



Corporate Social Responsibility in the inclusion of people with Disability. Case Study Ambato Companies, Ecuador

Mejores Prácticas Empresariales de Responsabilidad Social en la inclusión de personas con discapacidad. Estudio de caso en empresas de Ambato, Ecuador

Fanny Paulina Pico Barrionuevo is Professor and Researcher in the career of Social Work of the Technical University of Ambato [Ecuador] (paulinapico@hotmail.com) (<http://orcid.org/0000-0002-2276-8198>)

Silvia Susana Torres is Professor and Researcher in the career of Social Work of the Technical University of Ambato [Ecuador] (stcvita@yahoo.com) (<http://orcid.org/0000-0002-6824-8518>)

Abstract

The inclusion of persons with disabilities (PwD), in the field of labor still has flaws that should be corrected, considering that this group has been the exclusion of some form, the business sector of the labor market, a key actor in the realization of a true inclusion, either by legal compliance or by making corporate social responsibility, the labor inclusion should be a fundamental part of each company. The aim of this work is to identify the reality of companies in the labor market inclusion of persons with disabilities, to the effect applies a methodology of qualitative-quantitative research on the basis of a revised theoretical framework to then identify ratings to gather evidence and make a judgment of value to the investigation, applies the type of simple random probability sample through which each element of the population has an equal chance of being chosen, the research is performed through a set of four dimensions: Planning, inclusion, equity and development. Of the 80 companies surveyed the 11.70% correspond to those that perform the best business practices, it also highlights the Commercial Sector in the areas of: inclusion, equity and development. The axis of development is the one that has a lower percentage should be considered to improve the processes that include it.

Resumen

La inclusión de las Personas con Discapacidad (PwD) en el ámbito laboral aún tiene falencias que se debe ir corrigiendo, considerando que este grupo ha sentido la exclusión laboral de alguna u otra forma. El sector empresarial, protagonista principal del mercado laboral y actor fundamental en la realización de una verdadera inclusión, ya sea por cumplimiento de normativas legales establecidas o a su vez por realizar Responsabilidad Social Empresarial, tiene en sus manos la inclusión laboral de personas con esta condición. El objetivo del presente trabajo es identificar la realidad de las empresas en la inclusión laboral de las personas con discapacidad. Para el efecto se aplica un diseño metodológico de tipo cuali-cuantitativo en base a un marco teórico revisado para luego identificar valoraciones que permitan reunir evidencias y emitir un juicio de valor en la investigación. Se aplica el tipo de muestra probabilística aleatoria simple a través de la cual cada elemento de la población tiene la misma oportunidad de ser elegida. La investigación se realiza a través de una encuesta establecida de cuatro dimensiones: i) planificación; ii) inclusión; iii) equidad y; iv) desarrollo. De las 80 empresas encuestadas, el 11,70% corresponden a aquellas que realizan las mejores prácticas empresariales. También destaca el sector comercial en los ejes de inclusión, equidad y desarrollo. El eje de desarrollo es el que tiene menor porcentaje, por lo que se le debe considerar con mayor interés para mejorar los procesos de inclusión de PwD.

Keywords | Palabras clave

Social responsibility, private enterprises, disabled persons, vulnerable groups, labour, disabilities
Responsabilidad Social, Empresa Privada, Impedido, Grupo Desfavorecido, Trabajo, Incapacidad

1. Introduction and state of the issue

At present, mechanisms have been established for the inclusion of persons with disabilities in the business sector. However there are several reasons why this vulnerable group has not been able to have a total insertion in each of the companies. For this reason, the present research tries to identify the reality of the companies with respect to the labor inclusion of people with disabilities. In the country, the Organic Law on Disabilities has been put into effect, which states in its article 47 on the compulsory recruitment of persons with disabilities:

Article 47.- Labor Inclusion.- The public or private employer who has a minimum number of twenty-five (25) workers is obliged to hire a minimum of four percent (4%) of persons with disabilities, in permanent jobs that are considered appropriate in relation to their knowledge, physical conditions and individual skills, seeking the principles of gender equity and diversity of disabilities. The percentage of labor inclusion should be equitably distributed in the provinces of the country, in the case of national employers; and to the cantons, in the case of provincial employers (National Assembly Republic of Ecuador, 2012).

In this context, there is an obligation to hire people with disabilities. On the other hand, the Organic Disability Law, establishes in article 49 the deduction of an additional 150% for the calculation of the taxable income tax, providing an incentive to the private company in the recruitment of Persons with Disabilities (PwD). It should be pointed out that there is some lack of knowledge about this incentive in private companies, since there is an apparent lack of apathy in the reality of the inclusion of PwD.

