

## Corporate social responsibility company applied in the state of wine Querétaro

### Responsabilidad social corporativa aplicada en empresa vitivinícola en el estado de Querétaro

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#### Abstract

This paper shows the results of one research made in an enterprise wine producers from the industry in the State of Queretaro Mexico, Which is very well Recognized in the area and it is thought That it is socially responsible. So, to do it, to know the rules of social responsible practice under Which They work and to know These rules established in the international context Among different papers guide. So, due to the previous information, in the Content of this paper, it is Settled, an approach to the Variable theory of the Corporate Social Responsibility (CSR) and A Brief History About the wine industry in the State of Queretaro, and the enterprise Under the research. It is exposed the situation in the company related to CSR, information Obtained through a process Considered quantitative and deductive, using research tools Such observation and an auto poll, Asked to main executive officers, Which Explains CSR, showing at last the Obtained results and the conclusions.

**Corporate Social Responsibility, wine enterprise, Queretaro**

#### Resumen

El presente trabajo expone los resultados de una investigación realizada en una empresa del sector vitivinícola en el Estado de Querétaro, misma que es altamente reconocida en la región y se presume socialmente responsable. El presente trabajo, se lleva a cabo, a efecto de conocer los lineamientos de prácticas socialmente responsables bajo los que opera y conocer que estos lineamientos se encuentran establecidos en el contexto internacional en diversos documentos guías. Para lo anterior, en el contenido del presente trabajo se plantean, un acercamiento a la teoría de la variable de Responsabilidad Social Corporativa (RSC) y a una breve historia sobre la industria vitivinícola en el Estado de Querétaro, así como de la empresa en investigación. Se expone la situación de la empresa en materia de RSC, información obtenida a través de una investigación de tipo cuantitativa y deductiva, utilizando instrumentos de investigación, como la observación y encuesta de autodiagnóstico efectuada con ejecutivos de primer nivel, lo cual da cuenta de la responsabilidad social corporativa existente en la organización, plasmándose por último los resultados obtenidos y las conclusiones.

**Responsabilidad social corporativa, empresa vitivinícola, Querétaro**

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## Introduction

Currently, the Corporate Social Responsibility is an issue that increasingly is gaining more interest nationally and internationally, for that reason is in turn a much-discussed topic and development of many initiatives to promote it around the world, these initiatives seek promote business conduct that incorporate environmental and social aspects, not only economic, within their strategies. Most of these initiatives come in first world countries and have been gradually permeating the world in general. The aim of these initiatives is to promote best practices in social responsibility in companies of all types and according to the needs and demands of stakeholders in these markets, although home was in the multinational character.

This research seeks to provide a solid conceptual framework based on information from various sources with prestige and credibility. And provide an overview of the knowledge and application of Corporate Social Responsibility in the wine sector industry specifically in a firm international court located in the State of Queretaro.

## Theoretical framework

### Corporate Social Responsibility

This topic, corporate social responsibility, as stated by various authors, including contemplation of the impacts of companies in dimensions, economic, social and environmental, seeking to achieve sustainable development and value creation for all its stakeholders. According to Gomez Diez (2014), corporate social responsibility represents the commitment of the leaders of the organizations or companies with the idea of contributing to society by inducing behavior or practices of the organization based on basic values and going beyond the scope to monetize. Elementary situation for the present time, as claimed by Perez Sanchez and Ortiz (2014), saying, "In today's competitive world, it is crucial that business leaders must be made aware that all kinds of relationships to their environment have an impact derived of its activity either economic, social, labor or environmental type. P. 97, and if these leaders are able to visualize these effects and use them in your favor, be in a position to translate them into economic outcomes for the organization.

Then then you can glimpse objectives of social responsibility, generating tangible and profitable results that generate value for the company, like its stakeholders such as customers, suppliers, community, from the integration of these practices parties socially responsible values-based, strategically in the organization.

Obviously not an easy task to achieve a socially responsible organization, as derived from reading different material existing in this regard, a variety of activities are identified to be taken to achieve this, such as: Develop a program of cross social responsibility the organization, identify their stakeholders (stakeholders) to build strategic alliances and promote sustainable relationships with their community and within it, knowing the rules of Corporate Social Responsibility and integrated management system of the company, build and manage identity of the organization to achieve a favorable corporate image, as well as seeking to be environmentally sustainable.

Although it is not easy, currently achieve in our country, many organizations at the national and state levels, following the initiatives of international and national agencies and the example of large successful organizations have sought help improve their internal and external environments be benefited economically on par as enjoy some of the benefits of being socially responsible.

