139 - QUALITY OF LIFE AND SOCIAL RESPONSIBILITY: A DIAGNOSIS IN THE REGION OF CURITIBA - BRAZIL

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1. Introduction

The organizations are suffering a transformation of mentality, concerning with the quality instead of the quantity what ends up bringing a change of the administrative culture. This change of the culture is confirmed by Luca (1998), who quotes that this exchange of "quantity" for "quality", demands a change in the way of managing, principally in the social aspect.

The principal reason that leads an organization to invest in the quality of life of its collaborators is certainly, the increase of the productivity when they are motivated and satisfied at work. And the attitudes of social responsibility taken by the organizations demonstrate to the collaborators that the enterprise worries about them, when an important factor of motivation is that to practice his functions inside the enterprise.

The satisfied and motivated collaborators will certainly produce more and better, allowing the enterprise to have fewer employees to execute the same tasks; it was carried out by a great number of collaborators without the same performance. In other words, leave the "quantity" and adopt the "quality".

The organizations nowadays take the social responsibility as an important lever to improve their competitiveness and consequently to reach the organizational success (MORAES and SOUZA, 2002). So, the organizations should dispose the information for all the involved people, internal collaborators or the society in general. The purpose of social actions of the enterprise is also taken into account by the stakeholders in moments of decision.

Social obligation of social responsibility is differentiated here. While the first one limit to the fulfillment of the legislation, the second refers to the adopted attitudes, besides what the law obliges. When the enterprises take attitudes that benefit as the collaborators as the community where it is inserted, and these attitudes are not part of the legislation followed by the organization, we call it "facts of social responsibility".

What the companies do, besides the social obligation, to improve the quality of life of the collaborators is one of the social factors analyzed by the society to form the image of the enterprise; it is also a motivation factor, importantly for the direct collaborators of the enterprise.

The lack of a precise diagnosis on the social responsibility, from attitudes that aim at the improvement of the collaborators' quality of life, implies in unfamiliarity on what the enterprise offers them, besides creating a false impression for the society about its actions concerning the quality of life.

Developing a diagnosis is important, so that they all have access to the attitudes of social responsibility that the enterprises are taking. It is equally important so that the collaborators can claim the attitudes and actions of the company, to improve their quality of life.

The objective of this article is to present this diagnosis, showing all the attitudes that are being taken or not, to improve the quality of life of the internal collaborators, based on the officials' opinions of big and middle size enterprises.

2. Social Responsibility and Quality of Life (QOL) and Quality of Life at the Workplace (QOLW)

The social responsibility and the quality of life are very much interconnected inside the organizations, since it is normally through acts of social responsibility that company enables an improvement in the quality of life of its collaborators.

The concept of social responsibility, for Ashley (2002), is defined as the promise that an organization must have regarding the society, through acts and attitudes that affect it positively, in broad way, or to some community, in a specific way, acting pro-actively and coherently as regards its specific paper in the society.

The same idea is shared by Melo Neto and Fróes (1999), who quote that the social business responsibility only takes place when the organization has an efficient and quality management, which works either for the internal public as for the external one.

The acts and attitudes taken by the organizations with the objective of improving the collaborators' life and the image of the enterprise in the society have been receiving in the last years, a new definition, business citizenship. Business citizenship, for Melo Neto and Fróes (1999), is when an enterprise is compromised with the promotion of the citizenship, for the community as well as for the internal collaborators, through acts of social responsibility.

Through acts of citizenship, besides improving the image before the community, the enterprise improves considerably the quality of life of the collaborators, giving them more motivation and, consequently, providing them better satisfaction in the work. Agreeing with this idea, Ashley (2002) says that the acts of social responsibility for the employees provide to the enterprises the opportunity for attracting and for keeping qualified collaborators, who are attracted exactly because of the knowledge that the company will provide benefits beyond the mandatory by law, or in other words, beyond the social obligation.

The acts of social responsibility also provide to a collaborator the sensation of that the company is worried about him, generating bigger satisfaction once he's part of the organization and consequently improving his quality of life, either inside or outside of the environment of work. When quality of life and quality of life at the workplace is mentioned by someone, each individual person builds a different idea about the topic, since not everyone has the same concept of QOL and QOLW. Therefore, some aspects might be important for some people, but cannot be so prominent for others.

The concept of QOL is extremely comprehensive, varying from different individuals, so the concept depends on the objectives, on the perspectives and on the projects of life of each one (MENDES and LEITE, 2004). Despite of the countless definitions of QOL, some include the general scope of the subject, or, they include all the aspects that can be relevant for most people, concerning his quality of life.