1.1. Corporate Social Responsibility (CSR)

There are several discussions about the company's actions regarding social responsibility. However, it should be clarified that every individual who works in an organization has ethics and a sense of responsibility, which is projected in the organization (Inter-American Development Bank, 2011).

In Spain, the issues of corporate social responsibility in the field of inclusion of people with disabilities are analyzed in depth. In the case of people with intellectual disabilities, they carry out the inclusion through current legislation and jointly with the practice of Corporate

Social Responsibility, which has to do with the integration of people with disabilities or the equality of people (Blanco Prieto, 2015).

The term disability has several definitions. One of them, expressed in the Convention on the Rights of Persons with Disabilities 2006 (as quoted in the Ministry of Labor Relations - CONADIS, 2013) states that: (a) “Disability is an evolving concept resulting from interaction between people with disabilities and barriers due to attitude and environment that prevent their full and effective participation in society, on an equal basis with others.”

In the province of Tungurahua there are 2,158 people with work-related disabilities, 55.46% of whom are physically disabled (CONADIS - Ecuadorean Social Security Institute IESS, 2016).

1.2. Disability and job inclusion

People with disabilities have less participation in the labor market, even with fewer options those with a significant disability. In this sense there are agencies and institutions that somehow form a channel between people with disabilities and private companies to achieve their insertion in the workplace. In Spain, for example, there are Special Employment Centers (CEC), which are the main route of integration of people with disabilities. The main objective of these centers is to reduce the unemployment and inactivity of workers with disabilities (Rodríguez & Cueto, 2013).

In other latitudes, in Paraguay, private institutions have in their history some form of employment relationship with persons with disabilities, and social responsibility and the initiative of different governmental and non-governmental entities emphasize work as a right (Reyes Giménez, 2015)

In Ecuador on this issue of disability in the workplace, we analyze two aspects that have to do with the limited insertion in the labor market. First, with the vulnerable group (PwD) who have a low level of education, because there are communication barriers, the physical environment and information, which prevent the formation and training of this vulnerable group (National Council for Equality of Disabilities CONADIS, 2013). On the other hand, there is the business sector, which is resistant to hiring people with disabilities due to the long process of labor integration, considering the adaptation of the employee, employer and work team, which also influences the lack of

action measures (selection of test and selection material, assessment of knowledge, skills, abilities and skills). According to the requirements of each disability and some form of irregularities occurring before the compliance with the Labor Code Reformatory Law (Law of quotas that establishes 4%).

Continuing in the same context, in Ecuador a legal framework has been established for the public or private employer that favors the insertion of the PwD. Thus, article 42, number 33 of the Labor Code states that:

(...) the public or private employer, with a minimum of twenty-five workers, is obliged to employ at least one person with a disability in permanent work deemed appropriate in relation to their knowledge, physical condition and skills principles of gender equity and diversity of disability. As of 2009, the mandatory percentage of hiring people with disabilities is 4% of the total number of workers in each company or employer natural person.

2. Basis and purpose of the study

Whether the company wants to carry out an application of Corporate Social Responsibility through good business practices in the inclusion of people with disabilities, it is important to identify how the group of PwD has entered the corporate workplace and how the employer acts. Considering that legal regulations and best practices have already been established in Ecuador for the inclusion of persons with disabilities, so as to establish a socio-labor relationship between these two actors, and consequently the need for an initial diagnostic-exploratory investigation, verifying the study variables, through dimensions that include criteria such as equity and inclusion that are essential elements for the attention to the population with disabilities. In this sense, the research is based on the following paradigms:

Chart 1. Paradigms on equity and social inclusion in the labor market

	Liberal	Marxist	Posestructuralist
Equity	Generation of equality or equal opportunities	It overcomes the social, political and economic conditions that produce domination	Recognition and empowerment of multiculturalism (this is based more on difference than on opportunity)

	Liberal	Marxist	Posestructuralist
	Minorities as objects of a policy that provides differential treatment, generally focused	The cultural differences of minorities are recognized; these are explained from the model of social disadvantage.	Minorities as subjects involved in the construction of the policy
	Diversity oriented towards assimilation and individualism	Diversity oriented to generate against the hegemonic groups in the social, cultural and political	Diversity oriented to dialogue and intercultural integration, identification and consensus dissents
Inclusion	Compensate for the inequalities with which students enter school. Individual measures focusing on proposals for specific curricular adaptations or compensatory programs	Develop educational processes in social and economic programs, where the entire educational community strives to reduce the origins of inequality and exclusion, which is generally located outside of school	It is an attitude a system of values and beliefs, not an action or set of actions. It implies recognizing some exercises of power, some languages, relationships to deconstruct and redirect. It demands to offer a proposal of action that prevents the transformation of the differences in symbol of marginalization.