### Historical Background of Corporate Social Responsibility

Philanthropy is considered by several authors as a precursor of corporate social responsibility (CSR), finding details of its emergence in the late nineteenth century promoted by some entrepreneurs in Europe and the United States of America (USA), who to be benefited economically start donations of humanitarian and social nature. However, De la Cuesta (2005), he contextualized in the 20s, but no longer philanthropy and individual action of the entrepreneur, but as a whole, as a corporate action. (Thompson, 2000a) mentions as examples of these philanthropic industrialist George Cadbury Quaker (1839-1922), who performed on behalf of its employees various actions legally established above, actions under the idea that if the protected his workers they protect your business.

These actions also exemplify the widely known phrase entrepreneur Henry Ford (1863-1947), "For my business succeed my employees have to have a salary high enough to buy my cars." But it was not until the mid-forties when they begin to make the first social audits of private companies, it began as academic studies university and not become a commonly widespread initiative of consumer movements and consultants private, well into the sixties.

During the fifties, as stated Josep M. Lozano (1999) speaking about CSR essentially linking the awareness and willingness of managers and basically understood as a matter of personal responsibility. CSR was to appeal to businessmen that they might have some "social conscience" when making decisions. It is in this decade that the book "Social Responsibility of the Businessman" is published, specifically by Bowen in 1953, which states that managers are responsible for the consequences of their actions beyond the mere consideration of a target Profit and loss.

De la Cuesta (2005), said that several authors place the concept of CSR in the fifties, linked to the rapid increase in the size and power of American companies, and the leading role that they began to play in a society facing social problems urgent, such as poverty, unemployment, race relations and urban degradation. And quoting Boatright (1993) mentioned that, in those years, social responsibility of the company became shared by various groups demanding changes in American businesses clamor. And Lozano (1999) states that since the forties begin to make the first social audits of private companies, such as university academic studies extending to private consultants on the initiative of consumers and in the sixties.

Although Gilli (2012) stated that the discussion on social responsibility has been linked to the same development company, traditionally associated with the concepts of ethics of the entrepreneur, good treatment of staff and mainly philanthropy and it is from 1960 when the current issue arises terms and requires the company to take responsibility for social problems and contribute to its solution.

The truth is that, for different reasons, over time, CSR has been growing in the interest of employers in a particular way or associations, as well as governmental and non-governmental organizations, academics and other groups interest related businesses. This interest has led to many advances in the field and so you can find various information regarding the history of CSR, we cite to international organizations and their work or documents made:

The work done in 1976 by the Organization for Economic Co-operation and Development (OECD) where the first version of the guidelines for multinational companies, which are reviewed again in 2000 and 2011, was developed being in the latter where the dimension of sustainable consumption was added as a new responsibility.

The Tripartite Declaration of Principles Concerning Multinational Enterprises and Social Policy adopted by the International Labor Organization (ILO) in 1977, covering the following topics: living and working conditions, labor relations, employment and training.

The Caux Round Table founded in 1986, which focuses its interest in building economic and social relations between member countries and their responsibilities.

The creation in 1997 of the Global Reporting Initiative (GRI), where the guide was developed for the preparation of a report on sustainable enterprises.

The Lisbon Summit in March 2000, which addressed, among other issues, social issues for people in situations of poverty and social exclusion.

The publication of the Green Paper on corporate social responsibility of the European Community in 2001 which establishes ethical, social and environmental guidelines for companies.

The decision of the International Organization for Standardization (ISO) in 2005 to implement the draft ISO 26000 global standardization in the field of social responsibility.

And the preparation and signing of the Global Compact (Global Compact) initiative of the (United Nations) UN which the framework would allow management of CSR in companies in a global environment is created and under universal ethical values, it kicking at the World Economic Forum in 1999, took final form in 2000 and updated in 2004, which was added as defense pillar of the fight against corruption embodied in the tenth principle.

As time progresses and as a result of the above companies, organizations, society and other stakeholders have been committing to establish formal CSR programs in their activities to the extent that, according to Dominguez (2005) eventually companies and not only analyze their accounts based on the account of economic results, but also account environmental results and realize social results. Accounts that will be integrated into the corporate culture.

### **What is corporate social responsibility?**

Throughout the history of the RSC, at the same time have been giving events between international organizations to bypass contributions in standardization, they have been generated documents in which you can find several definitions, it can be find contributions from various researchers and academics.

Then some of these definitions are reflected, however they all agree that the corporate social responsibility refers to the ethical way a corporation, company or organization, public, private or social nature is directed, taking responsibility for their impacts, both internally and externally, and always seeking to contribute to this healthy relationship between the corporation and its stakeholders and promoting a better society and a better environment

Thus, we have the Ethos, Brazil Institute on their official website states that "Social Responsibility is the way to conduct the business of a company so that it will become co-responsible for the social development.