The World Health Organization (WHO) in 1974 defines QOL as: "the perception of the individual of his position in life, in the context of the culture and valuable system in which he lives, and regarding his objectives, expectations, standards and preoccupations". Roeder (2003) embodies to this concept several domains as the physical and psychological health, the social relations and the environment.

This concept from the WHO is inserted inside quality of life at the workplace (QOLW), quoted by Mendes and Leite (2004), who say that the quality of life is related directly to the work, but it isn't isolated of the individual life, outside of the company.

The QOLW represents a relation between the quality of life of the individual inside and outside of the professional

environment. Limongi-França (2004, p. 24) also reveals that, "the definitions of QOLW sets from medical cares established by the legislation of health and security up to voluntary activities of the employees and employers in the areas of leisure, motivation, among countless others."

For Walton *apud* Pilatti and Bejarano (2005) to idea of QOLW is based on humanization of the work, jointly with the social responsibility of the enterprise, which must understand the necessities and the aspirations of each member of the staff, mainly, through the organization of the work. There are three dimensions that as Limongi-França (2004) define the quality of life, the first one is the biological dimension, which represents the physical characteristics that the person is born or acquires during life through experiences.

The second dimension pointed by the author is the psychological dimension, which represents the personality of the person, the affectionate and emotional characteristics of each individual.

The third dimension acts to the social values of an individual; it is the social dimension, which is characterized by the beliefs, by the interpersonal relations. It represents the social and geographical environment in which that individual is inserted. Walton *apud* Fernandes (1996) presents eight categories you evaluate proposals for QOLW. These eight categories branch out in thirty two indicators of QOLW, the eight categories are these: fair and appropriate compensation; work conditions; use and capacity development; security and development opportunity; social integration within the company; constitutionalism; the work and the total space of life and social relevance of the work in life.

Those categories done by Walton, show all the means that anyone has to build his own concept of QOL, therefore, those indicators do not have the same relevance in all the individuals, for example, the leisure time for the family can be highlighted as very important in the life of some people, and on the other side, it can be totally ignored by others, producing a different vision of QOL.

3. Methodology

The nature of the research developed in this article is descriptive what, for Gil (1999, p.44), can be conceptualized as being the activity that has as principal objective describes the characteristics of a determined phenomenon or population. The sample was established in a voluntary way - probabilistic by thirty-two collaborators arising from twenty-seven different enterprises, from the most varied branches of acting.

All the questioned collaborators have complete higher education and they responded to the questionnaire in an event in the area of Maintenance Management, carried out in Curitiba in August of 2006. The collaborators have varied functions inside those enterprises. The questionnaire for the diagnosis was adapted of the check-list from the Ethos Institute of Social Responsibility.

The adaptation was made necessary so that the questions straightly connected with the quality of life of the collaborator were answered. The criterion for selection of the questions was the correlation of the items presented by the Ethos Institute with the quality of life categories extolled by Walton apud Fernandes (1996). The questions were divided in five great topics: the relation between the enterprise and the family of the collaborator; the security and the welfare; the professional development; the delegation of authority and on remuneration and incentives.

The questions were answered according to the level of agreement with the given assertion. The possible answers were: "in progress"; "it might improve"; "it worth to be considered"; "out of question" and "does not apply". The assertions marked with a (*) present inferior number of answers to thirty two. That occurs because not all of the collaborators marked their opinion for the respective assertion.

It stands out, therefore, that the diagnosis represents the point of view of these collaborators, who act in activities of operational level in industrial maintenance, even though, in some cases, they are in charge of leadership. The high hierarchical managers' opinion was not investigated. They might eventually arrange information that was not available to the whole collaborators' level.

The enterprises that made part of this diagnosis are references in their branches of acting, being most of the cases, multinationals of the next areas: Automobilistic, higher education institutions, sector of services, metal-mechanic, paper and cellulose, commerce and pottery. All the analyzed organizations are located in the region of Curitiba - PR.

The analysis of the results was done in a statistical way, which for Jesus (2005) is a process to obtain, to present and to analyze characteristics or numerical values for a better decision in situations of uncertainty.

4. Results e Analyses

Table I shows the results obtained in the questionnaire adapted from the checklist of Ethos Institute business social responsibility.

