

Chapter 6

Corporate Social Responsibility as a Strategy in a Self- Service Shop S-Mart: A Critical Analysis

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ABSTRACT

The objective of this chapter is to make known the importance of the use of these practices in Mexican companies, the benefits they have in the community where they are implemented. The method used is the method in a descriptive way through the periodic notes of the regional self-service company S-Mart. The method is based on analysis of the literature review. The main conclusion is that the company seeks to compete against the large self-service companies through CSR trying to fulfill its mission as a company. It is also concluded that corporate social responsibility affects the social responsibility of the consumer to the extent that circumstances permit, positively or negatively.

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INTRODUCTION

Corporate social responsibility (CSR), also called business social responsibility (BSR) is achieved when the company began a voluntary and active contribution to the social, environmental and economic improvement. This is in order to improve their competitive, value-situation and value of the corporations. When a good performance of these three characteristics is achieved, it is known as the triple bottom line. This triple bottom is used for sustainable business and as the name implies, covers three dimensions: environmental, economic size and revenue statements. Triple bottom line performance is known through sustainability reporting and / or corporate social responsibility.

For the International Labor Organization (ILO, 2007) social responsibility of business is the set of actions that take into account the companies so that their activities have a positive impact on society and affirm their principles and values that they governed, both in their own internal methods and processes and in their relationship with the other actors. The Brazilian Ethos Company and Social Responsibility Institute (2011, p.78) defines corporate social responsibility as a form of management that is defined by the ethical relationship between the company and the shareholders, and the establishment of business goals compatible with them, respecting diversity and promoting the reduction of social inequalities.

Milton Friedman (1962, p.133), in his book *Capitalism and Freedom* wrote: It has gained acceptance the view that corporate officials and union leaders have a social responsibility that goes beyond serving the interests of its shareholders or members.

There is a problem within Mexican companies regarding the adoption of social responsibility practices, which is not exclusive to the country, as this is a pattern that is repeated in developing countries (Azmat, and Ha, 2013), a category to which Mexico still belongs, since it meets certain characteristics which makes it to be within this group. The main characteristics of this group are that they are countries with faster economies of expansion, as well as growing markets making them profitable to do business on the part of companies.

In addition, it is usually where the social environment and its crises are usually more sensitive than in other countries. For this environment of sensitivity is where factors such as globalization, economic growth, investment and business have greater impact either negative or positive. For this reason, it can be considered that this type of economy handles with different treatment the issue of social responsibility as opposed to the developed economies (Visser, 2008). According to Schmidheiny (2006), Latin American countries tend to be more concerned with social problems than with other problems regarding social responsibility, such as ethics, environment and stakeholders.

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