This same body says: A socially responsible company is one that has the ability to listen to the interests of the various parties (shareholders, employees, service providers, suppliers, consumers, community, government and environment) and incorporate them into planning its activities, seeking to meet the demands of all and not only of the shareholders or owners ".

The European Green Paper defines saying: "Corporate social responsibility is essentially a concept whereby companies decide voluntarily to contribute to a better society and a cleaner environment

For its part, the Canadian Business for Social Responsibility, said: "Corporate Social Responsibility is the commitment of a company to operate economically and environmentally sustainable while recognizing the interests of its stakeholders, including these investors, customers, employees, business partners, local communities, the environment and society in general. "

For whether and Chandler (2011), is a point of view of the organization and its role in society, assuming responsibility among companies to achieve their goals in addition to maximizing profits, and responsibility among stakeholders to maintain the company responsible for their actions. (P. 5)

And Dominguez (2005) X DEDALO consultants, CSR is a new vision of involvement and the importance of the work of the company in the globalized world in which we live (P.1) Finally, mention De la Peña and Amezcua (2011), with whom he agrees claims that in general, all existing definitions of CSR agree that this is a way to manage the company taking into account the economic objectives there of reconcile these with social and environmental impacts. (P.14)

### **The wine industry in the world, in Mexico and in the State of Queretaro.**

To get to know what is the situation in which the State of Queretaro is in wine and wine material, you need an approach to history documented about.

In his article "The origin of viticulture in the state of Querétaro (Mexico)." Alvarez (2016) mentions that the vines in the history of mankind back to what is now the territory of three countries: Syria, Iran and Turkey, in times before the birth of Christ, there you are moved by Greco Roman empire to Portugal and Spain in the Iberian peninsula, which spread throughout Europe and by the time of the Spanish colony in the Americas, the vines are brought to New Spain. (Moreno, 2016).

Below is a brief description of events related to wine in Mexico as a territory of New Spain is presented.

1493, Christopher Columbus reached America and brings with wine barrels.

1521, Hernán Cortés introduced viticulture to Mexico.

1524, Hernán Cortés ordered to plant the first vineyards (1000 x 100)

1531, Charles V, king of Spain ordered that each ship brings vines and olive trees of New Spain to Spain. Remember that the courts of Cadiz controlled production of everything in New Spain and Spain novohispano foreign trade.

1554, started the wine boom around Mexico City.

1568, friars and explorers discovered the valley of Parras, Coahuila state today, flat and rich for planting vines valley, as well as belonging to the world strip of vine production in the northern hemisphere.

1593, founding of the winery Marqués de Agüeyo, which unfortunately closed in 1989, considered the oldest in the Americas.

1595, King Philip II, prohibits planting more vineyards derived from the saturation of the product in Spain. Apply only to New Spain; for the territories of Central and South America, it fails to enforce the ban.

1597, adheres and a special permit to produce wine and brandy for religious purposes, in support of Propaganda Fide of the Spanish Catholic Church, and the Vatican is obtained. Permission is granted by the Spanish crown.

1615 come the Jesuits missionaries in northern Iraq. They make expeditions to northern territories and carry the vines and regional wines.

1717, the vineyards are settled on the peninsula of Baja California.

1803, the volume increases vineyards in the heart of New Spain.

1810, with movement and war of independence, abandon or destroy the vineyards of central Mexico.

1821, they enter recovering and planting vineyards with French vines, which in Europe had already gained relevance and impact.

1900, comes a plague Mexico as an independent and much of the country are Mexican vineyards destroyed by phylloxera.

1910, initiates the movement of the Mexican Revolution, and despite the defense of French strains of Porfirio Diaz, start another crisis of Mexican wine.

1940, reborn interest in the wine industry.

1948, the Mexican Association for Wine. Vineyard planting in the borehole, queretana given area.

1950, is based in San Juan del Rio, Cavas de San Juan, owned by the company La Madrilena, produce wines, especially sherry.

1952, the first production company founded Bodegas Cruz Blanca, producing Zuco, sherry, red wine and white wine in bulk. Now transformed into Zuco Industrial, SA de CV, with vineyards in the state of Queretaro.

1961 opens its doors Sofimar wine brand Martell Mexico, with production of Brandy.

1968, started the foundation of the La Madrileña plant in San Juan del Río, Qro.

1969, half of the vineyards planted Los Rosales.