TABLE I - Collaborators' Answers

At Workplace	In Progress	It Might Improve	It worth to be considered	Out of Question	Does not Apply
About the balance between work and family, your company...					
Values the necessities of the officials	8	9	10	5	0
Avoids directives and practices that interfere *	4	7	12	7	1
Is flexible	6	17	7	1	1
Offers paid exemption	5	8	4	11	4
Offers help for the solution of problems	6	12	7	7	0
Encourages healthy practices regarding helping babies	2	5	11	8	6
Tries to support that all the employees' children are in school	3	6	7	12	4
Offers health plans for the dependants *	20	5	3	2	1
Gives support whenever the employee is absent to deal family issues	10	7	9	6	0
Supports the adoption	2	2	5	9	14
Does partnership with other local enterprises to offer services	6	6	9	7	4
Informs the existent resources (day-care centers, retirement homes, professionals' support etc. ...)	5	5	4	11	7
Establishes a resource center for the family (area for leisure and reading) *	4	6	1	13	7
About Health, Security and Welfare, your company...					
Promotes the health and the welfare *	11	8	11	1	0
Offers flexible health plans	11	15	2	4	0
Promotes health check-up	13	4	8	6	1
Rewards for the healthy way of life	5	5	3	14	5
Stimulates sport practices in gyms or clubs	5	7	5	11	4
Removes the smoke from the environment of work	10	6	3	10	3
Encourages the employees' participation in help programs for smokers addicted *	4	3	6	12	6
Promotes healthy working habits	4	11	10	7	0
Maintains the elevated quality of air	7	10	5	6	4
Does not forget of the temporary collaborators	4	5	8	13	2
About Professional Development, your company...					
Promotes carrier development	4	13	7	5	3
Creates a program of professional advising	2	5	6	15	4
Promotes and rewards the development of talents *	4	6	9	9	3
Promotes and encourages the voluntary work	6	7	6	10	3
About Delegation of Authority, your company...					
Encourages news ideas and comments	5	17	8	2	0
Encourages the individual initiative	5	12	9	6	0
Delegates authority to the collaborators to reach ambitious goals *	6	11	7	7	0
Promotes the global evaluation (you are also evaluated by other collaborators and clients)	7	8	5	11	1

Source: author (2006)

In the balance aspect between work and family, the enterprises obtained a relatively satisfactory result. Only three assertions with "does not apply" and "out of question" were majority - if the company tries to support that all the employees' children are in school; if it supports the adoption and if it establishes a resource center for the family.

The item with the biggest agreement with 90 % of the collaborators was the one that the enterprise offers health plan for the dependants and not only for the collaborator. Another positive fact to be pointed out is the fact of 93,75 % of the enterprises are flexible with the staff, in other words, they adapt the work schedule to the collaborators' personal needs.

Most of the companies (72 %) do not offer any incentive program to adoption in the organization. The organizations do not have or do not inform on resource centers for the family, as day-care centers, retirement homes, professionals' support; the negative in this item was 62,5 % of the answers.

In the aspect health, security and welfare the enterprises obtained the best results, only two affirmations were negative.

That is verified for the index of 60% of given negative answers to the assertion that referred if the companies rewarded for the healthy lifestyle.

Another missing attitude for the enterprises is the fact of not encouraging the collaborators' participation in help programs for smokers addicted, 56,25 % of the interviewed ones denied the attitude in the organization. In the other assertions, the positive answers were majority.

As for the aspect of personal development, despite the majority positive answers, the result were not so good, since the number of negative answers was also high, principally in the affirmation about the professional advising - according to 60 % of the collaborators, this type of attitude does not take place at the organization.

In the aspect that concerns the delegation of authority in the company, the result was also satisfactory, there were little negative answers. The collaborators agreed that the enterprises encourage new ideas, the individual initiative and it delegates authorities to the collaborators reach ambitious goals. Just the global evaluation is not carried out in all the organizations.

In the aspect that refers to the remuneration and incentives, the result was only reasonable, since the affirmations "It uses actions of the company in the stock exchange as incentive form" and "It encourages the savings for the retirement" they had an index of 53 % of collaborators who quoted that these attitudes are not taken by the enterprises.

In compensation, the assertions "create a program participation in the profit and results" and "it supplies information about the financial performance of the company" they had an index of 63 % and 66 % in agreement, respectively.

5. Conclusion

It concludes, from the acquired dada, that the level of preoccupation of the companies with the collaborators' quality of life is satisfactory, because most of the possible attitudes taken by the companies are really happening in the everyday life. Only some few acts were not identified by the collaborators.

All of those results presented in table II, show that the indicator of QOLW proposed by Walton (1973), are being obeyed by the acts and attitudes of social responsibility carried out by the organizations.

