

IMPACT MEASUREMENT SYSTEM IN INDUSTRIAL SOCIETY –Study in Progress-

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ABSTRACT

Corporate social responsibility must be conceived by those organizations as positive or negative impact caused by their actions on the human person, both inside and outside your company, and to be measured and controlled throughout the process of sustainable development in industries or business organization of any type or condition. This is because searches potentiate the positive impacts and minimize negative impacts. Citing this reason it is a binding commitment that managers and owners of business organization to be met and taken into account in making daily decisions and is thought to be included in the organizational schemas from business planning, taking into that these impacts may favor or disadvantage the quality of life of people; also clarifying that when referring to the internal class person is referring to all employees of different levels of the organization and all those external category that even without direct contact with the company are affected in one way or another by the actions that take place daily in it.

Keywords: Social Responsibility, Impact, Human Person, Quality of Life.

1. INTRODUCTION

The research aims to develop a system of measurement of the impact of the industry in the society of the locality of Engativá in Bogotá D.C. Taking into account the methodology used in this research is qualitative type of deductive type - descriptive, the techniques used are:



Fig.1. scheme of the techniques used methodology. Source GrupoSmiis.

2 TEXTThe main objective of the project is the creation and development of a tool, first contribution and help identify and measure impacts that are generated in the industry, taking into account the environment of the human being; in the second instance, integrate it and turn it into a system that will alleviate and minimize the impacts that affect directly or indirectly the society. Ultimately this system must be adapted to any organization that requires it. For the advancement of the project developed a study of the industrial sectors of Engativá, which is made especially for SMEs in the commercial, manufacturing, real estate, lease, construction, transport, food, hotel, education, among other sectors that contribute to the economic activity of the town, and have generated a significant percentage of jobs in Bogotá, both for residents of the same village,

and residents of other towns like Suba, Fontibón and Barrios Unidos.

The social impacts generated through economic activity and which has a direct impact on the people and environment of Engativá, which are reflected.

It is essential to take into account that in Colombia there are agencies that regulate social responsibility somehow, relying on standards as the ISO 26000 is which generate guidelines and strategies of non-mandatory nature that contribute to the benefit of the Organization, but as the same standard not says it has being certification, regulatory or contractual use which can be a cause of failure in its performance, its purposes are:

- Supporting organizations to demonstrate their Social responsibility through a good response and effective compliance with commitments from all stakeholders and interest groups, including managers, who perhaps emphasize their confidence and satisfaction. Facilitate the reliable communication of commitments and activities related to Social responsibility.
- To facilitate the establishment, implementation and maintenance and improvement of the structure or frames of Social responsibility in organizations that contribute to sustainable development.
- Promoting and enhancing a maximum transparency. The standard will be a tool for the development of the sustainability of organizations while respecting several conditions related to laws of waters, custom and culture, psychological and economic environment.
- Help increase confidence and satisfaction in the organizations between shareholders and interest groups which also includes managers.
- Increase the guarantees in the field of Social They outlined each of the dimensions and at the

same time its components, this allowed to explore the development of the dimensions in the companies.

The survey was applied to the most representative sectors of the locality of Engativá, among which the majority of businesses are informal. Within the sectors are: responsibility through the creation of a single standard accepted by a wide range of purposes. Standard by mentioning these points, not help to identify the impacts, for this reason, developing a support tool for industries, for the measurement of impacts and stability thereof, is of vital importance for improving the quality of life of participants involved and that they are impacted directly or indirectly. In search of the fundamental goal, we identified 5 dimensions that directly affect human beings and represent the essence which routes the same satisfaction, allowing the needs of human development. These dimensions are divided thus

- ✓ Socio affective
- ✓ Productive
- ✓ Cultural
- ✓ Tecno-científica
- ✓ Cognitive



Fig.2. graphic dimensions be human source group Smiis

By focusing on the identification of the dimensions, arises the need for a tool that allows

observing how they comply the dependent and independent variables. For these variables, it was required to do a survey, which question

- ✓ Textile
- ✓ Metalworking
- ✓ lithographs
- ✓ Woods

The development of the survey was formulated strategic questions that allow the exploration of the dimensions in the different industries.