1975 La Redonda, founded in previous years, is considered the company with the best wines of quality queretanos decade table wines of the highest quality.

1976 Cava Antonelli, opens with sherry type fortified wines and spirits from other flavors.

1978 opens its doors Cavas Freixenet, Finca Vivé room, with its specialization in fine sparkling in the Ezequiel Montes.

1983 Cavas de San Juan with its wines Hidalgo brand, winning international awards in France.

1994, with a not very large growing industry and global competition, the economic crisis comes to Mexico, "December errors" and there are numerous wineries closing nationwide.

1999 opens its doors Vinicola San Patricio.

2004, the Vinícola Los Azteca, produces its signature wine Pretexto.

2007, on the grounds of Valle de Bernal, San Juanito founded the company with the best wines of the region, although he maquilan in Freixenet sparkling.

2007, Finca Stubbornness is based in the state of Queretaro.

2008, Coté wineries are based.

2010, derived from the large wine production in Queretaro state, entrepreneurs are organized and founded the Association of Winegrowers of Queretaro, known by its Spanish acronym as AVQ.

2012 to 2016, the wineries Cava 57, Tierra de Alonso, Bodegas Vaivén and Vinaltura are based. (Moreno, 2016).

### **Research Methodology**

The research used was direct and documentary Rojas Soriano (1997), since the information is obtained directly from an approach to social reality by applying the research technique called survey. Also, the document as a theoretical path of the variables were applied.

The approach used was quantitative since it was based on collecting and analyzing data to answer the research questions to measure the effect of data obtained numerically, but only seeking to know the perception of top executives of the organization.

The research tool was a structured survey.

### **Application of research tools**

Home is conducted an interview with the executive first level is when the company designed to meet the general data of the company, whether or not implemented corporate social responsibility, which are the actions in the field that effect, as they are involved and the importance they give the same social responsibility.

Subsequently guides the same executive first class, in order to give response to the self-diagnostic tool for proposed by the Chihuahua Business Foundation (FECHAC) organization promoting CSR in our country since 1996 companies, through whose responses valuable information for the purpose of this work was obtained. It is noteworthy that this instrument was modified Likert scale to dichotomous and added a section for comments, since the executive who gave him preferred to add comments and answer explanations for clarity of information.

### **Results**

In the interview, the executive makes it clear to the authors of this work, the company he represents is believed to excellence and leadership not only get quality products but also involve commitments to the world in which we live.

For this reason, it promotes culture through patronage and sponsorships, believe in equal opportunities in the enterprise and working towards a more just society. Its principles are based on human, labor and environmental rights. In this company they make their products with the utmost respect for the environment, creating high-quality cavas meeting the demanding palates.

In this interview he stressed that the company is a founding member of the Spanish Network of the Global Compact of the United Nations, so their commitment to CSR is very strong.

Counting with 170 to 200 workers of both sexes (depending on season), the major focus of CSR is in the work of human resources, public relations and quality to its customers and suppliers with those who work and yet you do not have a mission, vision or focused directly with CSR practices values inculcated in their workers the culture of the importance of family, gender equality and opportunities and non-discrimination co-workers, all this reinforced training they give to their employees and the meetings held bi-monthly.

Moreover, self-survey applied responses underlying to extend the results of the aforementioned instrument can be observed in this investigation as Annex 1 for space are obtained.

This instrument the following results 15 indicators in each of the following sections:

In the section on quality of life indicators in the company 12 items were affirmative, ie, 80% and only 3 were negative, ie, 20%.

In the section on care and environmental preservation were affirmative 6, meaning, 40% and 9 were negative, they represent 60%. As regards paragraph competitiveness and relationship with its stakeholders, they were concurring 14 items, ie, 93% and only 1 was negative, ie 7%.

And, by the indicators of commitment to the community 8 items were in favor, representing 53% and 7 were negative, representing 47%.

As notes that the company has areas of opportunity in terms of CSR in the categories of care and preservation of the environment and in the section on indicators of commitment to community giving a result of 60% and 47% negative items respectively.

## Conclusions

The approach from which has been addressed research on Corporate Social Responsibility suggests that this has been around since the inception of the company, knowing that the main shareholder is part of the founding members of the Global Compact or unglobal compact organization United Nations.

Which operates under the guidelines of that document guide on CSR, we can also conclude that executives of the company situated in the state of Queretaro, unaware of the total shares in CSR leading to out the organization, but that socially responsible practices are part of the organizational culture of the same company in all areas.

However, this exercise research also reveals that, in its operations in our state company presents minimal areas of opportunity in which you have to work to be 100% socially responsible.

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