Source: Taken from Díaz, O.C (1) *Equidad, inclusión y discapacidad*. CD Memorias II Foro Distrital de Discapacidad, Bogotá, 2005. Cited in (García Ruiz & Fernández Moreno, 2005)

The social inclusion responses require political proposals in which all subjects are recognized as protagonists and will depend on the subject's interest in each of the scenarios, such as education or work (García-Ruiz & Fernández-Moreno, 2005)

At the time of induction, it should be 100% inclusive and adequate to the specific needs of people with disabilities. If it is necessary to have a sign language interpreter - for example - it will be necessary to do so in this way (Ministry of Labor Relations - Directorate of Attention to Priority Groups - Conadis, 2013).

In Ecuador, the Ministry of Economic and Social Inclusion, according to Ministerial Agreement No. 000154, article 3 establishes the management of the principles of equality, inclusion, equity, universality and integrality (Ministry of Economic and Social Inclusion, 2013), which are considered in the application of different valuation tools for the application of processes in the workplace and that have to do with the PwD.

3. Materials and method

The general objective of this paper is to identify the reality of companies in the labor inclusion of people with disabilities. To carry out the research, the quantitative method was applied, which is based on the measurement of the characteristics of social phenomena that derived from a conceptual framework appropriate to the studied issue (Bernal, 2010). Considering the criteria established in the questionnaire will determine values that will allow to make value judgments according to the presented results.

Also the qualitative method or non-traditional method will be applied, where it is tried to understand the different types of social situations as a whole, considering their properties and their dynamics (Bernal, 2010).

The group analyzed will be the business sector and people with disabilities in the city of Ambato (Tungurahua, Ecuador). A simple random probabilistic sample was applied through which each element of the population has the same opportunity to be chosen, and where the probability of selecting any particular member of the population the first time is $1/N$ (Berenson, Levine, & Krehbiel, 2001), such that $N = 160$ and $n = 80$. The list of companies was provided by the Cuesta Holguin Foundation.

The participating companies are developed in the private sector and are involved in different sectoral activities. A survey was applied to 80 of them, as extracted in chart 2:

Chart 2. Participating companies by Sector

Sector Activity	%
Industrial Sector	28,57
Commercial sector	25,97
Service sector	45,45

For the accomplishment of the work, a survey was applied through four dimensions: i) planning; (ii) inclusion; (iii) equity and; (iv) development. Each axis consists of detailed items as follows:

- **Planning:** Includes 4 items and assesses if the company has an initial planning in the selection process. It establishes if it complies with the percentage established in the legislation that includes the type

of disability, the realization of the selection process and the induction of the PwD.

- Inclusion: Includes 4 items and reviews the social inclusion in the work activity, physical accessibility depending on the type of disability, as well as signaling and information and communication appropriate to the PwD.
- Equity: Includes 4 items and analyzes the equity of rights and benefits, awareness, job relocation and recognition of good job performance.
- Development: Includes 4 items and establishes training, evaluation, development and promotion as well as adaptation of the job.

Each item was valued through three criteria: i) best practice; (ii) good practice; iii) in process, each being understood as follows:

- Best Practice: It goes beyond compliance with the Organic Law of Disabilities, revised *ut supra*, that is to say that it not only complies with the law but also develops improvements in each process (excellence), and it is valued with a score of 10.
- Good Practice: Complies with established regulations and is valued with a score of 5
- In Process: It is planned to be done and it is rated with a score of 0

4. Analysis and results

The results have been identified after the surveys were applied. Percentages are determined and applying the arithmetic mean results are grouped by dimensions, as detailed in chart 3:

Chart 3. Application of each dimension in the Companies by activity Sector

Actividad Sectorial Empresarial	Planning	Inclusion	Equity	Development
Industrial sector	9,09%	11,08%	8,81%	6,96%
Commercial sector	9,38%	12,03%	10,78%	8,75%
Service sector	9,87%	10,08%	7,41%	6,79%

The commercial sector has percentages that stand out from the rest in terms of the inclusion, equity and development variables, while

