden social y ofrecer de manera legítima y legal los derechos políticos y los derechos sociales **Responsabilidad social y balance social en organizaciones colombianas** Yaqueline Román Castaño, 2008

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