Objetivo: Recolectar información de campo para diseñar una herramienta de medición del Impacto Social de las Empresas
Diseño y realización: Semillero de Investigación SMIIS, de la universidad Libre de Colombia
Universo: Empresas de la Localidad de Engativá en sectores textil, muebles, litografías, metal mecánica
Tipo de Medición: Medición Escala Likert: Valoración de 1 a 5
Tamaño de la Muestra: 168 Empresas de la Localidad Engativá
Nivel de confianza: Nivel de confianza del 95% y error $\pm 8\%$ para el análisis global, es decir que de cada 100 empresas 8 no comprenden los objetivos y responden erróneamente
Diseño de la Muestra: La cantidad de empresa según Cámara de Comercio de Bogotá en la Localidad de Engativá en los cuatro principales sectores (Textiles, Muebles, Litografías, Metal Mecánica) es de 1233 empresas.
La formula utilizada para el calculo final de la muestra fue la población infinita, determinando un tamaño de 168 Empresas.
Se realiza una distribución de la muestra por sectores del estudio, un porcentaje equivalente:

Taking into account the development of the structure of the survey and being applied to the most representative sectors, the required information was obtained and also was tabbed with the following results:

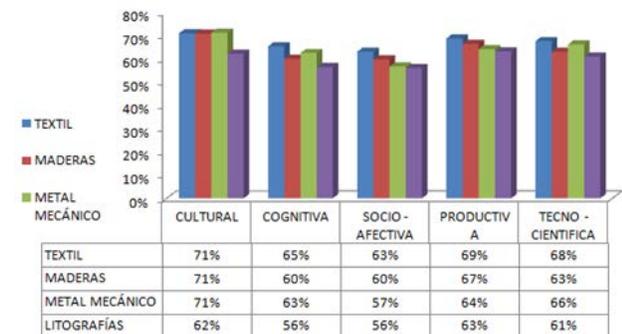


Tabla.2. table of survey results. Source Group Semis.

On the results obtained, shows that in the different sector the cultural dimension which impacts on employees obtaining one greater percentage result. Depending on the sector,

each dimension affects of lesser or greater way, bearing in mind that many companies is unaware of the impacts on the environment and the society surrounding the industry.

Taking into account the structure dimensions and acquired information, is the evaluation scheme, consolidating the results to dimensions, leaving that they are observed percentages averaged so that you can identify what dimensions is the most representative in the impact.

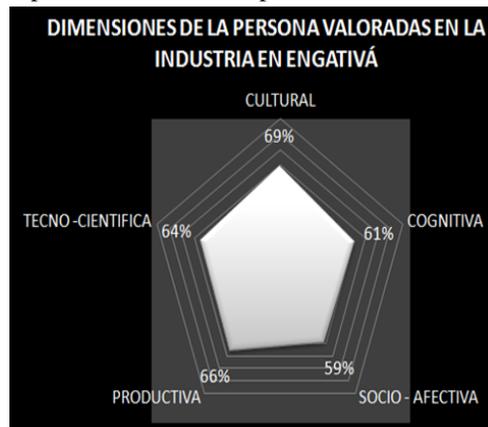


Fig.3. percentage evaluation dimensions of the valued person in the industry in Engativá. Source GrupoSmiis.

Based on the results obtained and their respective analysis, developed the structure of the matrix for the evaluation of the Social responsibility that will measure and control the impacts, which for the company will be assessed with different variables and dimensions which affects.

ESTRUCTURA DE LA MATRIZ DE RESPONSABILIDAD SOCIAL EMPRESARIAL										
DIMENSION	COMPONENTE	CARACTERISTICAS	VARIABLES	INDICADORES	FUENTE DE INFORMACION				PREGUNTA	
					Operativos	Administrativos	Directivos	Externos		Documentos
Cultural	Creencias									
	Valores									
	Principios									
	Geográfico									
Social	Físico									
	Asociatividad									
	Familia									
Cognitiva	Círculo de amistades									
	Saber Conocer									
	Saber Hacer									
Tecnocientífica	Saber Ser									
	Ambiental									
	Salud y Seguridad									
Productiva	Procesos									
	Económico									
	Psicológico									
	Organizativo									

With the field work and the amount of information collected, will be built the tool that allows identifying, measure and monitoring the impact that produces each company and step forward with the structure, is to identify characteristics,

variables, indicators, sources and questions that allow the measurement successfully in the target industry.

Finishing the model intends to produce the application in industries that require you to use this tool to improve quality and optimize internal and external social responsibility of industries.

3. CONCLUSIONES

-The human being can be affected positively or negatively by any external entity, through the intervention which is made upon it, in any dimension that governs it.

-The human being in its essence is your thought and thinking does not come from the simple copy of the exterior to it, but the interior construction formed by engaging its neuronal system with information from the senses.

-The industry within the need for development, has not allowed to expand the potential of the human being in its entirety and has tried to get the most from it, optimizing only dimensions, leaving aside the possibility of developing it as being complex.

-There is a need for change in the development of the industry, it should focus towards full development of the human being to achieve its true purpose, improve the quality of life of the society.

4. BIBLIOGRAPHICAL

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