The attitudes of social responsibility adopted by the companies represent that, increasingly, the collaborators' quality of life is an important point to be studied and analyzed by the organizations, so the more satisfied and motivated the collaborator is, the better will be his performance and consequently the more profitability the enterprise will have, besides creating a stronger bond, not alone with the internal collaborators, who do his best for the company, but with the society in which it is inserted.

The fact of the analyzed enterprises be extremely competitive in their branches of acting and they carry out a great number of social responsibility acts, the theory of Moraes and Souza (2002) is confirmed, which refers to the social responsibility as an important lever to stimulate the competitiveness and consequently reach the success.

It would be a utopia that the social responsibility alone takes the credit for the success of the companies, but certainly those attitudes taken by the companies, aiming at the improvement of their collaborators' QOL, are really an important pace for the success.

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QUALITY OF LIFE AND SOCIAL RESPONSIBILITY: A DIAGNOSIS IN THE REGION OF CURITIBA - BRAZIL

Abstract: The present article has the objective to present a diagnosis of social responsibility actions, toward quality of life, adopted by the organizations. The research was carried out in a sample of thirty two collaborators originating from twenty seven different enterprises. The analysis of the results was done in the statistical form. The tool used for the research was a well-adjusted questionnaire of the Social Responsibility check-list from Ethos Institute. The results show that the enterprises are taking attitudes that improve the collaborators' quality of life, in spite of some countless attitudes that might be adopted. Based on the results, it concludes that the enterprises are more and more preoccupied with the collaborators' quality of life, either inside as outside of the workplace environment.

Keywords: Social Responsibility; Collaborators; Quality of Life.

QUALITÉ DE VIE ET RESPONSABILITÉ SOCIALE. UN DIAGNOSTIC DANS LA RÉGION DE CURITIBA - BRÉSIL

Résumé: Cet article présente un diagnostique des actions de responsabilité sociale pour la qualité de vie adoptées par les entreprises. La recherche a été réalisée avec un échantillon de trente-deux employés provenant de vingt sept entreprises. Un questionnaire adapté du Check-list a été créé et l´analyse des résultats a été formulée sous forme de statistiques. Les résultats montrent que même si les entreprises ont pris des attitudes qui ont amélioré la vie des employés beaucoup de choses peuvent encore être faites. En nous basant sur les résultats nous concluons que les entreprises se préocupent de la qualité de vie de leur employés que ce soit à l´intérieur ou à l´extérieur de l´ambiance de travail.

Mots-clés: Responsabilité sociale, Employé, Qualité de vie.

CALIDAD DE VIDA Y RESPONSABILIDAD SOCIAL: UN DIAGNÓSTICO EN EL ÁREA DE CURITIBA - BRASIL

Resumen: El presente artículo tiene como objetivo presentar un diagnóstico de las acciones de responsabilidad social, volcadas a la calidad de vida, adoptadas por las organizaciones. La pesquisa fue realizada en una amuestra de treinta y dos colaboradores originarios de veintisiete empresas distintas. El análisis de los resultados fue hecho de manera estadística. La herramienta usada para la pesquisa fue un cuestionario adaptado del check list de Responsabilidad Social del Instituto Ethos. Los resultados muestran que las empresas están tomando actitudes que mejoran la calidad de vida de los colaboradores, a pesar de que hay aun inúmeras actitudes que podrían ser adoptadas. Basado en los resultados, se llega a la conclusión que las empresas casa vez más se preocupan con la calidad de vida de los colaboradores, tanto dentro cuanto fuera del ambiente de trabajo.

Palabras llaves: Responsabilidad social, Colaboradores, Calidad de vida.

QUALIDADE DE VIDA E RESPONSABILIDADE SOCIAL: UM DIAGNÓSTICO NA REGIÃO DE CURITIBA - BRASIL

Resumo: O presente artigo tem como objetivo apresentar um diagnóstico das ações de responsabilidade social, voltadas a qualidade de vida, adotadas pelas organizações. A pesquisa foi realizada em uma amostra de trinta e dois colaboradores oriundos de vinte e sete empresas distintas. A análise dos resultados foi feita de forma estatística. A ferramenta usada para a pesquisa foi um questionário adaptado do check-list de Responsabilidade Social do Instituto Ethos. Os resultados mostram que as empresas estão tomando atitudes que melhoram a qualidade de vida dos colaboradores, apesar de ainda haverem inúmeras atitudes que poderiam ser adotadas. Baseado nos resultados, chega-se a conclusão que as empresas cada vez mais se preocupam com a qualidade de vida dos colaboradores, tanto dentro quanto fora do ambiente de trabalho.

Palavras-chave: Responsabilidade social; Colaboradores; Qualidade de vida.