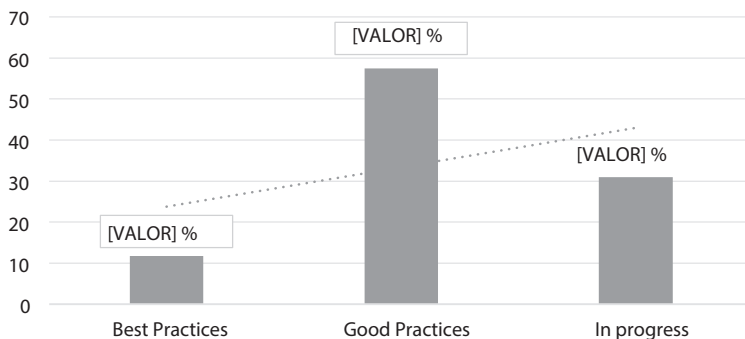
in the services sector it stands out in planning. Chart 4 shows the results on the best business practices by sector activity:

Table 4. Best Business Practices

Sector Activity	Best Practice	Good Practice	In Process
Industrial sector	16,27%	51%	34,09%
Commercial sector	13,95%	56,85%	29,2%
Service sector	8,57%	60,89%	30,31%

The industrial sector is identified as the one with best business practices, with a result of 16.27%, followed by the commercial sector with 13.95% and the services sector with 8.57%. In this way, a consolidated chart (figure 1) is established with information on best business practices in the Inclusion of Persons with Disabilities.

Figure 1. Consolidated figure of interrelationship between best and good practices and companies «in process»



Of the 80 companies surveyed, 11.70% were those who performed the best business practices, 57.5% performed good business practices, while 30.9% were in the process.

Discussion and conclusions

Of the four axes established for the identification of best practices, the «planning» is analyzed first, which shows a high percentage in the services sector with 9.87%, which motivates the companies to have an approach with organizations such as the National Disability Council

(CONADIS) and in turn with the Labor Integration Services (SILL), agencies that are in charge of providing business advice, as well as awareness talks on inclusion.

It is also analyzed that the selection and induction processes must be adapted to the PwD, considering that the company must build inclusive tools (communication techniques) that allow them to socialize the internal code of ethics, the administrative manual, the occupational safety and health or any other relevant information regarding timetables and salaries (Ministry of Labor Relations - Directorate of Attention to Priority Groups - Conadis, 2013).

The axis of «inclusion» analyzes the social and cultural activities carried out by the company and how is the participation of Persons with Disabilities (PwD). It also includes physical accessibility, signaling and communication in the commercial sector, appreciating a high value compared to other sectors with 12.03%. In this sense, it should be pointed out that people with disabilities should have the best treatment, which should be a priority and not different, characterized by respect (Ministry of Labor Relations - Directorate of Attention to Priority Groups - Conadis, 2013).

The axis of «equity» analyzes the benefits and rights that have the PwD and if the employees have been sensitized to the disability. Also if the company has processes of social-labor relocation and if the organization has policies of recognition for the good work performance. In this area, the commercial sector accounts for 10.78% of the industrial and services sectors.

Finally, the axis of «development», which is one of the axes that must be improved since it is the lowest with respect to the others, analyzes how the company includes the PwDs in training and training processes, as well as analyze if the system of evaluation is in accordance with the requirements of the PwD, since depending on the skills or abilities of people with disabilities, the instruments must be adapted or made adjustments accordingly (Ministry of Labor Relations - Directorate of Attention to Priority Groups - Conadis, 2013).

This also includes a review on promotions and development in the workplace. An important point to stress is the need to adapt the workplace if necessary, according to the type of disability that the employee has, as in the previous dimensions, the axes of «inclusion»

and «equity» in the commercial sector stand out 8.75% more than the other sectors.

Finally, of the 80 companies surveyed, 11.70% correspond to those that perform the best business practices; it means that there is a business group concerned with achieving the welfare and inclusion of its PwD. For their part, a group corresponding to 57.5% - that is, more than half of companies surveyed - obtain a positive evaluation of good business practices, while 30.9% are in the process of being applied.

With respect to the above objective, it can be pointed out that companies play an important role in the labor market, and as such it is evident that more than half of companies surveyed perform good business practices, establishing inclusion processes according to the requirements of the People with Disabilities (PwD). On the other hand, the possibility of future research is left open to analyze each of the established dimensions, as well as to investigate the needs of the business sectors in the appropriate location of Persons with Disabilities.

The limitations of the study were basically of time, because it has been determined as an initial diagnosis of how the business sector faces the inclusion of people with disabilities. In this sense it is important to establish that the behavior of the variables analyzed within a year should be studied to identify new results.

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